

Sponsorship & Advertising on MacDill Air Force Base

Commercial Sponsorship



- ✓ Sponsor Basewide Events and MWR Programs
- ✓ Gain logo and branding exposure in FSS publicity
- ✓ Tabling opportunities to share and educate your company's products/services

The following events for 2026 are open for sponsorship:

- **Easter Eggstravaganza, Mar 28**
- **Family Cardboard Boat Regatta, July 17**
- **Back to School Event, Aug 1**
- **Fall Festival, Oct 16**
- **Winter Wonderland Festival, Dec 4**

Dates subject to change

- ✓ Marketing sends Air Force approved sponsorship agreement to sponsor; sponsor signs agreement and returns to marketing
- ✓ Base legal reviews and approves; agreement is final signed and sent back to sponsor. Sponsor is invoiced. Check/credit cards accepted. Sponsors provide driver's license info to Marketing for base access for event sponsored.

Advertising

- ✓ Available year-round depending upon availability and current agreements.
- ✓ Marketing will send advertiser an agreement outlining chosen asset, specs of ad needed and timeframe of agreement.
- ✓ All ads must include the following disclaimer: "Paid Ad. No Federal Endorsement Intended."

Bowling Scoreboards

- ✓ MacDill Lanes has 12 bowling lanes each featuring a digital scoreboard. Advertising is rotated along with scores and other 6 FSS cross-marketing.

Marquee

- ✓ Marquee is strategically located on the side of the BX building by the main gate. Video clips and static ads accepted.

Website

- ✓ The 6 FSS website boasts 1.3M views each year and features upcoming events and MWR programming for 30+ programs. Ads feature direct links to advertisers.



NEW!

E-Screens

- ✓ Located in many facilities on base to include the Lodging hotel. Currently, 11 facilities feature E-Screen advertising

Banners

- ✓ Banner placement is currently in Golf, Outdoor Rec and Fitness facilities based upon availability.

Tee Boxes

The Bay Palms Golf Course features advertising via signage on tee boxes at all 36 holes. Signs are maintained for one year featuring the name of your company. Discounted foursomes with a sponsorship may also be added to this package for \$250 for one local tournament.
 (Excludes Club Championship)

The 6th Force Support Marketing Department is happy to answer any questions you may have. Scan the QR code to express your interest in becoming a sponsor or advertiser and we will follow up with you.