



DEPARTMENT OF THE AIR FORCE
AIR EDUCATION AND TRAINING COMMAND

47th Force Support Squadron Marketing

416 Liberty Drive
Laughlin AFB, TX 78843-5134

January 12, 2010

Potential Sponsor
Del Rio, TX

Promotional Opportunities at Laughlin AFB, Texas

Thank you for your continued support of the personnel and family members of Laughlin AFB, Texas. Services programs contribute to the Air Force's "Great Way of Life". The Force Support Squadron at Laughlin is responsible for leisure and recreation activities for the base population. These are essential for the mental and physical well being of Air Force families. The activities include quality child care, physical fitness facilities, social events, family and competitive sports events, and relaxation facilities. Commercial Sponsorship and donations of goods and services help offset the costs of providing these facilities. The Commercial Sponsorship program also allows opportunities for the business community to achieve additional visibility, awareness, and brand loyalty among Air Force families. We invite and encourage your participation in our base-wide events.

There is an upcoming event that should provide an excellent opportunity for your participation.

The Sixth Annual Adventure Race will be held on Saturday, April 10, 2010 at the Air Force South Winds Marina at Lake Amistad. This Adventure Race has been, and continues to be a premiere event for both the base and its community supporters. The attached flyer describes the events and activities that will be included in this event. The biking portion of this event will be highly visible as it courses from Laughlin AFB, through Del Rio, and out to Lake Amistad. We hope that you will review the executive summary, and decide to become a sponsor of this year's activity.

The event listed above is a base-wide function hosted and supported by the Force Support Squadron, and qualifies as a Morale Welfare Recreation (MWR) event under terms of AFI 34-201. Acceptance of sponsorship in support of MWR events is appropriate and approved in accordance with AFI 34-407. Documentation and acceptance of goods and services will be made by an acceptance memorandum produced in the 47th Force Support Marketing Office. This document will provide a description of the donation, and will include a release and certification by the donor. Cash donations will be forwarded to the 47th FSS Resource Management Office for deposit in the appropriate activity account. Free issue items will be accounted for by memorandum filed in the Force Support Marketing Office. Closing date for sponsorships is March 12, 2010.

Thank you for your time and consideration of our base-wide event. I hope that this will be a mutually beneficial relationship, and that you receive name recognition within the Air Force community at Laughlin AFB. If you have questions or need clarifications, please contact me at **298-5826**, weekdays 8:00-4:30.

Sincerely,

Dennis P. Carroll
47th Force Support Squadron Marketing Director