

OPEN HOUSE

Request for Opinion - Sponsor Recognition and Advertising at Open Houses

This is in response to your request for guidance on providing recognition and advertising privileges to sponsors of civilian aerial demonstrations (not involving "warbirds") at Air Force open houses and air shows.

Per AFI 35-105, *Community Relationships*, para 22, civilian aerial demonstrations and performances at on-base events are allowed provided such demonstrations and performances "clearly reinforce and promote a better understanding of the Air Force [and] [t]he clear majority of performances must be military related." In addition, the performers must be qualified. *Id.* Commanders bear responsibility for ensuring performances and demonstrations comply with Air Force and Department of Defense regulations and policies. *Id.*

Per AFI 10-1004, *Conducting Air Force Open Houses*, para 5.1.2, "[c]ivilian aerial demonstrations must be an adjunct to military activities. Commercial sponsorship of civilian demonstrations may be solicited under the same conditions as other commercial sponsorship." Per AFI 10-1004, para 5.5, AFI 34-407, *Air Force Commercial Sponsorship Program*, provides detailed guidance on commercial sponsorship. AFI 34-407 was replaced by AFI 34-108, *Commercial Sponsorship and Sale of Advertising*, 12 Oct 11.

This opinion assumes that the sponsors of civilian aerial demonstrations complied with AFI 10-1004 and 34-108 in sponsoring these activities with approval by AF/A1S. Assuming such, recognition of sponsors and/or their advertising must comply with AFI 34-108, para 2. Specifically, publicity, programs and promotional materials must adhere to the following guidelines:

- Neither the sponsor's name nor its products or services may appear in the event title along with the name of the activity, installation, command, Air Force or any other part of the Federal Government.
- The line above or below the title may identify the sponsor (e.g., "XYZ Air Force Base and ABC Corp., present," [next line] "The Firecracker 5K" when support is substantial, or "The Firecracker 5K," next line "sponsored in part by [name of sponsor]" when sponsors provide lesser support).
- All media and/or promotional materials mentioning the event and the sponsor name and or logo together must include the official disclaimer, "No Federal endorsement of sponsor intended." As a limited exception, a single banner bearing the disclaimer may be used in lieu of disclaimers on each individual banner where all such banners are displayed in a clustered area.
- If public address sponsor identifications are provided at an event, there must be at least one prominent verbal disclaimer, or there must be prominently displayed disclaimers or printed event handouts with disclaimers.

- Post-event recognition will be limited to “Thank you for your support” in ads, monthly publications, web sites, etc. Recognition for sponsors at places or times unrelated to the activity, event or program is prohibited.
- Sponsorship recognition is limited to the sponsor’s name, logo and/or a brief slogan. Materials may be displayed in appropriate FSS facilities. Materials may also be displayed in AAFES, Defense Commissary Agency (DeCA) and other appropriate on-installation locations with the approval and coordination of AAFES, DeCA or other appropriate officials.
- Sponsors may provide event posters and banners identifying the sponsor or its products or services. All commercial sponsorship signs, banners, etc., must contain disclaimers.
- Commercial sponsors may be recognized on NAF funded web sites. Limit recognition to page promoting event and a sponsorship opportunities page. Use the approved exit notice when linking to a sponsor’s site, “The appearance of hyperlinks does not constitute endorsement by the U.S. Air Force or the information, products, or services contained therein. For other than authorized activities such as military exchanges and morale, welfare and recreation web sites, the US Air Force does not exercise any editorial control over the information you may find at these locations. Such links provided are consistent with the stated purpose of this DoD web site.”
- Sponsors are allowed to have a booth or designated area. However, a prominently displayed disclaimer is required on the sponsor booth/area. Promotion items that include any reference to the event and/or DoD are required to have a disclaimer or be prepared in a way that is clear from the wording that the sponsor has provided the items for congratulatory purposes.

AFI 10-1004, para 6.4, provides additional guidance for using appropriated and non-appropriated funds in connection with civilian aerial performances. Specifically, please bear in mind the following:

- Appropriated funds cannot be used to cover costs by the crews or aircraft of civilian aerial performances. All costs, including lodging, meals and transportation, may be funded with non-Federal/private funds either donated or provided through the NAF commercial sponsorship program for civilian aerial demonstrations at the open house involved.
- Individual donations and gifts will be processed for acceptance by the Air Force through the Air Force's agent (installation commander or designee).¹

¹ [Approval authority for donations and gifts depends upon the value of the gift; for approval rules, see AFI 51-604, Gifts to the Department of the Air Force \(appropriated funds\), and AFI 34-201, Use of Nonappropriated Funds \(NAFs\), Section 5B \(nonappropriated funds\).](#)

- Pursuant to a NAF contract, the Government may provide fuel for the flight to and from the open house location, rehearsals and actual performances. Absent a Government contract, the installation may authorize Defense Working Capital Fund (DWCF) fuel cash sales for aircraft, vehicles, and equipment that are on display and/or perform at an open house pursuant to Defense Energy Support Center policy guidance. Vehicles and equipment other than those actually on display or directly involved in the open house performance may not purchase DWCF fuel.

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This opinion supersedes and rescinds OpJAGAF 2000/46, 12 July 2000.