



**Bishop International Airport Authority**

***2023  
SPONSORSHIP  
OPPORTUNITIES***

**June 24-25, 2023**

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OBJECTIVE

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**Celebrate Aviation!** Highlight the past and focus on the future by turning our eyes to the sky.

This historic event will provide countless opportunities for children and adults to learn about aviation while generating interest in future opportunities for a career in aviation. The air show is also an opportunity to spotlight our Armed Forces, Veterans, and First Responders. It's a community-focused event filled with fun and family-oriented entertainment.

This is a 2-day event featuring air performances by nationally recognized acts as well as unique and historical aircraft static displays.

# ***GREETINGS***

Flint Bishop Airport is thrilled to announce an exciting community event, the “Wings over Flint” airshow. It will be the first airshow at FNT in more than 30 years! We have BIG plans and we’d love for YOU to get exclusive access to this historic community event! Thrilling acts, static aircraft displays and kids activities are just a few of the many family-friendly things to expect over the 2-day event. The focus is aviation but that’s just the start! We will have various food vendor options, a beer garden for the adults, and a Cadet Zone for kids. Wings over Flint is expected to draw large crowds with more than 20,000 people anticipated each day.

A considerable amount of community support is needed for an Air Show to be successful. They are incredibly beneficial for a community and tremendously crucial to generating enthusiasm for aviation. The success of the show is dependent on sponsors and the support of the local business community. Thousands of civilian and military volunteers will spend months leading up to the show, preparing for the event, in addition to working more than 10 hours each day during the actual show. We hope you are able to monetarily support our efforts to make Wings over Flint a success or support by helping us share the information in your community.

In exchange for your support of the Wings over Flint Air Show, sponsors will receive various benefits depending upon the level of support provided as outlined below. If there are any questions about the event or sponsor opportunities, please contact me by any of the means provided below. On behalf of the Bishop International Airport Authority, I thank you for your time and interest. I look forward to hearing from you by December 31, 2022 in order for you to receive maximum sponsorship benefits. Thank you and best regards!

SINCERELY,

Christopher Yeates  
Chief Operating Officer  
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# ***WHY BECOME A SPONSOR?***

*“67% of air show attendees are more likely to support a sponsor due to their support of an air show.”*

*- International Council of Air Shows*

According to the International Council of Air Shows, air shows are one of the most popular spectator sports in North America with tens of millions of spectators annually. We are excited to invite local businesses to partner with us and sponsor a portion of the events and activities and gain unmatched exposure of your brand to over 20,000 on-site spectators per day at this spectacular event. You will have the opportunity to put your company in front of many potential customers and show support for the military community. While we have some great ideas to get you started, we would love to help you get creative and reach your best audience!

With thrilling aerobatics, entertaining and educational displays, this impressive presentation of our air-power showcases the strength of the heritage of flight and the past, present, and future of aviation.

# ***Title***

## ***Sponsorship Level***

### ***\$50,000***

Have you ever considered being a significant contributor of an airshow to the point that every person who talks about the show will mention your name? As the Title Sponsor, you will receive the maximum exposure and benefits including complete identification with the air show as the Title Sponsor's name will be incorporated into the name of the show. The Title Sponsor will also receive the following perks, amenities and exposure. There is only 1 sponsorship opportunity available at this level.

#### **EXPOSURE / PROMOTIONAL OPPORTUNITIES**

- 20x20 exhibitor booth display area for promotional products, materials, samples, static displays, etc.
- Verbal Public Announcement THANK YOU hourly during air show
- Logo continuously displayed on live streaming throughout entire show performance

#### **ADVERTISING OFFERINGS**

- Logo on social media, listed as Title Sponsor
- Routine mentions in broadcast advertising
- Company name/logo on six sponsor banners
- Company logo on event promotional materials, posters, flyers, and marketing materials
- Available to be part of the opening ceremony each day with opportunity to speak for 30 seconds.

#### **VIP Benefits**

- 10 show tickets with access to Presidential Club - includes hors d'oeuvres, lunch, dessert, unlimited food and soft drinks, 2 drink tickets per entrance ticket for alcoholic beverages and nearby parking
- 15 show tickets with access to Executive Club - includes lunch entrée, unlimited soft drinks, 2 drink tickets per entrance ticket for alcoholic beverages at beer garden and nearby parking
- 40 show tickets with access to the Flightline Club - includes comfortable seating option along the flight line
- 100 General Admission Tickets with general admission parking
- 50% discount on any remaining tickets to be purchased

# ***Presenter Sponsorship Level \$25,000***

As a Presenter Sponsor, sponsor one of the high-thrilling prime acts of the show plus receive the following perks, amenities and exposure. 4 Opportunities Available.

## **EXPOSURE / PROMOTIONAL OPPORTUNITIES**

- 20x20 exhibitor booth display area for promotional products, materials, samples, static displays, etc.
- Verbal Public Announcement THANK YOU hourly during air show
- Logo displayed on rotating ticker on bottom of live streaming throughout entire show performance

## **ADVERTISING OFFERINGS**

- Logo on social media, listed as Presenter Sponsor with act sponsoring
- Routine mentions in broadcast advertising
- Company name/logo on six sponsor banners
- Company logo on event promotional materials, posters, flyers, and marketing materials

## **VIP Benefits**

- 5 show tickets with access to Presidential Club - includes hors d'oeuvres, lunch, dessert, unlimited food and soft drinks, 2 drink tickets per entrance ticket for alcoholic beverage and nearby parking
- 10 show tickets with access to Executive Club - includes lunch entrée, unlimited soft drinks, 2 drink tickets per entrance ticket for alcoholic beverages at beer garden and nearby parking
- 20 show tickets with access to the Flightline Club - includes comfortable seating option along the flight line
- 50 General Admission Tickets with general admission parking

# ***Premier Sponsorship Level \$15,000***

As a Premier Sponsor, receive the following perks, amenities and exposure.  
6 Opportunities Available.

## **EXPOSURE / PROMOTIONAL OPPORTUNITIES**

- 20x20 exhibitor booth display area for promotional products, materials, samples, static displays, etc.
- Verbal Public Announcement THANK YOU hourly during air show
- Logo displayed on rotating ticker on bottom of live streaming throughout entire show performance

## **ADVERTISING OFFERINGS**

- Logo on website, listed as Premier Sponsor
- Routine mentions in broadcast advertising
- Company name/logo on four sponsor banners

## **VIP Benefits**

- 2 show tickets with access to Presidential Club - includes hors d'oeuvres, lunch, dessert, unlimited food and soft drinks, 2 drink tickets per entrance ticket for alcoholic beverages and nearby parking
- 5 show tickets with access to Executive Club - includes lunch entrée, unlimited soft drinks, 2 drink tickets per entrance ticket for alcoholic beverages at beer garden and nearby parking
- 15 show tickets with access to the Flightline Club - includes comfortable seating option along the flight line
- 25 General Admission Tickets with general admission parking

# ***Supporter Sponsorship Level \$10,000***

As a Supporter Sponsor, sponsor one of the many services needed to ensure a safe and fun experience is had by all and receive the following perks, amenities and exposure. Examples of support services includes: Grand Stand Rental; Airshow Performer and Volunteer Hospitality Tent; Portable Restrooms; Parking Shuttle Services; Tent Rental; Table & Chair Rental; Refuse Services; Signage and Banner Services; Barricade Rental, Catering, Traffic Management, and Shipping.

## **EXPOSURE / PROMOTIONAL OPPORTUNITIES**

- 20x20 exhibitor booth display area for promotional products, materials, samples, static displays, etc.
- Verbal Public Announcement THANK YOU hourly during air show
- Logo displayed on rotating ticker on bottom of live streaming throughout entire show performance

## **ADVERTISING OFFERINGS**

- Logo on website, listed as Premier Sponsor
- Routine mentions in broadcast advertising
- Company name/logo on three sponsor banners

## **VIP Benefits**

- 2 show tickets with access to Executive Club - includes lunch entrée, unlimited soft drinks, 2 drink tickets per entrance ticket for alcoholic beverages at beer garden and nearby parking
- 10 show tickets with access to the Flightline Club - includes comfortable seating option along the flight line
- 20 General Admission Tickets with general admission parking

# ***Exhibitors & Vendors***

## ***\$1,500***

As an Exhibitor or Vendor, receive the following perks, amenities and exposure.

### **EXPOSURE / PROMOTIONAL OPPORTUNITIES**

- 10x10 exhibitor booth display area for promotional products, materials, samples, static displays, etc.
- Verbal Public Announcement THANK YOU one time during air show

### **ADVERTISING OFFERINGS**

- Logo on website, listed as Premier Sponsor
- Company name/logo on two sponsor banners

### **VIP Benefits**

- 10 General Admission Tickets with general admission parking

# ***Sponsorship Overview***

	Title \$50,000	Presenter \$25,000	Premier \$15,000	Supporter \$10,000	Exhibitor \$1,500	Vendor \$1,500
<b>Air Show Naming Right</b>						
<b>Logo on tickets, posters, and printed marketing</b>						
<b>Logo on Air Show website</b>						
<b>Mentions in broadcast advertising</b>						
<b>Banners</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>2</b>
<b>Public Announcements at show</b>	<b>Hourly</b>	<b>Hourly</b>	<b>Hourly</b>			
<b>Presidential Club Access Tickets</b>	<b>10</b>	<b>5</b>	<b>2</b>			
<b>Executive Access Tickets and Parking</b>	<b>15</b>	<b>10</b>	<b>5</b>	<b>2</b>		
<b>Flightline Club Seating</b>	<b>40</b>	<b>20</b>	<b>15</b>	<b>10</b>		
<b>General Admission Tickets</b>	<b>100</b>	<b>50</b>	<b>25</b>	<b>20</b>	<b>10</b>	<b>10</b>
<b>50% Discount on Additional Tickets</b>						
<b>Exhibitor Booth Location</b>	<b>Premium</b>	<b>Premium</b>	<b>Premium</b>	<b>Premium</b>	<b>General</b>	<b>General</b>

# ***Other Opportunities***

Do you have other creative ideas for sponsorships opportunities? Contact us for pricing, availability, and perks, amenities, and exposure opportunities. Packages can be created and are adaptable to meet your needs. Other examples for opportunities may include:

## **CADET ZONE SPONSOR**

Fun activities for young children in a shaded environment.

## **STATIC DISPLAY SPONSOR**

Both new and old aircraft for visitors to enjoy.

## **BEER GARDEN SPONSOR**

Adult beverages available for sale.

## **PRESIDENTIAL CLUB SPONSOR**

Shaded comfortable seating with food & beverages (unlimited appetizers, lunch, dessert, fountain drinks, alcohol). Private restrooms.

## **EXECUTIVE CLUB**

Shaded comfortable seating with lunch entrée, unlimited fountain drinks, and two drink tickets to beer garden. Private restrooms.

## **FLIGHTLINE CLUB SPONSOR**

Comfortable seating along flightline. Private restrooms.

