



Photo by Ryan Hall

2025 CORPORATE SPONSORSHIP KIT





Welcome to the Association & Foundation, which exists to serve graduates of the U.S. Air Force Academy, support the Academy in its mission to develop leaders of character for the Air Force and Space Force, and preserve the heritage of the institution. We invite your team to explore this packet to learn how connecting with our mission will broaden your audience, develop deeper brand awareness, and create new customer loyalties among a distinguished community.

From strategic naming rights and media placements to sharing a focused spotlight during well-attended annual Long Blue Line events, your brand will reach individuals with integrity, extraordinary achievement, service-mindedness and commitment to excellence. This includes more than 55,000 graduates, many of whom are leading, innovating and influencing air, space, cybersecurity, defense, biotech, engineering, science, medicine, education and other sectors globally. Your brand will also reach USAFA and Association & Foundation leadership, board directors, educators, staff, cadets and their families.

Choose from brand alignment at the Academy's most transformative building developments in over 50 years: the Hosmer Visitor Center and Hotel Polaris. Advertise in our award-winning *Checkpoints* magazine. Create new bonds and lasting impressions with brand activations at select class reunions, award presentations, cadet programs and parent gatherings. Or join thousands of fans at Falcon Nation football tailgates, at home games or in Annapolis, Maryland, during the 2025 annual Air Force game against Navy.

The ability to connect your mission with ours is available now. Please accept this invitation to meet in person, by phone or online. It would also be my privilege to provide a curated tour of the Academy, where you and members of your team may envision firsthand the power of partnering with the Air Force Academy and Association & Foundation.

With warm regards,

A handwritten signature in black ink, reading "Mary Beth Burichin".

Mary Beth Burichin
Director of Corporate Sponsorships
U.S. Air Force Academy Association & Foundation

COMMUNICATION CHANNELS

CHECKPOINTS MAGAZINE

Join premier organizations for direct face time with Air Force Academy graduates in the award-winning *Checkpoints*, the Association of Graduates' signature publication and the official alumni magazine of the U.S. Air Force Academy. The magazine has evolved into a visual showcase with one main objective: to tell stories of the Academy and its graduates.

Corporate sponsors can be confident that most graduates will see your support and advertisements. Future sponsorship opportunities in the digital *Checkpoints* edition will provide the ability to hyperlink video or other content from your sponsor placements. *Checkpoints* is published quarterly in March, June, September and December.

Title Sponsor \$100,000, four \$25,000 Sponsors

Full-page advertising placements available.



LONG BLUE LINE PODCAST NETWORK

The Long Blue Line Podcast Network is our recently established communication and outreach arm. We strive to create awareness, inspire pride, encourage engagement, spark participation and make a positive impact in the lives of all members of the Long Blue Line community.

Sponsorship offerings include supporting the Long Blue Line Podcast Network or our flagship *Long Blue Leadership* podcast, launched in January 2024. Our audience includes cadets and graduates, as well as their friends, families and supporters.

These astute listeners — average age of mid- to late 40s — tend to occupy positions of leadership in the military, public, private, commercial and nonprofit sectors.

Align your brand with some of the world's most educated, experienced and decorated leaders originating from the U.S. Air Force Academy who provide an invaluable service to those who follow and learn to lead from them.

Title Sponsor \$50,000, five \$10,000 Sponsors

LONG BLUE LINE PORTAL

The Long Blue Line Portal is a networking and career development site available to graduates and cadets. It provides valuable career opportunities and resources, and it is integrated with LinkedIn, making it easy to create a profile. The Long Blue Line Portal is user-friendly and offers registrants the ability to tailor their information to their comfort level and make connections with those who have current job listings. Sponsorship includes access to some of the nation's brightest and most prepared job applicants, prime placement of your job listings, and logo and link placement within our Career Center Resources tab.



Title Sponsor \$50,000, five \$10,000 sponsorships

WEBGUY

Celebrating 21 years, WebGuy is a trusted service providing USAFA and USAFA Prep School parents and families with photos and videos capturing their cadet's experience. With nearly 112,000 users and over 3.9 million unique page views annually, WebGuy is a highly engaged photojournalism platform offering timely updates. Additionally, the WebGuy blog attracts more than 447,000 page views each year. Graduates, parents, siblings and extended family members frequently visit WebGuy to stay connected with the Academy and their cadet's activities. If you're looking for visibility, this is an excellent sponsorship opportunity.

Title Sponsor \$30,000, four \$7,500 Sponsors

ZOOMIENEWS

The Association & Foundation's biweekly e-newsletter, *ZoomiEnews* reaches over 35,000 graduates, parents, families and other friends of the Air Force Academy. This timely digital newsletter features links to Academy-related news, updates on graduates, multimedia content, information about upcoming events across the nation and sponsor content.

Title Sponsorship \$40,000, four \$10,000 Sponsors

EVENTS & PROGRAMS

HOME GAME FALCON NATION TAILGATES (AUGUST-NOVEMBER)

Air Force Falcon Football is celebrated by tens of thousands of fans throughout the season. Home football game tailgates are the buzz of the Academy with food, face painting, a DJ and all things Falcon Football broadcast from a large screen! Falcon Nation Tailgate sponsorships include recognition on the large screen, DJ announcements, a sponsor table, banner placement, Air Force swag and engagement with cadets, graduates and families on their home turf.

Title Sponsor \$80,000, four \$20,000 Sponsors

AIR FORCE VS. NAVY FOOTBALL WEEKEND (OCT. 4-5)

This weekend-long event includes opportunities for corporate sponsors to be part of the off-site Air Force Academy event of the year! This weekend sponsorship includes electronic media recognition, as available; engagement with graduates, key donors and families during the tailgate celebration; and entry to the game and at social events throughout the weekend.

Title Sponsor \$50,000, five \$10,000 Sponsors

2025 REUNION WEEKENDS (SEPTEMBER-NOVEMBER)

Air Force Academy reunions are monumental experiences that re-engage the graduate community as they return to USAFA. Sponsorship provides your business with an opportunity to advertise, interact and connect with new sources. Each year, USAFA reunions welcome back over 5,000 graduates, friends and family to engage with one another and the local community. Your sponsorship will be seen by graduates as well as the members of the Cadet Wing who interact with those who return. Your company's sponsorship provides support to create enhanced engagement opportunities and additional exposure to those who may be in a career transition.

Title Sponsor \$100,000 (includes all three weekends), four \$25,000 Sponsors



APPOINTEE & FAMILY WELCOME DAY (JUNE)

Prior to inprocessing, the Association & Foundation welcomes all incoming cadets — known as appointees — and their families to the Doolittle campus to meet one another and have their questions answered — all while enjoying good food and shopping at Doolittle Outfitters. This is an exciting chance for corporate sponsors to engage directly with new USAFA families, providing information about their businesses and support of the Academy's mission.

Title Sponsor \$50,000, four \$12,500 Sponsors

LONG BLUE LINE WEEKEND (JULY)

Businesses have the opportunity over the course of the Long Blue Line weekend to interact with Air Force Academy graduates at various events:

- **March Back:** The Association & Foundation invites graduates to return to the Academy to join with the basic cadets as they complete their basic training with a 6.2-mile march from Jacks Valley back to the Cadet Area. March Back is an opportunity for graduates to interact with and support the basic cadets and share memories from their time at the Academy.
- **Long Blue Line Conference:** Graduates are invited to attend dynamic workshops with inspiring speakers as well as networking events.
- **Long Blue Line Awards Dinner:** This event is the pinnacle of the Long Blue Line Weekend. The Academy and Association of Graduates honor recipients of the Distinguished Graduate Award, Leadership Achievement Award and Young Alumni Excellence Award. Corporate sponsors are highlighted as prime supporters of some of the best and brightest, bringing your business front and center during this distinguished award event.

Title Sponsor \$75,000, five \$15,000 Sponsors

FIRSTIE DEPARTURE (APRIL)

Firstie Departure links graduating seniors, young alumni and other graduates with a series of experiences and events focused on future possibilities, mentorship and support. Sponsors will have the opportunity to participate in on-site activations, provide educational materials about products and services relevant to graduating cadets, share job openings and distribute branded items. Sponsors will receive recognition within Association & Foundation social media channels and in select email campaigns.

Title Sponsor \$25,000, two \$12,500 Sponsors



1DAY1USAFA (MAY)

1Day1USAFA is an annual day of giving that highlights the important role of corporate and private support in advancing the U.S. Air Force Academy, its cadets and its graduates. The event unites the entire Academy community — graduates, parents, families and friends — to enhance cadet experiences, improve academic spaces and strengthen ties among graduates. Since its inception in 2022, 1Day1USAFA has seen steady increases in participation. In 2024, more than 3,000 donors gave \$3.1 million to more than 190 funds.

1Day1USAFA marketing includes logo placement within a direct mail and email campaign, *Checkpoints* magazine and on social media channels. By partnering with 1Day1USAFA, your business will build a meaningful association with USAFA while helping to share the powerful story of philanthropy's impact on the Academy's mission of developing leaders of character for the Air Force, Space Force and nation.

Title Sponsor \$10,000, two \$5,000 Sponsors

SNACKSPOTS

Every other Thursday afternoon throughout the academic year, the Association & Foundation hosts a Snackspot table in the Arnold Hall lobby, connecting with cadets over conversation and treats. Each Snackspot draws about 100 cadets. Snackspots provide meaningful opportunities to highlight our valued partners and share how cadets are supported during their 47 months at USAFA and throughout their lives and careers.

Title Sponsor \$2,500

#IMPACTMONTH (NOVEMBER)

Donors have been supporting USAFA since Colorado Springs was selected as its home in 1954. #ImpactMonth, an annual digital information campaign, highlights the everyday impact of private philanthropy at USAFA. Social media posts highlight donor-supported programs focused on academics, squadron and cadet morale, military training, new programming, leadership development, future conflict preparation, athletics and more. Sponsors affiliated with #ImpactMonth will receive recognition across Association & Foundation social media channels, as well as integration into select email campaigns. There are also opportunities to mold the content featured throughout the month through targeted feature stories.

Title Sponsor \$15,000, two \$7,500 Sponsors



USAFA PREPARATORY SCHOOL

The U.S. Air Force Academy Preparatory School, established in 1961, offers a select group of enlisted personnel and civilians a unique pathway to join the Cadet Wing at the Air Force Academy. The school plays a crucial role in developing the academic, leadership and physical skills necessary for cadet candidates to succeed as future officers. Every year, more than 90% of cadet candidates earn an appointment to USAFA.

Corporate sponsors will receive strategic exposure within the tight-knit Prep School community, including cadet candidates from around the globe, faculty, parents and families, especially during key milestones and major events throughout the year. Sponsorship funds help enhance the Prep School experience, supporting a platform of education, engagement and development. As a corporate sponsor, your business will gain in-person opportunities and media placements that highlight your commitment to the future leaders of the Air Force and Space Force.

Title Sponsor \$25,000, five \$5,000 Sponsorships

CADET VEHICLE CHECK

The Cadet Vehicle Check each spring and fall is an opportunity to engage and educate cadets on simple vehicle maintenance (tire pressure, coolant, oil, etc.) and keep them safe on the road. Your business will engage with our cadets and gain exposure and recognition with our wide base of constituent supporters.

Title Sponsor \$10,000, four \$2,500 Sponsors

TRUE BLUE BUSINESS SPONSORSHIP

The True Blue Business program is a group of Academy supporters interested in increasing their presence at the Academy and expanding their networking opportunities through access to Academy events. True Blue Business sponsors receive the following benefits and more:

- Invitation to one event and the opportunity to network among high-profile Association & Foundation and Air Force Academy constituents
- Logo recognition on the Association & Foundation website
- One sponsor table during a home game Falcon Nation tailgate
- A full-page advertisement in one issue of *Checkpoints* magazine.

Join the Association & Foundation True Blue Business community today!

Sponsorship \$15,000

KEY CORPORATE SPONSORSHIPS

The U.S. Air Force Academy is a vital national treasure. Founded in 1954, this military service academy has a mission to forge leaders of character, motivated to a lifetime of service, and developed to lead our Air Force and Space Force as they fight and win the nation's wars. The Academy, like all great institutions of higher education, requires sustained private support to ensure cadets receive excellent training across the academic, military training and athletic mission elements.

HOSMER VISITOR CENTER

The Academy is dedicated to inspiring and educating the public through activities as well as the new Hosmer Visitor Center at the North Gate.



The Hosmer Visitor Center is close to completion and, along with the newly opened Hotel Polaris, is part of the transformative TrueNorth Commons, a new front door to the Academy on the public side of the North Gate entrance. Opening in 2026, the Hosmer Visitor Center features architecture designed to reflect wings in flight. Its exhibits will incorporate state-of-the-art technology and experiential storytelling describing a day in the life of an Air Force Academy cadet and the four-year journey from inprocessing to graduation and commissioning.

The Hosmer Visitor Center is expected to more than double the annual visitor rate at USAFA — from 400,000 to 1 million. As an official Colorado Welcome Center, it will offer free entry, local and statewide tourism information, maps and complimentary travel advice for the Centennial State.

Sponsorships range from \$100,000 to \$2,500,000.

HOTEL POLARIS

Hotel Polaris, which opened in November 2024, is part of the transformative TrueNorth Commons, a new front door to the Academy on the public side of the North Gate entrance. As the second-largest hotel in Colorado Springs, Hotel Polaris provides a stunning opportunity to be associated with USAFA. With 375 guest rooms and a robust conference center, Hotel Polaris offers guests the nation's only state-of-the-art, hotel-based flight simulators, a spa, a wellness center, an outdoor pool, fine dining, additional food and beverage offerings and outdoor event spaces. Hotel Polaris is poised to attract more visitors, graduates and service members to USAFA than ever before. Moreover, this historic development will underscore the economic vitality of the Academy and provide immediate advantages for the cadet community. Here, corporate sponsors will unlock key connections with an ideal demographic and earn significant brand visibility and recognition.

Sponsorships range from \$25,000 to \$1,000,000.

TO LEARN MORE, CONTACT MARY BETH BURICHIN:
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