

Central Texas Airshow

2018 Sponsorship Form

Please respond no later than March 13, 2018
Camera ready artwork required for logos

Business Name: _____

Contact Person: _____

Phone: _____

Email: _____

Mailing Address: _____

Sponsorship Levels

- \$30,000 Sponsor _____
- \$10,000 Sponsor _____
- \$ 5,000 Sponsor _____
- \$ 2,500 Sponsor _____
- \$ 1,500 Sponsor _____
- \$ 1,000 Sponsor _____
- Airshow Partner _____
- Wounded Warrior _____
- Golf Cart Sponsor _____
- Active Military & Family _____

Make check Payable to:
Georgetown Pilots' Association
209 Corsair Drive, Georgetown, TX 78628

The tax deductible contribution for each package varies.
The Georgetown Pilots' Association is a 501(c)3 Organization.

Tax ID#74-2733288

Who Goes to Air Shows?

Each year, millions of people throughout North America will make their way to their local or regional air show. But what types of people comprise these large audiences? A recently completed survey of more than 2,600 air show spectators commissioned by the International Council of Air Shows documents that it is a well-educated, affluent group of men, women and children of all ages.*

- ✈ Over 80 percent (80.1%) of air show spectators have at least some college education. More than 40 percent have at least one college degree.
- ✈ Nearly two-thirds (62.6%) report a household income of \$50,000 or more and 40 percent report income of \$75,000 or more.

** All survey statistics based on survey responses of 2,676 air show spectators gathered at 15 different North American air shows between May and October 2012*



Georgetown Pilots' Association
209 Corsair Drive
Georgetown, TX 78628

PRSRRT STD
U.S. POSTAGE
PAID
PERMIT NO. 1425
AUSTIN, TX



**Central Texas Airshow
Sponsor Packet May 4-6, 2018**



The Georgetown Pilots' Association is in the planning stages for our 31th Central Texas Airshow, on May 4, 5 & 6, 2018. We are excited with the commitments from key performers for this year and invite you to be part of this spectacular event.

Help us honor the military personnel for their sacrifices and services as we present the Central Texas Airshow free to all active and retired military and family if we raise our goal of \$75,000.00 in sponsorships.

This venue offers an excellent opportunity to promote your business as well as entertain your customers. Marketing opportunities are plentiful and will compliment your advertising needs.

In 2016, the \$35,000 advertising budget reached over 3 million in readership, viewership and listenership through radio, television, newspapers and social media. Over 1,200 Commemorative Posters and 6,000 brochures were distributed to businesses in Temple, Waco, Killeen, Harker Heights, Georgetown, Austin, Belton, College Station, Dallas/Ft. Worth Area, Houston and Salado.

The Airshow Program is placed as an insert in the Ft. Hood Herald and is another unique way to engage your audience while supporting our active and retired military.

The Central Texas Airshow provides significant exposure to Temple and the surrounding area. If you're seeking an innovative way to market your product, get a competitive edge while having fun, earn extra value for your money, or treat loyal employees to a weekend of fun – come partner with the Central Texas Airshow.

Specific sponsorship opportunities are enclosed. We can also customize a sponsorship package to fit your specific needs. Please contact me at: **(512) 869-1759 or bajpca@gmail.com**. We look forward to a Spectator Spectacular Airshow.

Sincerely,
Beth Jenkins

Central Texas Airshow
Airshow Coordinator

\$30,000 Presenting Sponsor

The Central Texas Airshow Presented By "Your Company Name"

- **Statewide** visibility through logo inclusion on TV, Print Promotion and mention of name on Radio Commercials
- **Your Logo:**
 - o Full Page ad in Special Airshow Program/Insert
 - o Airshow Poster and Handbills
 - o Logo on Volunteer Airshow T-Shirt
 - o Logo on all pages of www.centraltexasairshow website with link to sponsor website
 - o Logo on Press Release
- **On Site**
 - o Private premium catered chalet for you and your guests to use Friday, Saturday & Sunday (50 each day)
 - o (225) General Admission Tickets
 - o (20) VIP Parking Passes
 - o (1) 20X20 Exhibit Space in public area for product distribution
 - o (4) PA announcements per day
 - o Right to place (4) banners at event
 - o Exclusive product sales during air show
 - o (15) Airshow T-shirts & Hats
- Opportunity to show community involvement and support for our active and retired military and their immediate family

\$10,000 Platinum Wing Sponsor Level

Statewide visibility through logo inclusion on TV and Print Promotion

- **Your Logo:**
 - o On the Special Airshow Program/Insert
 - o Airshow Poster and Handbills
 - o Logo on Volunteer Airshow T-Shirt
 - o All pages of www.centraltexasairshow website
 - o Logo on Website Sponsor Page with link to sponsor website
 - o Logo on Press Release
 - o Logo inclusion on Central Texas Airshow TV Commercials
- **On Site**
 - o Private Chalet for employees, clients & friends
 - o (120) General Admission Tickets
 - o (15) Central Texas Airshow VIP Passes
 - o (8) VIP Parking Passes
 - o (1) 10 X 20 Exhibit Space in public area for product distribution
 - o (3) PA announcements per day
 - o Right to place (4) banners at event
 - o Exclusive product sales during air show
 - o (10) Airshow T-shirts & Hats
- Opportunity to show community involvement and support for our active and retired military and their immediate family

\$5000 Gold Wing Sponsor Level

Statewide visibility through logo inclusion on TV and Print Promotion

- **Your Logo:**
 - o On the Special Airshow Program/Insert
 - o Airshow Poster and Handbills
 - o Logo on Volunteer Airshow T-Shirt
 - o Logo on Website Sponsor page with link to sponsor website
 - o Logo inclusion on Central Texas Airshow TV Commercials
- **On Site**
 - o (60) General Admission Tickets
 - o (10) Central Texas Airshow VIP Passes
 - o (5) VIP Parking Passes
 - o (1) 10 X 20 Exhibit Space in public area for product distribution
 - o (2) PA announcement per day
 - o Right to place (2) banners at event
 - o (5) Airshow T-shirts & Hats
- Opportunity to show community involvement and support for our active and retired military and their immediate family

\$2500 Silver Wing Sponsor

Statewide visibility through logo inclusion on Print Promotion

- **Your Logo:**
 - o On the Special Airshow Program/Insert
 - o Airshow Poster and Handbills
 - o Logo on Volunteer Airshow T-Shirt
 - o Logo on Website Sponsor page with link to sponsor website
- **On Site**
 - o (35) General Admission Tickets
 - o (6) Central Texas Airshow VIP Passes
 - o (3) VIP Parking Passes
 - o (1) 10 X 20 Exhibit Space in public area for product distribution
 - o (1) PA announcement per day
 - o Right to place (1) banner at event
 - o (2) Airshow T-shirts & Hats
- Opportunity to show community involvement and support for our active and retired military and their immediate family

\$1500 Bronze Wing Sponsor

- **Your Logo:**
 - o On the Special Airshow Program/Insert
 - o Airshow Handbills
 - o Logo on Website Sponsor page with link to sponsor website



- **On Site**
 - o (14) General Admission Tickets
 - o (4) Central Texas Airshow VIP Passes
 - o (2) VIP Parking Passes
 - o (1) 10 X 10 Exhibit Space in public area for product distribution
 - o Right to place (1) banner at event
 - o (1) Airshow T-shirt & Hat
- Opportunity to show community involvement and support for our active and retired military and their immediate family

\$1000 Valued Wing Sponsor

- **Your Logo:**
 - o On the Special Airshow Program/Insert
 - o Airshow Handbills
 - o Logo on Website Sponsor page with link to sponsor website
- **On Site**
 - o (6) General Admission Tickets
 - o (2) Central Texas Airshow VIP Passes
 - o (1) VIP Parking Pass
 - o (1) 10 X 10 Exhibit Space in public area for product distribution
 - o (1) Airshow T-shirt & Hat
- Opportunity to show community involvement and support for our active and retired military and their immediate family

Airshow Partner – any amount over \$250

- o Recognition on Thank You page Airshow Program
- o (2) Weekend Passes

Wounded Warrior Sponsorship – \$200

- o Sponsor a wounded warrior and family for a weekend of VIP treatment at the Airshow
- o (2) Weekend Passes

Golf Cart Sponsor – \$150

- o Have your name put on Golf Cart
- o (2) Daily Passes

Active Military & Family – \$100

- o Sponsor an active or retired military person and immediate family and you get (2) Daily Passes