

WESTFIELD INTERNATIONAL AIR SHOW

August 21 & 22, 2010



SPONSORSHIP INFORMATION

The Westfield International Air Show (WIAS) has an annual attendance average of over 200,000 spectators from across New England. The WIAS sponsorship packages will allow you to connect directly to those spectators and leverage your company and or products in one of the most attended New England attractions.

The following information is provided to inform prospective sponsors of potential sponsorships packages in conjunction with the WIAS. The sponsorship program for the WAIS is managed by the Thunderbolt Council Board of Directors, a non-profit organization chartered to support the men and women of the 104th Fighter Wing and the community of greater Westfield. No Federal, Department of Defense, United States Air Force, Air National Guard, or 104th Fighter Wing endorsement or recognition of sponsors or sponsorships is intended or allowed.

Send all Sponsorship inquiries to sponsors@westfieldairshow.net

We are happy to work with your organization on an individual basis to create a tailored package to best serve your individual WIAS goals. This document provides a platform for sponsorship ideas and packages to meet your specific marketing goals and objectives. Visit www.westfieldairshow.net for more information.



Air Show Support Team Package:

The Support Package consists of any combination of **three** items below:

- Sponsors information/link on WIAS Website
- Inclusion of 1/4 page add in our Air Show program
- 5 :10 sec promotional spots during the on-air Air Show announcements (daily)
- Promotional giveaways at the entrances of the show, product provided by sponsor
- Signage on 2 entrance gates (signage provided by vendor Max size 5'x 5')
- 5 VIP passes to the event (VIP passes include premier parking)

Veteran Appreciation Package:

The Friday prior to the show the 104th Fighter Wing hosts a special preview reception of the air show to invited local Veterans, State and Federal Legislators and VIPs from the area. Sponsoring the Friday Night Veteran Appreciation Reception allows a unique and focused marketing opportunity.

The Veteran package includes:

- Prominent banner placement during the Friday Night Reception
- Announcements and recognition of the sponsor during the evening activities (3 times)
- 5 VIP passes to this exclusive event.
- 2 Items from [Support Team Package](#)

Civilian Flying Act Sponsorship Package:

The WIAS is famous for its nonstop flying acts, this year will be no different. The Act Sponsorship Package price varies by the act; some acts are more expensive than others based on their notoriety, media exposure, size, and frequency of performances.

The Act Sponsorship Package consists of the following:

- Advertisement when act is announced (both during the Air Show, and in pre-Air Show activities)
- 10 x 10 booth during the Air Show
- 5 VIP Passes to the Friday Night Reception
- Opportunity to meet the performer and exclusive photo/press opportunities
- 3 items from the [Support Team Package](#)

Product Package:

While hosting a show that caters to 250,000 spectators the WIAS utilizes many products and services to ensure our guests have a memorable and enjoyable experience. A company may provide in-kind products and services through the [Product Package](#). In reciprocation for in-kind support, the WIAS can tailor a custom marketing package to highlight your company's product and or service. This package can provide an exclusive weekend of advertising and real-world product demonstration for unlimited visibility.



Corporate Chalet Package:

The WIAS does not just provide an opportunity for families to come enjoy one of the greatest Air Shows in North America, but it also provides a venue to **reward and recognize your organization**. Through becoming a [private chalet](#) sponsor you can treat your organization to a private premium flight-line view of the Air Show. You can reserve the chalet for either one or both days and the [private chalet](#) can include food and drinks throughout the event. The [Corporate Chalet packages](#) includes the private viewing area, seating, and the availability of food and drink . This can be an unforgettable corporate summer picnic for your employees and their families. There Chalet packages for groups as small as 10 for a [shared Chalet](#), and as large at 1,000 over the 2-day show with a private Corporate Chalet.

The Corporate Package includes:

- 3 items from the [Support Package](#)
- A private viewing area and other accommodations as required

Media Package:

The WIAS provides an incredible opportunity to advertise to a huge local audience, both during the show and through pre-show advertising and marketing.

The Media Package includes:

- 20 :15 sec promotional spots during the Air Show announcements (10 per day)
- Sponsor information/link on WIAS Website (averages 70K hits per week)
- Inclusion in **Radio** and **TV** and **Print** advertisements prior to and during the Air Show
- 1/2 Page add in the Air Show Program
- Signage on all entrance gates (signage provided by vendor maximum size 5' x 5')
- Placement of a 20' x 10' prominent display, in the high traffic areas
- Product or corporate flyer in all welcome packages given to performers, media, and VIPS

Ultimate Air Show Package:

This package allows you to tailor an Air Show sponsorship program to meet your companies marketing goals. The [Ultimate Air Show Package](#) can include multiple display areas, a product demonstration area, premier booth and chalet placement, signage, branding, logo placement, website marketing, inclusion in WIAS multimedia marketing products and any other advertising options your company may require.



Western Massachusetts Air Show



Attendance Demographic Information

Data compiled through JD Powers and UMass Research Team

Annually the shows in Western Massachusetts draw 200,000—300,000 attendees and produces an economic impact to the local community of nearly \$13.5 million dollars.

- 85% of the visitors are repeat visitors and have attend 3 or more air shows in 5 years
- 49% of the attendees family had incomes greater than \$75,000
 - The average income per family was \$78,000
- Families traveled an average of 45 miles to attend the show
 - 61 % of families lived outside of the local area, traveling more than 50 miles to attend
 - 50 % of the attendees were residents of either Connecticut or New York
- 65% of the visitors are between the ages of 13 - 47
 - 39% of the visitors were between 37-48
- 41% of the attendees are home owners
- 19% of the families are in the market to purchase a new car this year
 - 52% of the attendees own at least one sedan
 - 26% of the attendees own an SUV
- 56% of attendees are male
- 68% of the attendees are married
- 58% of the attendees have 2 or more children
- 98% of the attendees are High School graduates
 - 85% of the attendees had attended college
- 37% of the attendees referenced the air shows website for information
- 32% of the attendees attended the show as a primary form of family entertainment

For information contact sponsors@westfieldairshow.net

Or visit us at www.westfieldairshow.net

