



COMMERCIAL SPONSORSHIP & ADVERTISING

2026



Joint Base Charleston is incredibly grateful to the corporate sponsors, partners and supporters who made our military community a priority in the past year.

Paid Advertising & Sponsorship will help you **REACH** new audiences, **CONNECT** your brand, **SHOWCASE** your products, and **DEVELOP** sales leads.

Connect your brand with Joint Base Charleston while making the an impact on the lives of military families. 100% of proceeds support our community's important quality of life programs, enhancing the lives of the entire military community.

SAVE THE DATE

CHARLESTON AIRSHOW

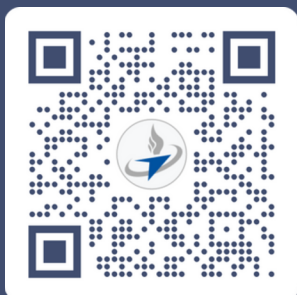
FEATURING THE BLUE ANGELS



MAY 2 & 3 • 2026

YOUR BRAND, OUR FANS

FOLLOW US TODAY!



JBCharleston.com



JB Charleston FSS



628fss



JBCharlestonfss

COMMUNITY IMPACT



20% Percentage of all jobs in the Charleston Metro Statistical Area tied to JB Charleston

\$12.7B Total Annual Economic Impact of JB Charleston
(More than 5 times larger economic impact than any other installation in S.C.)

78,404 Total Employment Driven by JB Charleston

3.2B South Carolina's DoD Contracts executed statewide - JB Charleston over \$300 million

188.7M S.C. has the 10th highest total DoD personnel and the 8th highest military retiree population in the U.S.

The Economic Impact of South Carolina's Military Community"
- USC Data Moore School of Business - June 2022

The South Carolina Military Community: At a Glance



The Military Community Impacts all S.C. Regions

Regions Ranked by Total Volume of Military Related Activity

- | | |
|--------------------------|-------------------------------|
| (1) Charleston - \$12.7B | (6) Aiken/N. Augusta - \$1.8B |
| (2) Midlands - \$6.6B | (7) Grand Strand - \$887.8M |
| (3) Sumter - \$2.4B | (8) Rock Hill - \$801.5M |
| (4) Beaufort - \$2.5B | (9) Pee Dee - \$730.6M |
| (5) Upstate - \$3.0B | |

**The Economic Impact of South Carolina's Military Community" - USC Data Moore School of Business, June 2022

JOINT BASE CHARLESTON

Launch Point for the Nation's Resolve

FAMULUS OMNIS - "SERVING ALL"

MERGED IN
2010

67 MISSION PARTNERS
4 locations covering **24,000 acres** and **22 miles** along the Cooper River

1 of 12 DoD JOINT BASES

OUR MISSION

- AIRLIFT & AIRDROP
- MISSION WARRIOR SUPPORT
- TRAIN NUCLEAR OPERATIONS
- INTERAGENCY COOPERATION
- DEPLOYABLE LOGISTICS
- INSTALLATION SUPPORT

MOVES PEOPLE AND CARGO BY
LAND, SEA, AIR

RAPID GLOBAL MOBILITY



Additional information about JB Charleston can be found at www.jbcharleston.jb.mil



The 628th Force Support Squadron serves the Joint Base Charleston community, including Service Members & their families, Retirees, Veterans, and DoD Civilians

SHORT STAY RECREATION AREA

COMMUNITY EVENTS

- Summer Holiday Events
- Kids Fest
- End of Summer Bash
- Fall Fest

JB CHS - AB FACILITIES

- CDC & Youth Programs
- Community Commons
- DFAC
- Fitness Center
- Library
- Starlifter Lanes
- Outdoor Recreation Center
- Splash Center Pool
- Wrenwoods Golf Course

COMMUNITY EVENTS

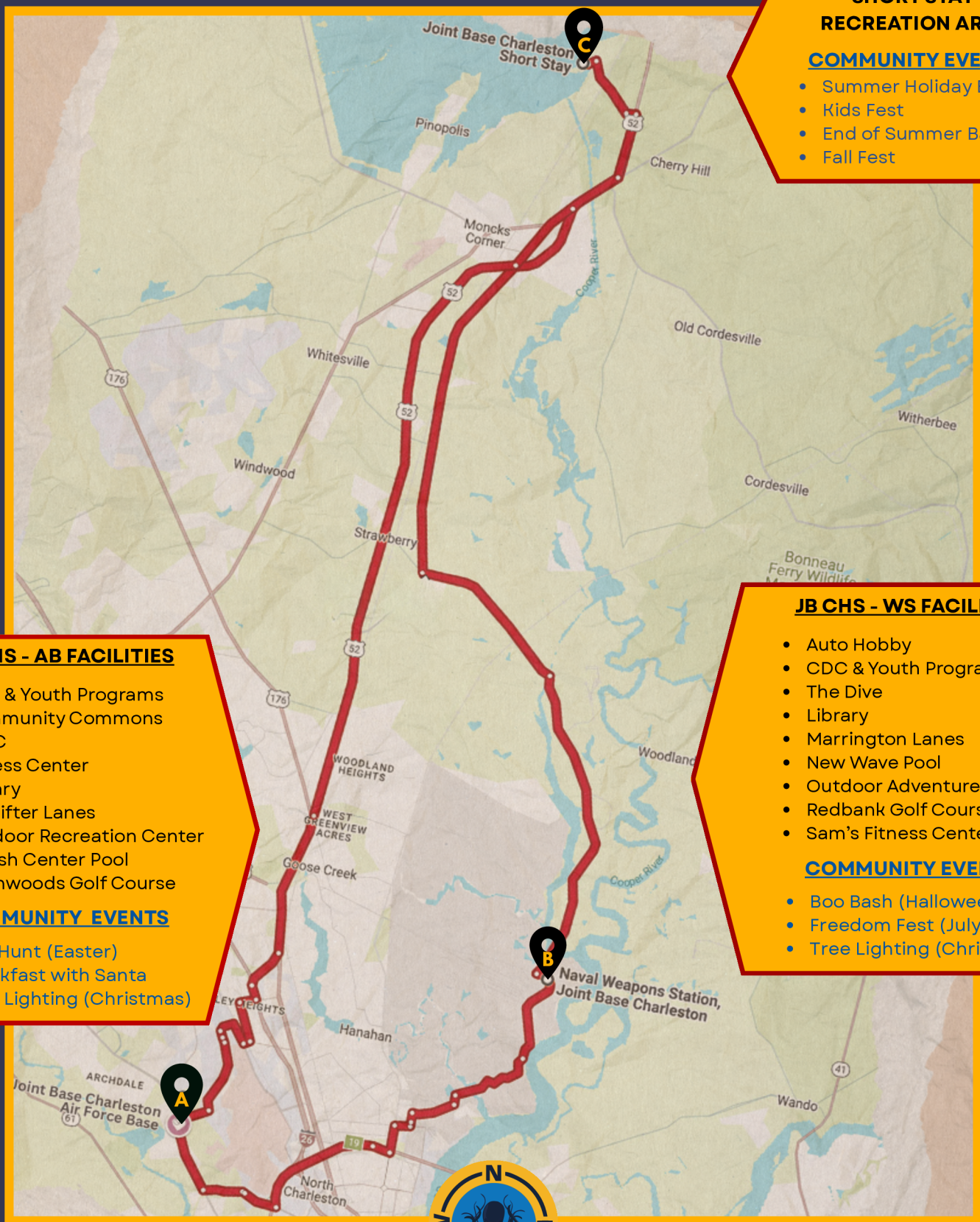
- Egg Hunt (Easter)
- Breakfast with Santa
- Tree Lighting (Christmas)

JB CHS - WS FACILITIES

- Auto Hobby
- CDC & Youth Programs
- The Dive
- Library
- Marrington Lanes
- New Wave Pool
- Outdoor Adventure Center
- Redbank Golf Course
- Sam's Fitness Center

COMMUNITY EVENTS

- Boo Bash (Halloween)
- Freedom Fest (July 4)
- Tree Lighting (Christmas)



- A** Air Base
- B** Weapons Station
- C** Short Stay

TRAVEL DISTANCE & TIME

- A - B : 14 mi (30 min)
- A - C : 30 mi (50 min)
- B - C : 26 mi (35 min)

Joint Base Charleston



PREMIUM EVENT
ESTIMATED ATTENDANCE 4000



FREEDOM FEST

FRIDAY • JUNE 26 • 2026

Our Independence Day celebration is held each year on the last Friday of June on the JB Charleston Weapons Station at Locklear Park. It's a family event featuring live stage music, fun activities for the kids, local food vendors, and culminates with an impressive fireworks display that lights up the sky. This great event kicks off the 4th of July holiday for the entire community, including active duty, reservists, retirees, civilians, & their families!



PRESENTING SPONSOR
\$5000

"Event Sponsor" benefits plus Title Sponsorship of event: "Freedom Fest" presented in party by (Your Company Name Here), premiere banner placement during the event and web banner on www.JBCharleston.com through 31 July 2025.

STAGE SPONSOR
\$1750

"Event Sponsor" benefits and premiere banner placement on stage during the event.

EVENT SPONSOR
\$1125

Your logo on all event publicity, reserved exhibit space, brand visibility through promotional giveaways, drawings for lead generation and FUN! You will have fun with the best of the best of our JB Charleston community.

VEHICLE DISPLAY
\$1125

Display advertising may consist of signage and one vehicle at the event. Dealer is permitted to display vehicle and discuss vehicle features with interested patrons, but cannot at any time discuss financing options, or conduct negotiations of any kind on the installation.



Youth Programs

AIR BASE & WEAPONS STATION

Our Air Base and Weapons Station's Youth Program Centers are award-winning facilities. Both have even been named best in AMC. Open to youths from ages 5-18, the program offers recreational, educational, and social activities including team sports, clinics, instructional classes and the Keystone & Torch clubs. Youth programs is affiliated with the Boys and Girls Clubs of America and has won the Commitment to Quality program award.

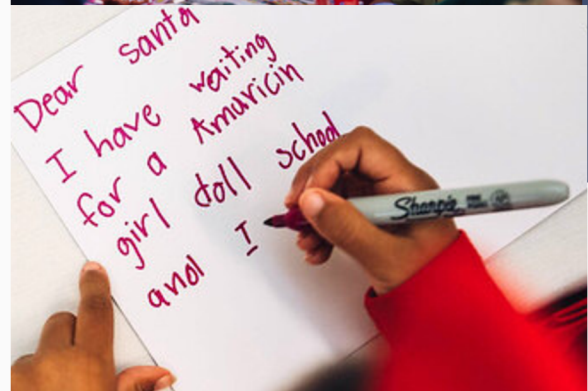


KIDS COLOR RUN

Opportunity: \$400
Estimated Attendance: 250 Runners
Friday, May 15, 2026

As part of Armed Forces Day in May, US Military dependents participate in the America's Armed Forces Kids Run - the world's largest children's running event.

Family Events each Holiday



WE CELEBRATE OUR FAMILIES

Our event sponsors' logos are on all event publicity. They receive reserved exhibit space & brand visibility through promotional giveaways, drawings for lead generation, and FUN!

Opportunity: \$500/each



EGG HUNT

Estimated Attendance: 1000+

Sat, April 4
2026

This base-wide festival is open to the entire JB Charleston community. Everyone enjoys the fun, family-centric time with our Easter Bunny, our Easter egg hunt, face painting, and more springtime fun and games!

Fri, Oct 23
2026

BOO BASH

Estimated Attendance: 1000+

Fun & scary costumes, a haunted bus, games & more... This is a fun and safe trick-or-treating experience for our entire JB Charleston community, young and old, to enjoy a Trunk or Treat Halloween Taligate party on the Weapons Station.



TREE LIGHTINGS

Estimated Attendance: 500/event

AB
Wed, Dec 2
NWS
Thurs, Dec 3
2026

Our Holiday ceremonies are officiated by JB Charleston leadership and bring our community together. With holiday music, refreshments, a photobooth, and Santa, our families will have many precious memories from the holiday season.

Sat, Dec 5
2026

BREAKFAST WITH SANTA

Estimated Attendance: 1000+

This annual, base-wide event is hosted at the Charleston Club and gives our families the opportunity to eat breakfast, enjoy games & craft activities, and see and take photos with Santa & Mrs. Claus.





LIBRARIES

Learn. Dream. Create. Share.

Air Base & Weapons Station

Great libraries build communities. The Library Team unlocks the doors to literacy and learning through current inventory, great programming, and fun activities. We've got a lot to choose from!

Summer Reading Program



Opportunity: \$300/each
Estimated Attendance: 400/event

The Summer Reading Program kicks off at the **AB Library** on **June 1st**. This two-month long event supporting reading through the summer, participants register online and receive their SRP Kick-Off bag to begin their summer reading adventure.

The SRP wraps up at the **WS Library** on **August 1st**. Prizes, certificates, and coins will be presented to the best achievers of SRP. The family fun party will have tons of activities to wrap up the summer run of SRP!

BUNDLE OFFER

LIBRARY 2026 BUNDLE - \$1,200

Come in as a calendar sponsor for all of the above events for a bundle fee of \$1,200. Your logo will be featured on all program and event publicity, your team will have a reserved exhibit space providing the opportunity for promotion giveaways and/or drawings for lead generation... and your team will have the MOST fun you have ever had in a LIBRARY!

Teen Nights

A \$50 value each!

AB LIBRARY

10 April, 10 July, 6 Nov • 6-10 pm

WS LIBRARY

13 Feb, 5 June, 11 Sept • 6-10 pm

Family Movie Nights

A \$40 value each!

NWS LIBRARY

30 Jan, 27 Mar, 22 May, 24 July,
25 Sept, 20 Nov • 6-8pm

AB LIBRARY

27 Feb, 24 April, 12 June,
28 Aug, 16 Oct, 18 Dec • 6-8pm



"The only thing that you absolutely have to know is the location of the Library!"

Albert Einstein

JOINT BASE FITNESS & SPORTS

We serve over 500,000 health enthusiasts/year!



Our Fitness team provides our community with diverse, well-planned events & programs to enhance fitness goals, introduce new sports, & create healthy competition...all with great fun and camaraderie amongst peers!

This bundle opportunity offers event presence at our events & programs for the 2026 calendar year, including your logo on the related digital and print publicity, a banner - sponsor provided - in our Fitness centers through 31 December 2026. If you cannot make an event, your company will still be represented and we will ensure your banner is relocated to the event.

Fitness Events & Programs Season Bundle

AB & NWS Opportunity: \$2500 each

This opportunity places your business logo on the digital and print publicity for the above stated programs and events, coordinated event presence, & your banners - sponsor provided - in our Fitness Centers through 2026.



Sports

Joint Base Charleston Sports brings friendly competition to our community, whether it's Dodgeball or Pickleball, on the court like Volleyball & Basketball or in a field like Football & Softball. Our intramural sports get many participants *and* spectators.

Polar Plunge

Cupid Shuffle Challenge

Workout for the
Fallen

Tri-Lift Powerlifting
Competition

Monthly 5ks

Indoor Rowing Challenge

Spike Ball Tournament

Events all year long...

SHORT STAY RECREATION AREA



ON LAKE MOULTRIE
MONCK'S CORNER



Short Stay, located on beautiful Lake Moultrie near the town of Moncks Corner, provides a quality outdoor recreation experience for military, DoD employees, military retirees, and their families. Short Stay has been developed

to provide a varied program of wholesome, constructive, leisure-time activities which effectively contribute to the mental and physical well-being of our military and DoD personnel.



SUMMER HOLIDAY EVENTS

ESTIMATED ATTENDANCE: 4000
OPPORTUNITY: \$1250/EACH

Four day weekends bring Karaoke, Street Dancing, DJ entertainment, outdoor movies and more to the shores of Lake Moultrie - holiday weekends are fun for all.



APRIL 25

KIDS FEST

ESTIMATED ATTENDANCE: 1500
OPPORTUNITY: \$750/EACH

Kids Fest at Short Stay enhances daily family fun with music, inflatables, food trucks and more! Parents can relax in the sun on the beach while the kids have a blast.



AUG 8

END OF SUMMER BASH

ESTIMATED ATTENDANCE: 1500
OPPORTUNITY: \$750/EACH

A weekend of family time before the beginning of the school year, with live stage entertainment, movies, rock climbing, gaming, and all the water sports you can imagine.

OCT 24

FALL FEST (NEW!)

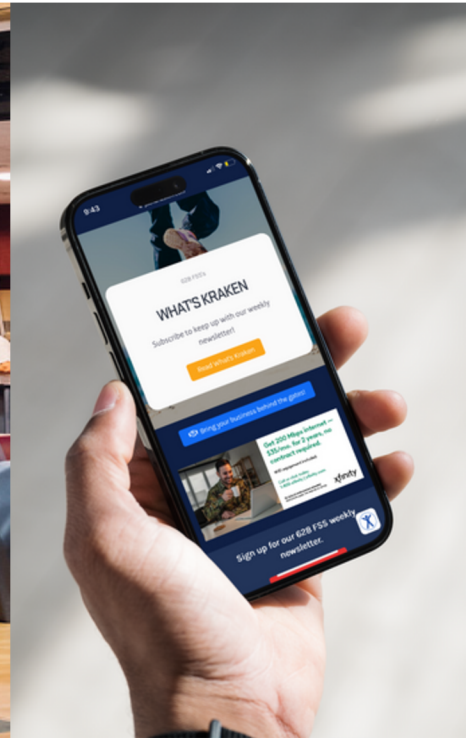
OPPORTUNITY: \$750/EACH

BUNDLE OPPORTUNITY: \$4000

Come in as a calendar year sponsor for all of the above events for a bundle fee of \$4,000. Be a part of each event and receive all of the stated benefits, as well as your company banner on the Short Stay stage for summer season. Sponsor Benefits: Logo featured on all program and event publicity, reserved exhibit space providing the opportunity for promotional giveaways and/or drawings for the purpose of lead generation during the event.

You will never have so much fun promoting your business while interacting with the thousands of summer guests who enjoy the hospitality of Short Stay each year!

BUNDLE OFFER



FSS FACILITIES:

**Bowling Centers • Fitness Centers • Outdoor Recreation Centers • Fam Camps
Golf Courses • Youth Programs • Child Development Centers • Community Centers
Inns of Charleston (Air Base Lodging) • Short Stay Recreational Area (Moncks Corner)
The Dive Bar & Grill (Weapons Station)**

*Bolded facilities include a building on the Air Base & Weapons Station

RATES

DIGITAL

- ▶ Web Ad: \$1400/year
 - Size 720 x 300 pixels
 - JPEG format
 - Homepage gets 19k views/month
- ▶ Bowling Center Lane Monitors

- Weapons Station Marrington Lanes: 20 monitors/score pads, \$120/ad per month
- Air Base Starlifter Lanes: 12 monitors/score pads, \$80/ad per month

PRINT

- ▶ Banners: \$10/square foot per month
- ▶ Poster (22"w x 28"h): \$125/poster per month

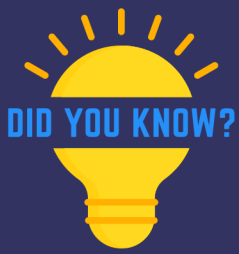
Paid Advertising & Sponsorship will help you **REACH** new audiences, **CONNECT** your brand, **SHOWCASE** your products, and **DEVELOP** sales leads.

CONTACT

843.963.3816 • PARTNERWITHJBCHSFSS@GMAIL.COM

WWW.JBCHARLESTON.COM





Market your business “behind the gate” with FSS, the most effective method to reach the JB Charleston military community. Your business will have a **competitive advantage** over businesses who do not target the financially sound and captive military target market.

JOINT BASE CHARLESTON



Thank You

..for reviewing the sponsorship opportunities for the Joint Base Charleston 2025 programs and events. Partnering with the Joint Base Charleston military community, one of the most brand-loyal and financially sound audiences, through the Commercial Sponsorship Program, offers the ideal platform to reach our lucrative market as well as enhance the image of your brand.

Our partnership can be customized to reach your promotional goals via numerous programs and events providing you direct access to the Joint Base Charleston military market and brand exposure to maximize your investment.

Your sponsorship directly supports the well-being of our Servicemen, Families, Retirees and Civilians by helping us provide the same quality of life given to the society they are pledged to defend. Sponsorship may be in the form of cash and in-kind goods or services, or a combination of all three; direct donations of goods or services are also gladly accepted for our program and offer a one-time recognition of the donor. The sponsorship benefits are varied and customized per event or program.

We are standing by to discuss these opportunities and answer any questions.

CONTACT US TODAY!

**For more information,
or to sponsor an event, please contact:**

JB Charleston Marketing
102 N. Davis Drive
JB Charleston, SC 29404
Telephone: 843.963.3816
partnerwithjbchsfss@gmail.com

Note: Disclaimer “No Federal Endorsement Intended” must be stated on provided media.