



**AIR FORCE BIRTHDAY CELEBRATION
PROGRAM GUIDE**

1-18 September 2015

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2015 Air Force Club Birthday Celebration

OVERVIEW

Known as the most recent branch of the United States (US) military, the US Air Force (USAF) is also the largest and most technologically advanced air force in the world. Initially part of the US Army, the USAF was formed as a separate branch of the military on September 18, 1947 under the National Security Act of 1947.

As such, birthdays are opportunities to shine a positive spotlight on an organization. They affirm the organization's longevity for the benefit of customers and employees. Birthdays are an opportunity to reinforce, promote and validate the brand, give current marketing programs a boost and launch new initiatives. They also inspire employee and customer loyalty, underscore an organization's importance to the community and serve as a showcase to prospective customers.

CONCEPT DEVELOPMENT

Air Force Services Activity (AFSVA) is overseeing the development, design, printing and distribution of collateral and prizes. Anyone who is an Air Force Club member in good standing (validated via Club Works) at the time of the respective giveaway drawing is eligible to win.*

AFSVA selected 25 (Tier 1) Air Force Club locations to promote and host the "Air Force's 68th Birthday Celebration". The remaining locations will receive t-shirts (Tiers 2 and 3). The official Air Force birthday logo can also be used on locally obtained promotional items.

Celebrations may occur any time during the month leading up to 18 Sep 15. Clubs will need to emphasize AF heritage and tradition, and host an event that will draw potential and existing members to the Club. Additionally, Wing leadership will conduct/participate in a cake cutting ceremony and prize drawings at Tier 1 club. The drawing will serve to generate excitement and say "Thank You" to those who support the Club and continuing the tradition of Air Force club membership, "...Where Tradition Lives."

Questions concerning this program should be emailed directly to, charissa.jarrett@us.af.mil.

Alternatively, if you wish to call during duty hours (0700-1600) Monday thru Friday, CST please call Charissa Jarrett at commercial: 210-395-7768 or DSN 969-7768.

SPECIAL LUNCH EVENT

1. In conjunction with current menu and/or buffet lunch options, Tier 1 Clubs will offer a pre-determined lunch menu with food items from 1947 to present (20 yr. increments), for \$2.68ea and introduce a factoid for that era. (See Below)
 - » **1940's – Meat Loaf Sandwich**
 - Factoid: President Truman signed the National Security Act establishing the creation of the US Air Force, equal to the US Army and US Navy.
 - » **1960's – Pulled Pork BBQ Sandwich**
 - Factoid: 23 September 1967 - Col Robin Olds flew his final combat mission over North Vietnam, capping a combat piloting career that included 259 total combat missions, 107 in World War II and 152 in Southeast Asia. He was a triple ace with 16 confirmed kills (12 in World War II and four in Vietnam) and the only pilot in US Aviation history to achieve "ace" status in both WWII and Vietnam.
 - » **1980's – Chicken Sandwich**
 - Factoid: 20 November, 1984 - President Ronald Reagan approved the formation of a new Unified Command, United States Space Command, later renamed Air Force Space Command
 - » **2000's – Sliders: Beef/Chicken**
 - Factoid: 15 December 2005 - The F-22 "Raptor" achieved Initial Operational Capability (IOC). The 27th Fighter Squadron at Langley AFB VA is officially declared IOC by Gen. Ronald Keys, commander of Air Combat Command.
 - » **Present – Beef or Chicken Wrap**
2. Non-Alcoholic Drinks will be priced at \$0.68 (follow item 3 guidance as noted below)
3. Lunch Items (listed above) are priced as follows:
 - » 1-17 Sep 15; \$2.68 for club members and bona-fide guests
 - » 18 Sep 15 the menu items will be further discounted to a selling price of \$0.68 to commemorate the event. (follow item 5 guidance as noted below)
4. MembersFirst discounts DO NOT APPLY; due to the nature of the program offered, the menu items are priced at or below cost.
5. In the case where the menu-selling price is below the cost of the food, the difference will be transferred using a Transfer between Cost Centers (TBCC) to the 755 – Special Occasions (follow accounting guidance).
6. AFSVA will reimburse Tier 1 installations up to \$400 per club to offset operating costs.
7. Accounting should be emailed directly to, becky.karnafel.1@us.af.mil. Alternatively, if you wish to call during duty hours (0700-1600) Monday thru Friday, CST please call Comm: 210-395-7165 or DSN 969-7165.

WING COMMANDER EVENT

1. AFSVA will reimburse Tier 1 installations for the “birthday” cake and punch NTE \$250 per installations.
2. Birthday T-shirts will be passed out to attendees.
3. Script will be provided to the Wing Commander (WG/CC) which will discuss AF history and significance of celebrating the US Air Force Birthday.
4. Recommend for the “cake cutting” to invite the youngest and oldest Airman on the installation, or those with the least and/or most years of service.
5. Members must have an opportunity to enter a local drawing to receive a \$25 FSS gift card, free Club meal, or additional prizes obtained through local commercial sponsorship. Advertise event for maximum participation utilizing social media outlets. Drawing will be held during the ceremonial cutting of the birthday cake. WG/CC will draw a name for a \$25 FSS gift card, free club meal, and/or other local prizes. Clubs should consider background music as appropriate for the event.
6. Participating clubs will purchase a large round cake, decorated with the AFSVA approved Air Force 68th Birthday Logo as depicted below.



7. Clubs will receive birthday T-shirts via their local marketing office to be given away during the AF Birthday Celebration. Set aside no more than 15 T-shirts for Club staff to wear (as the event uniform) during the event and/or leading up to the 18 Sep 15 event.

INSTALLATION TO DO LIST

Note: The AF Club Birthday Celebration giveaways are being offered to draw attention to the benefits of AF Club members at your local club. As such, you should use this opportunity to promote local club offerings. The central program prizes are not based on signing up for membership; however, you can hold local membership drives during the period using your own locally developed campaigns.

- » Print marketing promotional material as applicable for your installation
- » Cross-market program with all Force Support Squadron (FSS) activities, bowling centers, golf courses, lodging facilities, and dorms as permitted by local installation policies. Be sure staff is familiar with the program guidelines.

- » Brief the programs to everyone i.e., utilize opportunities during wing stand-up and commander's calls.
- » Develop local news releases and use club and sponsor names in all media releases and advertising material as permitted
- » Clubs will confirm receipt and verify T-shirt count with their local marketing office
- » Review menu with kitchen and service staff prior to 1 Sep 15.

PROMOTION DATES DESIGN/PRODUCTION



Tier 1 Installations: The following design can be used as a flyer, counter top, and table tent and are to be printed and used to promote the AF Birthday Celebration. Coordinate with base marketing to order the correct quantity for your installation.

Be sure to print enough to cross-market with other FSS activities.

AFSVA will reimburse Tier 1 installations up to \$400 per club to offset operating costs.



Tier 2 & 3 Installations: The following design can be used as a flyer, counter top, and table tent and are to be printed and used to promote the AF Birthday Celebration.

AFSVA will not fund these installations however; these locations may implement an AF Birthday Celebration type event using the menu but are ineligible to participate in the reimbursement offered in this pilot program.

- » Poster (22x28)
- » Flyers (approx. 8x11)
- » Table Tents (2-sided 4x6)
- » Web Banner
- » Thumb Nail

Note: finalized designs will be posted on download central

PRIZE DRAWING PROCEDURES

All winners will be determined by random drawing conducted by the WG/CC. A local representative from the club and/or FSS leadership will supervise local drawings for FSS gift cards.

Eligibility, Prize Regulations and Restrictions

- » Club management: Club Managers, Assistant Managers and Catering Managers
- » FSS gift card winners must meet the eligibility requirements of club membership in accordance with AFI 34-272, Air Force Club Programs.
- » Eligible personnel signing up for club membership or club members on the date of the drawing and in good standing, i.e. (a) their account is currently “active” and (b) they are not currently on the Account Delinquency Report in Club Works (c) and not on the “Not Eligible” list is eligible.
- » AF Club Members are limited to one win per drawing.
- » All winner eligibility will be validated before prizes are awarded. All prize claims are subject to verification. Void where prohibited by law.
- » If at the time the prize is actually awarded, the winning member’s “status” has changed from the time of the actual drawing, i.e. the account has become inactive, delinquent, or charged off, the individual’s status will no longer be deemed “in good standing” and the prize will be awarded to the next person on the prizewinner list.
- » Installations will verify club membership status immediately after the drawing and formally award the FSS gift card.
- » Prizes are not transferable and substitutions are not permitted.

AIR FORCE REIMBURSEMENT ACCOUNTING INSTRUCTIONS

1. In the case where the menu-selling price is below the cost of the food, the difference will be transferred using a Transfer between Cost Centers (TBCC) to the GLAC7550000, Special Occasions in Cost Center 2201.
2. Expense all items to the normal cost center and GLACs for business. At the end of the promotion, identify the authorized reimbursable expense items by using the receipts of purchase and consolidate on the expenditure report (Atch 1). Create a GLAF in NAFDIS crediting GLAC 8010000 for up to the full amount of authorized reimbursement and debit GLAC 1140000 to set up the receivable.
3. The FSS gift card will be part of the up to \$400 per Tier 1 reimbursement. Charge expense of the card to GLAC 7540000. This will be part of the reimbursement package and should be identified in report as gift card. Use receipt from purchase of the card with appropriate signature as supporting document.
4. To receive reimbursement, installations must provide receipt documentation in attachment 2. Submit attachment 2 with an expenditure report (Atch 1) form to Ms. Charissa Jarrett, AFSVA/SVO, charissa.jarrett@us.af.mil. Maintain a copy of the documents at the local office of record (NAF AO).

5. After review and verification of installation's submission, AFSVA/SVO will process a cash transfer (CT). The reimbursement CT will be processed to the installation MWRF as a credit to GLAC 1140016. Upon receipt of the reimbursement, the NAF AO must process a GLAF to debit GLAC 1140016 and credit GLAC 1140000 to clear the receivable(s) posted for incurred expenses related to the event.

6. Accounting should be emailed directly to, becky.karnafel.1@us.af.mil. Alternatively, if you wish to call during duty hours (0700-1600) Monday thru Friday, CST) please call Comm: 210-395-7165 or DSN 969-7165.

AIR FORCE CLUB PARTICIPATION \$500 PRIZE AWARD

In addition to Tier 1 installations receiving a reimbursement of \$400 for the event, a prize can be achieved for participation. To qualify for the \$500 prize, Tier 1 clubs must upload an After Action Report (AAR) with event photos and promotional material to the SVI portal NLT 2 Oct 15. Upload finalized AAR reports, photos and POC information to the AFSVA Clubs Programming Reporting tool (<https://org1.eis.af.mil/sites/100002/Pages/AFClubsProgrammingReporting.aspx>). The winner will be notified on 26 Oct 15.

Any changes and/or updates to this program will be posted on Download Central followed by email notification to participating installations

INSTALLATIONS BY TIER

| Small | Tier | | M/Doz | L/Doz | XL/Doz | Total Shirts To Base |
|--------|------|--------------|-------|-------|--------|----------------------|
| | 1 | Vance | 1 | 3 | 2 | 72 |
| | 2 | Arnold | 1 | 3 | 2 | 72 |
| | 3 | Thule | 1 | 3 | 2 | 72 |
| | 1 | Clear | 1 | 3 | 2 | 72 |
| | 3 | Menwith Hill | 1 | 3 | 2 | 72 |
| | 3 | Izmir | 1 | 3 | 2 | 72 |
| | 3 | Andersen | 1 | 3 | 2 | 72 |
| Medium | Tier | | | | | |
| | 2 | Little Rock | 1 | 3 | 3 | 84 |
| | 2 | Eielson | 1 | 3 | 3 | 84 |
| | 1 | Edwards | 1 | 3 | 3 | 84 |
| | 2 | Hanscom | 1 | 3 | 3 | 84 |
| | 2 | Hill | 1 | 3 | 3 | 84 |
| | 3 | Incirlik | 1 | 3 | 3 | 84 |
| | 3 | Lajes Field | 1 | 3 | 3 | 84 |
| | 3 | Mildenhall | 1 | 3 | 3 | 84 |
| | 1 | Beale | 1 | 3 | 3 | 84 |
| | 1 | Cannon | 1 | 3 | 3 | 84 |
| | 1 | Dyess | 1 | 3 | 3 | 84 |
| | 1 | Ellsworth | 1 | 3 | 3 | 84 |
| | 1 | Moody | 1 | 3 | 3 | 84 |
| | 1 | Mtn Home | 1 | 3 | 3 | 84 |
| | 2 | Los Angeles | 1 | 3 | 3 | 84 |
| | 2 | Patrick | 1 | 3 | 3 | 84 |
| | 1 | Vandenberg | 1 | 3 | 3 | 84 |
| | 1 | Altus | 1 | 3 | 3 | 84 |
| | 1 | Columbus | 1 | 3 | 3 | 84 |
| | 1 | Goodfellow | 1 | 3 | 3 | 84 |
| | 1 | Laughlin | 1 | 3 | 3 | 84 |
| | 2 | Maxwell | 1 | 3 | 3 | 84 |
| | 1 | Fairchild | 1 | 3 | 3 | 84 |
| | 1 | McConnell | 1 | 3 | 3 | 84 |
| | 1 | FE Warren | 1 | 3 | 3 | 84 |

| | | | | | | |
|-------|------|--------------------|-------|-------|--------|----------------------|
| | 1 | Malmstrom | 1 | 3 | 3 | 84 |
| | 3 | Tyndall | 1 | 3 | 3 | 84 |
| | 3 | Whiteman | 1 | 3 | 3 | 84 |
| | 1 | Dobbins | 1 | 3 | 3 | 84 |
| | 2 | Greater Pittsburgh | 1 | 3 | 3 | 84 |
| | 2 | Grissom | 1 | 3 | 3 | 84 |
| | 2 | Homestead | 1 | 3 | 3 | 84 |
| | 2 | March | 1 | 3 | 3 | 84 |
| | 2 | Minn-St Paul | 1 | 3 | 3 | 84 |
| | 2 | Niagra Falls | 1 | 3 | 3 | 84 |
| | 2 | Westover | 1 | 3 | 3 | 84 |
| | 2 | Youngstown | 1 | 3 | 3 | 84 |
| Large | Tier | | M/Doz | L/Doz | XL/Doz | Total Shirts To Base |
| | 2 | Andrews | 1 | 4 | 3 | 96 |
| | 2 | Academy | 1 | 4 | 3 | 96 |
| | 2 | Hurlburt | 1 | 4 | 3 | 96 |
| | 2 | JBER | 1 | 4 | 3 | 96 |
| | 3 | Kunsan | 1 | 4 | 3 | 96 |
| | 3 | Kadena | 1 | 4 | 3 | 96 |
| | 3 | Misawa | 1 | 4 | 3 | 96 |
| | 3 | Osan | 1 | 4 | 3 | 96 |
| | 3 | Yokota | 1 | 4 | 3 | 96 |
| | 2 | Wright-Patterson | 1 | 4 | 3 | 96 |
| | 2 | Eglin | 1 | 4 | 3 | 96 |
| | 2 | Kirtland | 1 | 4 | 3 | 96 |
| | 2 | Robins | 1 | 4 | 3 | 96 |
| | 2 | Tinker | 1 | 4 | 3 | 96 |
| | 3 | Aviano | 1 | 4 | 3 | 96 |
| | 3 | Lakenheath | 1 | 4 | 3 | 96 |
| | 3 | Ramstein | 1 | 4 | 3 | 96 |
| | 3 | Spangdahlem | 1 | 4 | 3 | 96 |
| | 1 | Davis-Monthan | 1 | 4 | 3 | 96 |
| | 1 | Holloman | 1 | 4 | 3 | 96 |
| | 2 | Langley | 1 | 4 | 3 | 96 |
| | 2 | Nellis | 1 | 4 | 3 | 96 |

| | | | | | | |
|--|---|--------------------------------------|---|---|---|----|
| | 2 | Offutt | 1 | 4 | 3 | 96 |
| | 2 | Shaw | 1 | 4 | 3 | 96 |
| | 2 | Peterson | 1 | 4 | 3 | 96 |
| | 1 | Keesler | 1 | 4 | 3 | 96 |
| | 2 | Lackland | 1 | 4 | 3 | 96 |
| | 2 | Randolph | 1 | 4 | 3 | 96 |
| | 2 | Charleston | 1 | 4 | 3 | 96 |
| | 2 | Dover | 1 | 4 | 3 | 96 |
| | 2 | Travis | 1 | 4 | 3 | 96 |
| | 1 | Grand Forks | 1 | 4 | 3 | 96 |
| | 2 | MacDill | 1 | 4 | 3 | 96 |
| | 2 | Barksdale | 1 | 4 | 3 | 96 |
| | 1 | Minot | 1 | 4 | 3 | 96 |
| | 1 | Sheppard | 1 | 4 | 3 | 96 |
| | 3 | Luke | 1 | 4 | 3 | 96 |
| | 2 | Scott | 1 | 4 | 3 | 96 |
| | 2 | Joint Base McGuire- Dix-Lakehurst | 1 | 4 | 3 | 96 |
| | 3 | Croughton | 1 | 4 | 3 | 96 |
| | 2 | Alconbury | 1 | 4 | 3 | 96 |

Note: Locations with a separate building for the Officers & Enlisted Club, must divide the T-shirts equally