

# 2027 JBLE-LANGLEY SPONSORSHIP OPPORTUNITIES

633d FSS
SPONSORSHIP & ADVERTISING

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

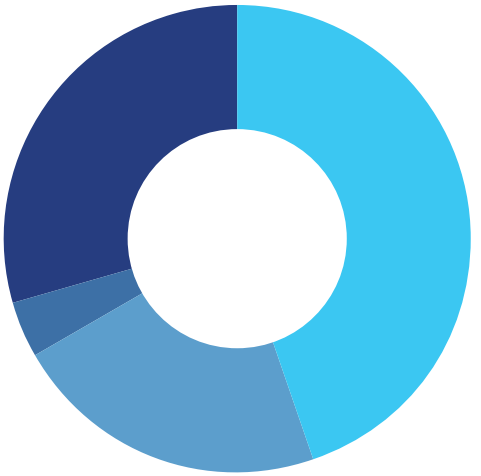
As a power projection platform JBLE units provide combat air power to America's war fighting commands; develop, educate & train Airmen, Soldiers, civilians, and leaders; provide installation support necessary to operate & maintain the F-22 Raptor & T-38 Talon weapon platforms; operate and maintain the 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 Impact[2]

[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)
512the Mission Support Squadron (AF Reserve)
622nd Communications Flight

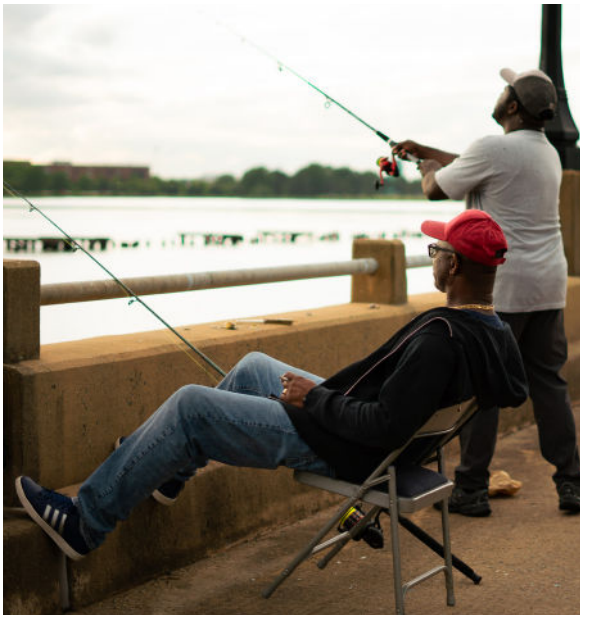


*Race 'Round the Base*

# BENEFITS OF BECOMING A SPONSOR



*Live Band at Patriotic Palooza*



*Fishing the King Street Bridge*



*Base Championship at Eaglewood*



*Bowling Tournament at Crossbow Games*

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*

# 2027 UPCOMING EVENTS

## EVENTS AT JBLE-LANGLEY




*1.5 Mile Run at Crossbow Games*

- Winter Crossbow Games
- Mardi Gras Cosmic Bowling
- Eaglewood Egg Drop
- Month of the Military Child Youth Festival
- Family Day at the Lake
- Fishing the King Street Bridge
- JBLE Commander's Cup
- 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!*



*Fishing the King Street Bridge*

# WINTER CROSSBOW GAMES

## January, 2027 | 8 am - 2 pm
## Shellbank Fitness Center, Langley AFB

*Projected Attendance:*
800+

*Scope:*
The Winter Crossbow Games is a base-wide athletic competition designed to bring military members and units together for a day of friendly competition, camaraderie, and morale-building activities. The event will feature a variety of tournaments and recreational challenges, including basketball, pickleball, golf, bowling, cornhole, and much more.

*In-Kind Needs:*
Sports Beverage, Bananas & Protein bars



## 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 - $1,500
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 - $1,800
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 - $2,500
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.

DEPARTMENT OF THE AIR FORCE
FITNESS & SPORTS

## SPONSORSHIP OPTIONS:

### TIER ONE - $400

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

### TIER TWO - $700

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 - $1,000

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.

# MARDI GRAS COSMIC BOWLING

**February 2027 | 7 - 10 pm**
**Langley Lanes, Langley AFB**

*Projected Attendance:*
150+

*Scope:*
Come celebrate Mardi Gras at Langley Lanes with an evening of cosmic bowling, fun, and festive activities! The Mardi Gras Cosmic Bowling Party will bring military members and families together for a fun-filled night featuring cosmic bowling, prizes, Mardi Gras beads, and delicious New Orleans-inspired treats



# EAGLEWOOD EGG DROP

## April 27, 2027 | 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 of 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 - $600
One 10 x 10 event space, table and chairs included, and one verbal recognition at the start of the event.

### TIER TWO - $900
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 - $1,200
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 - $2,000
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.

AIR FORCE
GOLF

## 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 - $1,500

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 - $1,800

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### TIER FOUR - $2,500

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.

DEPARTMENT OF AIR FORCE
CYP
CHILD AND YOUTH PROGRAMS

# MONTH OF THE MILITARY CHILD YOUTH FESTIVAL

**April 2027 | 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.



# FAMILY DAY AT THE LAKE

**May 22, 2027 | 11 am - 3 pm**
**Bethel Recreation Area**
**123 Saunders Road, Hampton VA**

*Projected Attendance:*
600+

*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.




## SPONSORSHIP OPTIONS:

### TIER ONE - $600
One 10 x 10 event space, table and chairs included, and one verbal recognition at the start of the event.

### TIER TWO - $900
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.

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### TIER FOUR - $2,000
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.

AIR FORCE
OUTDOOR RECREATION

## SPONSORSHIP OPTIONS:

### TIER ONE - $600

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

### TIER TWO - $900

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 - $1,200

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### TIER FOUR - $2,000

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.

AIR FORCE
COMMUNITY PROGRAMS

# FISHING ON THE KING STREET BRIDGE

**June 12, 2027 | TBD**
**July 17, 2027 | TBD**
**August 14, 2027 | TBD**
**September 18, 2027 | TBD**
**October 16, 2027 | TBD**
**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.



# JBLE COMMANDER'S CUP

## April & September 2027 | 8 am
## Eaglewood Golf Course

*Projected Attendance:*
250+

*Scope:*
The Commander's Cup is a premier unit golf competition designed to bring military members and leadership together for a day of friendly competition, camaraderie, and team building. Hosted at Eaglewood Golf Course, the event provides an opportunity for units to compete on the course while strengthening relationships and building morale across the installation.



## 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 - $1,400
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.

AIR FORCE
GOLF

## 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 - $1,500

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.

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### TIER FOUR - $2,500

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.

AIR FORCE LIBRARIES

# SUMMER READING PROGRAM

**June 7, 2027 (Kick-Off) - July, 30 2027 (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 tract 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.



# SUMMER CROSSBOW GAMES

## June 2027 | 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:

### 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 - $1,500
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.

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### TIER FOUR - $2,500
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.

DEPARTMENT OF THE AIR FORCE
FITNESS & SPORTS

## SPONSORSHIP OPTIONS:

### TIER ONE - $600

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

### TIER TWO - $900

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 - $1,200

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.

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AIR FORCE
COMMUNITY PROGRAMS

# PATRIOTIC PALOOZA

**July 2, 2027 | 11 am - 2 pm**
**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.



# PUMPKINS, PINS & COSMIC SPINS

## October 2027 | 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.



## SPONSORSHIP OPTIONS:

### TIER ONE - $400
One 10 x 10 event space, table and chairs included, and one verbal recognition at the start of the event.

### TIER TWO - $700
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.

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AIR FORCE
BOWLING

# HOLIDAY TREE LIGHTING

**December 2, 2027 | 6 pm**
**Riverview Event Center,**
**St. John/Dodd Circle,**
**Langley AFB**

*Projected Attendance:*
1,000+

*Scope:*
Please join us for our 60th 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
One 10 x 10 event space, table and chairs included, and one verbal recognition at the start of the event.

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AIR FORCE
COMMUNITY PROGRAMS



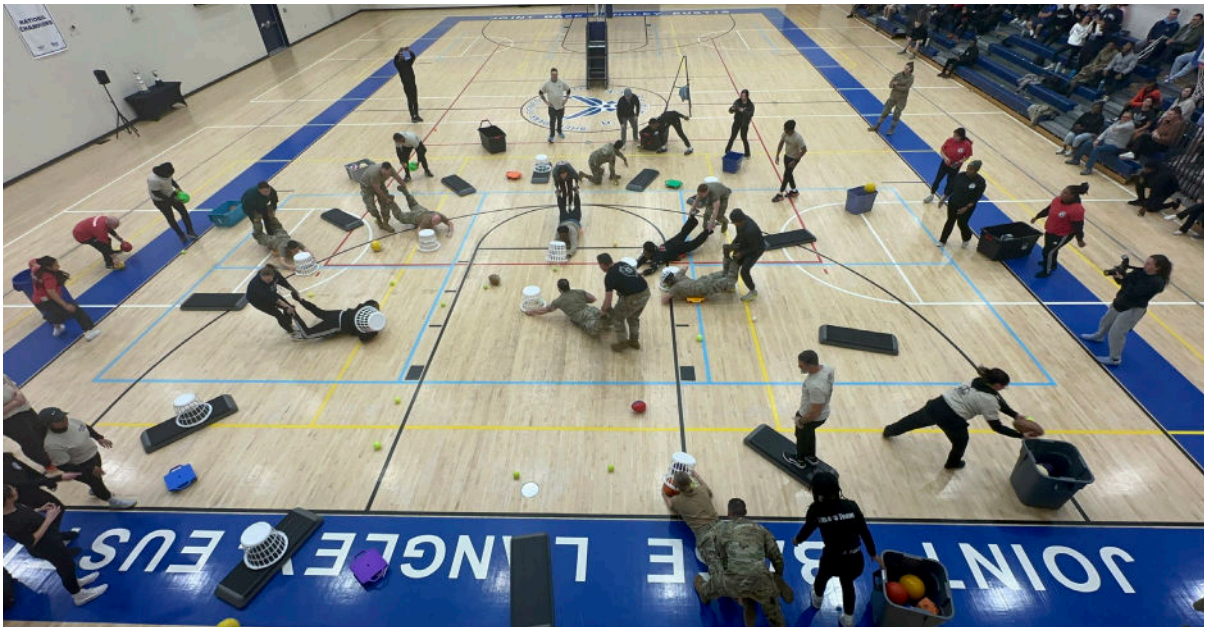
*JBLE Spring Commander's Cup*



*Eaglewood Egg Drop*

# CONTACT US TODAY AND BECOME ONE OF OUR SPONSORS!

*Winter Crossbow Games*



Lisa Niebuonrit
*Commercial Sponsorship*
*& Advertisement Coordinator*

633 MARKETING

lisa.niebuonrit@us.af.mil
376 Clarke Avenue, Suite 111 | Langley AFB, Virginia 23665
office: 757.764.3999 | cell: 757.354.0582