

# 2018

## THUNDER OF NIAGARA AIR SHOW

### JUNE 9TH-10TH

## SPONSORSHIP PACKAGE



#### Bill Wagner

Civilian Chairman

2018 Thunder of Niagara Air Show

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Contact Niagara Military Affairs Council for your customized partnership opportunity today!



**NIAGARA MILITARY  
AFFAIRS COUNCIL**

SUPPORTING NIAGARA'S MILITARY  
PAST • PRESENT • FUTURE



# NIAGARA FALLS AIR RESERVE STATION IS PROUD TO PRESENT THUNDER OF NIAGARA 2018 AIR SHOW

Highlighted by the **U.S. Air Force Thunderbirds**, popular civilian act **Kent Pietsch and the Jelly Belly Airplane**, and a variety of other Military and Civilian aviation acts and static displays, the Thunder of Niagara Air Show is free and open to the public for a weekend of wholesome and affordable fun.

With over 150,000 visitors and two days of activities, performances and exhibits, the Thunder of Niagara Air Show is one of the most dynamic events in New York State!

Marketing opportunities are available through corporate sponsorship, flight-line exhibits and hospitality chalets. These opportunities offer a cost effective vehicle to promote your products and services, while increasing the public's awareness of your partnership with the military community.

This is an excellent opportunity to conduct surveys & sampling, interact with the public, and brand your business!

2018's theme is:

## Thunder of Niagara International Air Show

Contact Niagara Military Affairs Council for your customized partnership opportunity today!

**Bill Wagner**  
Civilian Chairman  
2018 Thunder of Niagara Air Show  
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[www.ThunderOfNiagara.com](http://www.ThunderOfNiagara.com)

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## WHY SPONSOR AN AIR SHOW?

- AIR SHOWS DRAW **BIG** CROWDS
- AIR SHOWS ATTRACT MEDIA COVERAGE
- AIR SHOWS ARE FAMILY FRIENDLY
- AIR SHOWS STRENGTHEN COMMUNITY RELATIONSHIPS
- AIR SHOWS ARE **MARKETING OPPORTUNITIES**

For more than 100 years, air shows have been among North America's largest spectator events.





## AIR SHOW FACTS

- ◆ Average number of air shows each year in U.S. and Canada: **325-350**
- ◆ Estimated total attendance at North American airshows: **10-12 million per year**

CATEGORIES	ATTENDEES	PERCENTAGE
Gender	Male	61%
	Female	39%
Age	18-25	14%
	26-34	19%
	35-44	25%
	45-54	20%
	55+	22%
Household Income	Under \$25K	12%
	\$25K - \$34,999	7%
	\$35K - \$49,999	12%
	\$50K - \$74,999	17%
	\$75K - \$100K	16%
Education	\$100K +	36%
	Some high school	4%
	High school graduate	16%
	Some college	37%
	College graduate	27%
Home Ownership	Post graduate	9%
	Own	64%
	Rent	27%
Average hours spent at Air Show	Other	9%
	0-1 hour	7%
	2-3 hours	25%
	4-5 hours	33%
	6-7 hours	23%
	8 hours +	12%

# SPONSORSHIP BENEFITS SUMMARY

	Presenting Title \$20K	Premier Partner \$15K	Platinum \$10K	Gold \$5K	Silver \$2.5K	Bronze \$1K
<b>PARTNER RECOGNITION</b>						
Tagline below the event title "Civilian Acts Presented in Part by Sponsor"	Yes					
Name recognition on all event materials	Yes					
Use of Air Show Logo	Yes	Yes	Yes	Yes	Yes	
Appreciation Plaque	Yes	Yes				
Appreciation Certificate	Yes	Yes	Yes	Yes	Yes	Yes
Framed Air Show Memento	Yes	Yes				
<b>ON-SITE PRESENCE</b>						
Main show entrance gate banner	Yes					
Interaction with attendees (information only, sales not permitted)	Yes	Yes	Yes	Yes	Yes	Yes
Sampling, coupons, or mutually agreed upon marketing activity	Yes	Yes	Yes	Yes	Yes	Yes
Exhibit space outdoors (includes tables, chairs)	30x30	20x20	15x15	10x10		
Exhibit space in hangar					Yes	Yes
Ads played on TV monitors in chalets	Yes	Yes	Yes			
<b>HOSPITALITY</b>						
Tickets for NIMAC hospitality chalet (catered, VIP restrooms)	50 each day	30 each day	10 each day	6 one day	2 one day	
VIP Parking Passes	25 each day	15 each day	5 each day	3 one day	1 one day	
Souvenir Programs	25	15	5	3	1	1
Air Show Patch	25	15	5	3	1	1
Media flight on aircraft (restrictions apply)	2	2	1			
<b>MEDIA RECOGNITION</b>						
Logo on header of all official website pages	Yes					
Logo on Thunder of Niagara Facebook page	Yes					
Logo on cover of Souvenir Program	Yes	Yes	Yes	Yes		
Name recognition in email blasts to Air Show insider database	Yes	Yes				
Logo on official website Sponsor page (with link)	Yes	Yes	Yes	Yes	Yes	Yes
Logo on Air Show Poster	Yes	Yes	Yes	Yes	Yes	
Ad in Souvenir Program	Full Page	Full Page	Half Page	Half Page	Quarter Page	Logo Only
PA announcements each day of show	10	5	3	1		
<b>VIP INTERACTION</b>						
Invitation to Saturday Night Pilot Party	Yes	Yes				
Invitation to Friday Rockin' on the Runway Concert	Yes	Yes	Yes	Yes	Yes	Yes
Photo & Autograph opportunities with Pilots	Yes	Yes				

Sponsor levels can be customized to meet your specific needs.

# PRESENTING TITLE:

## \$20,000

### PARTNER RECOGNITION

- ◆ Tagline below event title "Civilian Acts Presented in Part By Sponsor"
- ◆ Name recognition on all event materials
- ◆ Use of Air Show logo
- ◆ Appreciation plaque
- ◆ Appreciation certificate
- ◆ Framed Air Show memento

### ON-SITE PRESENCE

- ◆ Main show entrance gate banner
- ◆ Interaction with attendees (information only, sales not permitted)
- ◆ Sampling, coupons, or mutually agreed upon marketing activity
- ◆ Exhibit space outdoors (includes tables, chairs) (30x30)
- ◆ Ads played on TV monitors in chalets

### HOSPITALITY

- ◆ Tickets for NIMAC hospitality chalet (catered, VIP restrooms) (50 per day)
- ◆ VIP parking passes (25 per day)
- ◆ Souvenir programs (25)
- ◆ Air Show patch (25)
- ◆ Media flight on aircraft (restrictions apply) (2)

### MEDIA RECOGNITION

- ◆ Logo on header of all official website pages
- ◆ Logo on Thunder of Niagara Facebook page
- ◆ Logo on cover of souvenir program
- ◆ Name recognition in email blasts to Air Show insider database
- ◆ Logo on official website sponsor page (with link)
- ◆ Logo on Air Show poster
- ◆ Ad in souvenir program (Full page)
- ◆ PA announcements each day of show (10)

### VIP INTERACTION

- ◆ Invitation to Saturday night Pilot Party
- ◆ Invitation to Rockin' on the Runway
- ◆ Photo & autograph opportunities with pilots



# PREMIER PARTNER:

## \$15,000

### PARTNER RECOGNITION

- ◆ Use of Air Show logo
- ◆ Appreciation plaque
- ◆ Appreciation certificate
- ◆ Framed Air Show memento

### ON-SITE PRESENCE

- ◆ Interaction with attendees (information only, sales not permitted)
- ◆ Sampling, coupons, or mutually agreed upon marketing activity
- ◆ Exhibit space outdoors (includes tables, chairs) (20x20)
- ◆ Ads played on TV monitors in chalets

### HOSPITALITY

- ◆ Tickets for NIMAC hospitality chalet (catered, VIP restrooms) (30 per day)
- ◆ VIP parking passes (15 per day)
- ◆ Souvenir programs (15)
- ◆ Air Show patch (15)
- ◆ Media flight on aircraft (restrictions apply) (2)

### MEDIA RECOGNITION

- ◆ Logo on cover of souvenir program
- ◆ Name recognition in email blasts to Air Show insider database
- ◆ Logo on official website sponsor page (with link)
- ◆ Logo on Air Show poster
- ◆ Ad in souvenir program (Full page)
- ◆ PA announcements each day of show (5)

### VIP INTERACTION

- ◆ Invitation to Saturday night Pilot Party
- ◆ Invitation to Rockin' on the Runway
- ◆ Photo & autograph opportunities with pilots



# PLATINUM PARTNER:

## \$10,000

### PARTNER RECOGNITION

- ◆ Use of Air Show logo
- ◆ Appreciation certificate

### ON-SITE PRESENCE

- ◆ Interaction with attendees (information only, sales not permitted)
- ◆ Sampling, coupons, or mutually agreed upon marketing activity
- ◆ Exhibit space outdoors (includes tables, chairs) (15x15)
- ◆ Ads played on TV monitors in chalets

### HOSPITALITY

- ◆ Tickets for NIMAC hospitality chalet (catered, VIP restrooms) (10 per day)
- ◆ VIP parking passes (5 per day)
- ◆ Souvenir programs (5)
- ◆ Air Show patch (5)
- ◆ Media flight on aircraft (restrictions apply) (1)

### MEDIA RECOGNITION

- ◆ Logo on cover of souvenir program
- ◆ Name recognition in email blasts to Air Show insider database
- ◆ Logo on official website sponsor page (with link)
- ◆ Logo on Air Show poster
- ◆ Ad in souvenir program (Half page)
- ◆ PA announcements each day of show (3)

### VIP INTERACTION

- ◆ Invitation to Rockin' on the Runway



# GOLD PARTNER:

## \$5,000

### PARTNER RECOGNITION

- ◆ Use of Air Show logo
- ◆ Appreciation certificate

### ON-SITE PRESENCE

- ◆ Interaction with attendees (information only, sales not permitted)
- ◆ Sampling, coupons, or mutually agreed upon marketing activity
- ◆ Exhibit space outdoors (includes tables, chairs) (10x10)

### HOSPITALITY

- ◆ Tickets for NIMAC hospitality chalet (catered, VIP restrooms) (6 one day)
- ◆ VIP parking passes (3 one day)
- ◆ Souvenir programs (3)
- ◆ Air Show patch (3)

### MEDIA RECOGNITION

- ◆ Logo on cover of souvenir program
- ◆ Logo on official website sponsor page (with link)
- ◆ Logo on Air Show poster
- ◆ Ad in souvenir program (Half page)
- ◆ PA announcements each day of show (1)

### VIP INTERACTION

- ◆ Invitation to Rockin' on the Runway



# SILVER PARTNER:

## \$2,500

### PARTNER RECOGNITION

- ◆ Use of Air Show logo
- ◆ Appreciation certificate

### ON-SITE PRESENCE

- ◆ Interaction with attendees (information only, sales not permitted)
- ◆ Sampling, coupons, or mutually agreed upon marketing activity
- ◆ Exhibit space in hangar (includes table, chairs)

### HOSPITALITY

- ◆ Tickets for NIMAC hospitality chalet (catered, VIP restrooms) (2 one day)
- ◆ VIP parking pass (1 one day)
- ◆ Souvenir programs (1)
- ◆ Air Show patch (1)

### MEDIA RECOGNITION

- ◆ Logo on official website sponsor page (with link)
- ◆ Logo on Air Show poster
- ◆ Ad in souvenir program (Quarter page)

### VIP INTERACTION

- ◆ Invitation to Rockin' on the Runway



# BRONZE PARTNER:

## \$1,000

### PARTNER RECOGNITION

- ◆ Appreciation certificate

### ON-SITE PRESENCE

- ◆ Interaction with attendees (information only, sales not permitted)
- ◆ Sampling, coupons, or mutually agreed upon marketing activity
- ◆ Exhibit space in hangar

### HOSPITALITY

- ◆ Souvenir programs (1)
- ◆ Air Show patch (1)

### MEDIA RECOGNITION

- ◆ Logo on official website sponsor page (with link)
- ◆ Ad in souvenir program (Logo only)

### VIP INTERACTION

- ◆ Invitation to Rockin' on the Runway





**Thunder of Niagara**  
Niagara Falls Air Show