

2025

**Saturday, May 17
& Sunday, May 18**

Power In The Pines Open House & Air Show

Joint Base McGuire-Dix-Lakehurst, NJ



**A perfect opportunity
to boost your business**

Joint Base McGuire-Dix-Lakehurst (JBMDL) is hosting an Open House & Air Show scheduled May 17 & 18, 2025.

JBMDL opens the gates and welcomes the general public to come and enjoy assets of air and ground powers that the U.S. military brings. Estimating over 140,000 attendees during our two-day show from New York, New Jersey, Delaware and Pennsylvania areas.



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GENERAL SPONSORSHIP BENEFITS

- Exposure to approximately 140K spectators
- Logo on FSS-generated Collateral
- 3.5K Posters Distributed
- 687K+ Digital Impressions
- 17M+ Web Impressions
- 3M+ Social Media Impressions
- Announcements on PA system
- Booth Space
- Parking Privileges
- Logo/Text Line on STAFF T-shirts



TANGIBLE BENEFITS

- On-Site Presence/Activation
- Hyperlink on 87FSS Commercial Website: www.GoMDL.com
- Product Category Definition Sampling
- Inclusion on 87FSS-generated Contents:
 - Social Media Feeds
 - Printed Signage
 - Logo on Promotional Materials



INTANGIBLE BENEFITS

- Access to a sizable audience, primarily located in:
NJ, NY, PA, & DE
- Opportunity to build new relationships
- Ability to strengthen existing customer loyalty
- Generate leads
- Increase brand recognition
- Influence purchase decisions
- Target lifestyles that match your image

Subject to change without notification

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Premier Sponsorship: \$35,000
2 Spots Available

On-Site:

- A 30'x40' Booth (\$30,000 value)
- 6 Banners and Flags- provided by sponsor (\$1,000 value)
- Product distribution, passive literature (Sampling, Coupon Distribution, Drawings)
- Exposure to approximately 140,000 people

Advertising:

- One free advertisement posted for 6 months on GoMDL.com (\$9,000 value)
- Large logo on STAFF T-shirts
- Hyperlink on GoMDL.com website for 2 months (\$3,000 value)
- Verbal Public Recognition at event (Provide a slogan or a description of your business)
- Recognition on GoMDL.com and Social Media (\$2,500 value)

Hospitality:

- Private Corporate Chalet with exclusive seating, food, soft drinks and bathrooms each day (\$6,000 value)
- VIP Parking, up to 6 vehicles
- Staff Parking Privilege

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Exclusive Rights

1. Private Corporate Chalet with exclusive seating, food, soft drinks and bathrooms each day (\$6,000 value)
2. Logo on all OHAS Access Badges
3. Large logo on STAFF T-shirts, Print/Digital Promotions
4. A Customized Short Promo Video/Graphic for Social Media Posting
5. First Position Logo
6. First Right of Refusal

Major Sponsorship: \$20,000
12 Spots Available

On-Site:

- A 20'x30' Booth (\$20,000 value)
- 3 Banners and Flags- provided by sponsor (\$500 value)
- Product distribution, passive literature (Sampling, Coupon Distribution, Drawings)
- Exposure to approximately 140,000 people

Advertising:

- One free advertisement posted for 3 months on GoMDL.com (\$4,500 value)
- Medium logo on STAFF T-shirts
- Hyperlink on GoMDL.com website for 2 months (\$3,000 value)
- Verbal Public Recognition at event (Provide a slogan or a description of your business)
- Recognition on GoMDL.com and Social Media
- Medium logo on Print/Digital Promotions (\$2,500 value)

Hospitality:

- Common Chalet with exclusive seating, food, soft drinks, and bathrooms each day (\$3,000 value)
- VIP Parking, up to 3 vehicles
- Staff Parking Privilege

Contribution Sponsorship: \$10,000
18 Spots Available

On-Site:

- A 15'x20' Booth (\$10,000 value)
- 1 Banner and Flag- provided by sponsor (\$200 value)
- Product distribution, passive literature (Sampling, Coupon Distribution, Drawings)
- Exposure to approximately 140,000 people

Advertising:

- Text Line on STAFF T-shirts
- Text Line on Air Show promotional material (\$2,500 value)
- Verbal Public Recognition at event (Provide a slogan or a description of your business)
- Recognition on GoMDL.com and Social Media

Hospitality:

- Staff Parking Privilege (up to 2 vehicles)

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Sign-Up Ends: February 14, 2025
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