

# AIRSHOW LONDON

2019 Corporate Partnership Guide



**SEPTEMBER 13th-15th**

519-433-0200

[info@airshowlondon.com](mailto:info@airshowlondon.com)



# AIRSHOW LONDON

**THE LARGEST MILITARY AIR AND STATIC DISPLAY IN CANADA IS BACK.**

**KIDS 12 AND UNDER ARE ABSOLUTELY FREE!!!!**

## WHO IS AIRSHOW LONDON?

ASL is a not-for profit organization with a simple mission:

- ✈️ Build community and foster economic growth through recreational aviation activities
- ✈️ Provide experiential and financial support of our Local Health Foundations supporting Veterans and Children
- ✈️ Educate and inspire our youth by introducing them to many amazing aircraft, and the brilliant
- ✈️ Men and women who fly and support them in our military.

ASL works with the City of London, business and like-minded groups to achieve these goals. This includes a strong collaboration with London International Airport, Fanshawe College, Norton Wolf Aviation School, and the City of London.

## WHAT HAS AIRSHOW LONDON DONE TO DATE?

Since its inception in 2016, Airshow London has:

- ✈️ Provided co-curricular training opportunities to over 1000 Fanshawe students in their chose career path
- ✈️ Invested over \$3 million in local products and services
- ✈️ Entertained 75,000 spectators
- ✈️ Delivered an economic impact to the city of over \$10 million
- ✈️ Supported over 150 non-profit and charitable organizations through ticket donations, giveaways, support, prize packages, and organizational exposure.

## WHY SPONSOR AIRSHOW LONDON?

- ✈️ Develop Brand awareness with over 35,000 people
- ✈️ Position yourself within the core of community activity
- ✈️ Build relationships with customers/clients/employees in a family atmosphere
- ✈️ Leverage our platform to promote your products and services

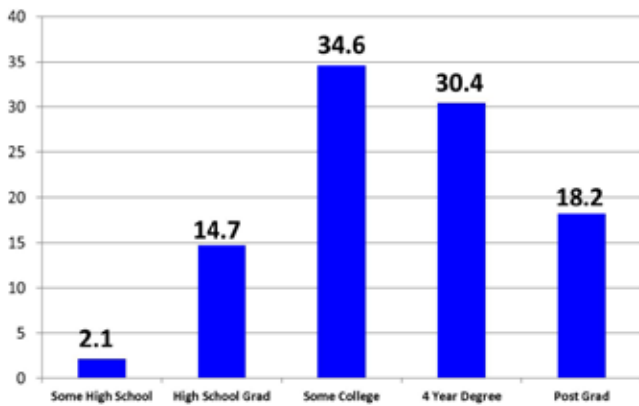
**PROMOTE YOUR BRAND! HOST A CORPORATE EVENT!**

**NEW FOR 2019! • <http://www.damet.ca/>**

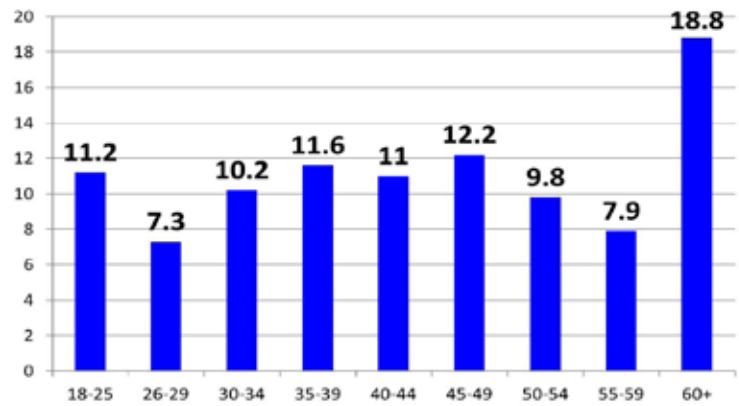


# WHO ATTENDS AIRSHOW LONDON?

**EDUCATION LEVEL**



**SPECTATOR AGE**



**AIRSHOW LONDON CUSTOMERS:**

- 58% are male
- 64% own their own home
- 25% travelled from greater than 50km away
- ASL drew spectators from 11 Countries, 12 US States, and 11 Provinces/Territories



## PREMIUM PARTNERSHIP OPPORTUNITIES

We welcome you to promote your **BRAND** will be at the forefront of Southwestern Ontario's most exhilarating 3-day event.

### PRESENTING SPONSOR **\$40,000**

**We invite you to be AIRSHOW LONDON'S Primary Partner in the presentation of ASL 2019!**

**Your investment provides the following:**

- Private Executive Club level chalet for 50 each day (3days)
- Personal catered meal in your chalet
- Personalized bar service with \$3000 bar credit
- Upgraded furniture and chairs in viewing area
- Chalet amenities
- Souvenir programs
- Unlimited water and soft drinks
- Onsite VIP parking just steps from the runway

Partner with ASL as our Title Sponsor. All advertising and promotion will carry your logo during the buildup to the event. Your logo will adorn our entrance gates and be seen in unison with the ASL brand. You will be featured in all ASL media featured across Ontario and Michigan, and in media and online Aviation publications across North America.

Other Available Sponsorship Options:

### ELITE PARTNER **\$25,000**

- Branding rights to one available venue at the show of your choice (subject to availability): Volunteer Lounge, Crew Performer Lounge, Runway Seating, or Flightline Pub.
- Private Executive Club level chalet for 30 each day (3days)
- Personal catered meal in your chalet
- Personalized bar service with \$1500 bar credit
- Upgraded furniture and chairs in viewing area
- Chalet amenities
- Souvenir programs
- Unlimited water and soft drinks
- Onsite VIP parking just steps from the runway
- As an Elite Partner, your brand will be featured on all advertising and promotion will carry your logo during the buildup to the event. You will be featured in all ASL media featured across Ontario and Michigan, and in media and online Aviation publications across North America.





# IT'S A CHALET EXPERIENCE

Enjoy front row seating from the comfort of your licensed & private branded chalet.

Select from 3 available Corporate Chalet areas and 1-3 day options.

## EXECUTIVE CLUB

**\$175 PER PERSON**

Separate yourself from the crowd in your own private viewing area complete with:

- shaded eating area and dedicated seating
- upgraded Furniture (cushion chairs, loungers, flooring),
- private complimentary catered buffet meal
- private cash bar
- unlimited water and softdrinks
- Souvenir programs for your guests
- Onsite VIP Planeside parking just steps away
- Kids 12 and under free
- 'Front of the line' access to the Kidszone.



## CAPTAIN'S CHALET

**STARTING AT \$120 PER PERSON**

Enjoy your own private viewing space, complete with:

- shaded eating area and dedicated seating
- complimentary catered buffet meal
- access to cash bar
- unlimited water and softdrinks
- Souvenir programs for your guests
- Onsite VIP Planeside parking just steps away
- Kids 12 and under free
- Front of the line' access to the Kidszone.
- Captain's Chalet can also be upgraded to have in chalet dining or bar service.



## BUSINESS CLASS LOUNGE

**\$100 PER PERSON**

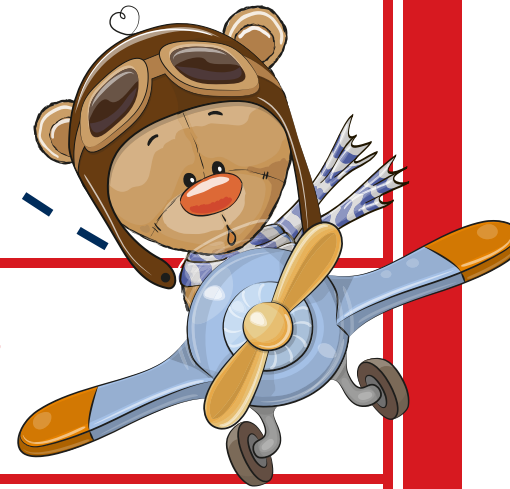
Just looking for an area for a smaller group?

Purchase reserved table space (12 seats) in our Front Row seating VIP area complete with:

- shaded eating area and dedicated seating
- complimentary catered buffet meal
- access to cash bar
- unlimited water and softdrinks
- Souvenir programs for your guests
- Onsite VIP Parking just steps away
- Kids 12 and under free
- Unlimited water and soft drinks



# KATIE'S BEARS



**The premise was simple. The plan was sharp. The response simply amazing.**

Incorporated as a not-for-profit, **AIRSHOW LONDON's (ASL)** mandate includes active support of community and charitable organizations and the London Children's Health Foundation (LCHF) has been on that list since ASL returned in 2016.

A special VIP area and our precious Katie's Bear are named in memory of Kaitlin (Katie) Vanderhoek, a young girl who loved planes and Airshows. Each year AIRSHOW LONDON invites Clients of LHSC and their families to attend in a dedicated front row seating area, complete with a meal, kids activities, and the opportunity to meet the pilots.

More than 300 bears, complete with **AIRSHOW LONDON** t-shirts, were rounded up for the mission and gifted to young patients attending the 2018 show. Thirty additional bears were chosen to fly with the pilots and crews of both the Canadian and US military for the next year, and many will return in 2019, when a new squadron of Bears will take off with this year's crews.

A website ([www.katiesbear.com](http://www.katiesbear.com)) captures the photos/videos and highlights of each Katie's Bear. Picture a brown bear assisting with refueling an F-35 or finding a comfy seat on the CF-18 demo flight.

Katie's desire to live life to her full potential resides in each one of these bears and will hopefully inspire sick children to continue to fight and dream for a better tomorrow.



**CONSIDER SUPPORTING THE KATIE'S BEAR ADVENTURE IN 2019!**



Promote your brand and support AIRSHOW LONDON by assisting with many of the operational costs required to deliver the largest military air display in Canada.

## **VENUE SPONSORSHIP OPPORTUNITIES - Opportunities start at \$2500**

Gain maximum exposure to over 30,000 guests by customized branding on key ASL properties

Flightline Pub	Executive Club
Captain's Chalets	Volunteer Lounge
Media Lounge	Static Display
Seniors Shuttle Service	Friday night Pyrotecnics Exhibit
Air Cadets Partnership Program	Shuttle Buses
Kids Free Promotion	Information Desk

## **ONSITE DISPLAYS - Display Spaces start at \$1000, Aircraft Displays start at \$2000**

Leverage our Static Display area to interact directly with our audience.

## **ADVERTISING - Starting at \$1000**

Mobile Application - gain exposure on our ASL app and promote your brand , special offers, etc.

## **SOUVENIR PROGRAM ADVERTISING - Be featured in amongst our amazing display of aircraft!**

**Back Cover - \$2000    Inside Cover - \$1250    Full Page - \$1000    Half Page - \$600**

## **WE ARE SOCIAL!!!**

### **2018 WEB STATS**

**www.airshowlondon.com**

Attracted over 54,000 individual users in Sept 18

**Facebook:** 5000 Followers

**Twitter:** 2300 Followers

**Instagram:** 1700 Followers

## **WE NEED YOUR SUPPORT**

We believe AIRSHOW LONDON is an excellent family centred fun community event. Its serves to inspire and educate children, support worthwhile local causes, and provide a variety of outdoor entertainment to everyone.

Partnerships with the corporate community are vital to the sustainability of the London Area. Don't see the perfect fit? Call us to talk about what you are looking for so that we can fulfill your needs. Thanks for your time and consideration.

**Best Regards**



**Dave De Kelder  
Executive Director  
Airshow London**