



2026 JBLE-LANGLEY SPONSORSHIP OPPORTUNITIES

Joint Base Langley-Eustis consists of more than 19,000 Air Force, Army & civilian personnel serving in more than 60 organizations. JBLE provides mission ready Airmen & Soldiers who deploy to support combatant commanders engaged in operations worldwide.

ABOUT JBLE-LANGLEY

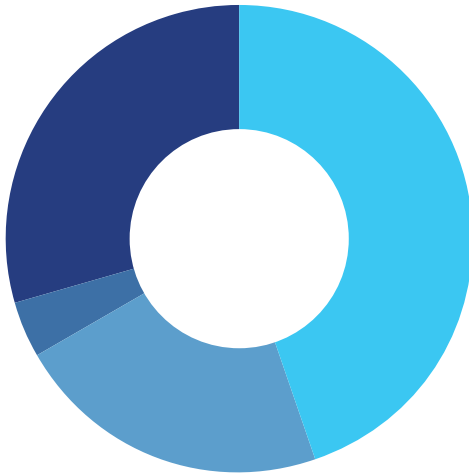
As a power projection platform JBLE units provide combat air power to America's war fighting commands; develop, educate & train Airmen, Soldiers, civilians, and leaders; provide installation support necessary to operate & maintain the F-22 Raptor & T-38 Talon weapon platforms; operate and maintain the Air Force Distributed Common Ground System; transport critical expeditionary mission assets; command, control & defend the Eastern region of the U.S. Army LandWarNet; and plan and executes surface delivery of materials.

The joint base serves as a lynchpin in the local community and maintains open dialogue with 17 counties, cities, and towns within the Hampton Roads region. Many choose Hampton Roads as a permanent location and become strong ambassadors within the community and business leaders.

Joint Base Langley Eustis accounts, directly and indirectly, for thousands of jobs in the Tidewater area of the Commonwealth of Virginia. Projections show no deviation from this course and the installation is poised to be an economic engine that will continue to strengthen and build our community for generations to come.



DEMOGRAPHICS



Active Duty ²	13,502
DoD Civilians ²	6,634
Guard/Reservists ²	1,198
Dependents ¹	8,850
Retirees ³	243,499

\$4.51 Billion in Annual Economic Impact²

¹ Based on average percentage of dependents per military sponsor from Military OneSource 2022

² Sourced from the JBLE FY24 Economic Impact Analysis

³ Sourced from the JBLE FY22 Economic Impact Analysis

MISSION PARTNERS

Headquarters Air Combat Command
633d Air Base Wing
1st Fighter Wing
363rd Intelligence, Surveillance & Reconnaissance Wing
192nd Fighter Wing
480th Intelligence, Surveillance & Reconnaissance Wing
AF Command & Control Integration Center
Air Land Sea Application Center
Civil Air Patrol, Composite Squadron
US Army Corps of Engineers
710th Combat Operations Squadron
735th Supply Chain Operations Group
Air Force Atlantic Area Audit Office
71st Aerial Port Squadron (AF Reserve)
512th Mission Support Squadron (AF Reserve)
622nd Communications Flight



Race 'Round the Base

SPONSORSH



Live Band at Patriotic Palooza



Fishing the King Street Bridge



Base Championship at Eaglewood



Bowling Tournament at Crossbow Games

P Take advantage of the promotional opportunities afforded at a military installation to enhance your visibility and consumer awareness as a community partner of JBLE-Langley's programs and events. By tapping into a well-defined target market, you can take the guesswork out of your media planning while a professional marketing team provides all the promotional coverage. Expand your market, improve profit, and receive immediate and relevant feedback. Additionally, you can have a presence at a variety of events that will generate goodwill for your company and build brand loyalty while supporting the military personnel and families at JBLE-Langley.



Holiday Tree Lighting

2026 UPCOMING EVENTS



1.5 Mile Run at Crossbow Games

EVENTS AT JBLE-LANGLEY

- Eaglewood Egg Drop
- Month of the Military Child Youth Festival
- Fishing the King Street Bridge
- Family Day at the Lake
- Summer Crossbow Games
- Summer Reading Program
- Patriotic Palooza
- Pumpkins, Pins & Cosmic Spins
- Holiday Tree Lighting

**Events subject to change based on mission requirements & weather. Additional events are also available for sponsorship. Ask for more info!*

SAVE THE DATE!

JOINT BASE LANGLEY-EUSTIS

**2027 AIR POWER
OVER HAMPTON ROADS**

APRIL 30 - MAY 2, 2027



EAGLEWOOD EGG DROP

April 4, 2026 | 10 am - 2 pm
Eaglewood Golf Course

Projected Attendance:

600

Scope:

Eaglewood Golf Course is hosting its annual Egg Drop. The Langley Fire Department will be dropping closely to 4,000 eggs filled with goodies for all the kids to hunt for. There will also be other activities such as food, games, D.J. Music, and much more. So, what better way to kick off the warmer weather than by partnering for a full filled day and having the opportunity to engage with the military and their families.

SPONSORSHIP OPTIONS:

TIER ONE - \$500

One 10 x 10 event space, table and chairs included, and one verbal recognition at the start of the event.

TIER TWO - \$800

One 10 x 10 event space, table and chairs included logo on all printed promotional materials, verbal recognition at the start and during the event, one social media post during the event, and one month's ad on the FSS website with a hyperlink to your company's website.

TIER THREE - \$1,100

One 10 x 10 event space, table and chairs included logo on all printed and digital promotional materials, verbal recognition at the start and during the event, logo on event signs, three social media post during the event, and a three-month ad on the FSS website with a hyperlink to your company's website.

TIER FOUR - \$1,500

One 20 x 20 event space, table and chairs included; logo on all printed and digital promotional materials; verbal recognition at the start and during the event; logo on event signs; logo on event promotional items; one banner placement; six social media post during the event; and a six-month ad on the FSS website with a hyperlink to your company's website.



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TIER THREE - \$1,400

One 10 x 10 event space, table and chairs included logo on all printed and digital promotional materials, verbal recognition at the start and during the event, logo on event signs, three social media post during the event, and a three-month ad on the FSS website with a hyperlink to your company's website.

TIER FOUR - \$1,700

One 20 x 20 event space, table and chairs included; logo on all printed and digital promotional materials; verbal recognition at the start and during the event; logo on event signs; logo on event promotional items; one banner placement; six social media post during the event; and a six-month ad on the FSS website with a hyperlink to your company's website.



MONTH OF THE MILITARY CHILD YOUTH FESTIVAL

April 11, 2026 | 11 am - 2 pm
Langley Youth Center
2424 Big Bethel Rd, Yorktown VA

Projected Attendance:

1,000

Scope:

Month of the Military Child Youth Festival is where we celebrate Joint Base Langley Eustis's Military kids. Join us for music with DJ Aaron, face painting, balloon art, bounce houses, petting zoo, community fair, food trucks and more. Be sure to join us for a family fun-filled day while promoting your products and services to our amazing JBLE community.



FISHING ON THE KING STREET BRIDGE

June 6, 2026 | 11 am - 5 pm
June 20, 2026 | 12 - 6 pm
July 18, 2026 | 3 - 9 pm
August 15, 2026 | 9 am - 3 pm
September 12, 2026 | 12 - 6 pm
October 24, 2026 | 12 - 6 pm
King Street Bridge, Langley AFB

Projected Attendance:

600

Scope:

Get ready to cast your line and reel in the fun at our upcoming King Street Bridge Fishing—a family-friendly event of fishing, connection, and coastal relaxation. Sponsorships help provide bait and supplies to support a fun, memorable experience for our military community. This event is a great way to fish along with attendees while promoting your company.

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COMMUNITY PROGRAMS



SPONSORSHIP OPTIONS:

TIER ONE - \$200

One 10 x 10 event space, table and chairs included, and one verbal recognition at the start of the event.

TIER TWO - \$400

One 10 x 10 event space, table and chairs included logo on all printed promotional materials, verbal recognition at the start and during the event, one social media post during the event, and one month's ad on the FSS website with a hyperlink to your company's website.

TIER THREE - \$600

One 10 x 10 event space, table and chairs included logo on all printed and digital promotional materials, verbal recognition at the start and during the event, logo on event signs, three social media post during the event, and a three-month ad on the FSS website with a hyperlink to your company's website.

TIER FOUR - \$800

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FAMILY DAY AT THE LAKE

May 30, 2026 | 11 am - 3 pm
Bethel Recreation Area
123 Saunders Road, Hampton VA

Projected Attendance:

150

Scope:

Bethel Park is hosting the Family Day at the Lake, which will include games, food, bounce houses, laser tag, family painting, family activities, fishing, boat rides, karaoke and much more. So come on out and join us for a fun filled day while promoting your products and services to the amazing JBLE families.



SUMMER CROSSBOW GAMES

June 18, 2026 | 7:30 am - 2 pm
Bayview Commonwealth Center,
Langley AFB

Projected Attendance:

1,000

Scope:

Crossbow Games is a full-base wing-wide competition where all the wings on base compete for the commander cup in varying sports activities such as softball, volleyball, corn hole, kickball, swimming relay races, bowling, golf, karaoke, and a gaming truck. There will be food trucks, private organizations giving out information, and, of course, the competition.

In-Kind Needs:

Sports Beverage, Bananas & Protein bars



SPONSORSHIP OPTIONS:

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TIER TWO - \$1,100

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TIER THREE - \$1,400

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TIER FOUR - \$1,700

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DEPARTMENT OF THE AIR FORCE



FITNESS & SPORTS

SPONSORSHIP OPTIONS:

TIER ONE - \$800

One 10 x 10 event space, table and chairs included, and one verbal recognition at the start of the event.

TIER TWO - \$1,100

One 10 x 10 event space, table and chairs included logo on all printed promotional materials, verbal recognition at the start and during the event, one social media post during the event, and one month's ad on the FSS website with a hyperlink to your company's website.

TIER THREE - \$1,400

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SUMMER READING PROGRAM

**June 8, 2026 (Kick-Off) -
July, 31 2026(Finale)
Bateman Library, 42 Ash Ave.,
Langley AFB**

Projected Attendance:

1,000

Scope:

Throughout the summer, Bateman Library will host a series of engaging, reading-focused activities, themed programs, and incentive-based challenges. Participants will track their reading progress and earn prizes as they reach key milestones, helping to motivate consistent participation and a love of reading. Programming will include story times, guest readers, themed activity days and much more. The program will feature two major events: a high-energy Kick-Off Celebration and a Finale Celebration to close out the program. These events will draw in large family audiences and serve as a premier opportunity for sponsors to showcase their brand and connect directly with the military community.



PATRIOTIC PALOOZA

July 2, 2026 | TBD
Riverview Event Center
128 Benedict Ave., Langley AFB

Projected Attendance:
600

Scope:

Community programs will be hosting the Patriotic Palooza for all of our military and families to enjoy. There will be a range of activities, such as carnival games, live entertainment, face painting, bounce houses, axe throwing, and much more! This will be a great way to kick off the 4th of July weekend here at Langley AFB. So come out and build a military relationship by sharing all the wonderful services and products you have to offer.

SPONSORSHIP OPTIONS:

TIER ONE - \$500

One 10 x 10 event space, table and chairs included, and one verbal recognition at the start of the event.

TIER TWO - \$800

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COMMUNITY PROGRAMS

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TIER ONE - \$200

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TIER TWO - \$400

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TIER THREE - \$600

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PUMPKINS, PINS & COSMIC SPINS

October 24, 2026 | 7 - 10 pm
Langley Lanes, Langley AFB

Projected Attendance:

150

Scope:

Please join us at our upcoming Pumpkin, Pins & Cosmic Spins hosted by Langley Lanes. With your partnership, we will be providing light refreshments, prizes for the best costume competition and much more. What a fun way to engage with our military community to promote your products and services you have to offer also while building your brand awareness.



HOLIDAY TREE LIGHTING

December 3, 2026 | 6 pm
Riverview Event Center,
St. John/Dodd Circle,
Langley AFB

Projected Attendance:
1,000

Scope:

Please join us for our 59th Holiday Tree Lighting. Which is an annual tradition here at Langley Air Force Base. We will be providing free food and beverages, along with free crafts and a chance to get a picture with Santa and Mrs. Claus. All sponsorship contributions go directly toward the event. We would love you to come out and interact in person with our military community to promote your services.



SPONSORSHIP OPTIONS:

TIER ONE - \$800

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TIER TWO - \$1,100

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TIER FOUR - \$1,700

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COMMUNITY PROGRAMS

Lisa Niebuonrit

*Commercial Sponsorship
& Advertisement Coordinator*



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