

## AIRSHOW LONDON PARTNERSHIP GUIDE

### 2020 – SkyDrive

[www.airshowlondon.com](http://www.airshowlondon.com)

We are extremely excited to announce the **2020 AIRSHOW London SkyDrive** that will take place September 12<sup>th</sup> and 13<sup>th</sup> as a Drive-In Show, offering “Canada’s first” socially responsible and physically distant AIRSHOW! This innovative approach will feature the traditional three-hour air display but removed this year will be the on ground interactive static displays, and food and local vendors.



We value the safety and well-being of guests, volunteers, and performers above all else, and as always, AIRSHOW London’s highest priority is advanced safety measures. As we monitor the situation of COVID-19 as it continues to evolve, AIRSHOW London’s Drive-In Show will introduce new measures that conform to public health guidelines, ensuring an exceptional experience for all our guests that minimizes the risk to health and public safety.

We are excited to offer 2500 car lots in a socially responsible model. During the **Drive-In Show** guests will arrive with a pre-purchased ticket (1 ticket per vehicle) and be directed to park in their own 20 X 25-foot space to enjoy the show either inside or outside of their vehicle. Guests can bring their own food and non-alcoholic refreshments, listen to the show on their car radios, and utilize portable washrooms.

**“We know how much the AIRSHOW is enjoyed by the community, so while the impact of COVID-19 prevents us from producing our traditional-style event, we wanted to create a solution that minimizes risk and interaction while still offering a safe and family-friendly event,”** *Jim Graham, Chair, AIRSHOW London.*

The AIRSHOW London Line-Up will be sure to impress all fans. Our line up includes American military acts that are unprecedented to Airshows, not only in Canada, but even in the U.S..

#### **Expected to appear are:**

- **Event Highlight:** The United States Air Force Thunderbirds Demonstration Team [their only Canadian 2020 appearance]
- The U.S. Army Golden Knights Parachute Team
- The U.S. Air Force F-22 Raptor Demonstration Team
- The U.S. Air Force C-17 Demonstration Team
- *Additional Acts Still to be Confirmed*



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### **Why Partner with the Airshow London?**

- Be part of making history with this once in a lifetime event opportunity.
- Partnership opportunities with high advertising exposure! Our packages include high visibility on-site branding, activation opportunities and visibility with spectators!
- Increase your brand awareness
- Build relationships with customers/clients/employees in a fun, family environment
- Increase your marketing reach by being featured on our growing social media with over one million impressions in 2019!

Airshow London is a non-profit organizations and is committed to raising funds and awareness for Children's Health Foundation, Veterans' support charities and student scholarships at the Norton Wolf School of Aviation Technology, Fanshawe College.

### **Ready for Take Off?**

Contact us to discuss a custom-tailored package to best suit your needs!

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## EVENT SPONSORSHIP OPPORTUNITIES

**PRESENTING PARTNER \$50,000**

**One Opportunity Available**

### YOUR PACKAGE INCLUDES:

#### VIP HOSPITALITY:

- 2-day Private parking area for up to 10 cars
- Private Mix n' Mingle with 4 VIP Passes to Chair's Reception
- Sponsor viewing area for up to 10 people for Saturday and Sunday in VIP host area with hospitality included.
- Announcer company profile during live show

#### ONSITE BRANDING RECOGNITION:

- Logo placement on the event entrance
- Recognition as presenting sponsor on all event materials
- Minimum of 5 PA Announcements daily
- Opportunity to provide branded giveaway to all guests / cars entering the park (minimum 6000)

#### MEDIA ADVERTISING

- Recognition as the presenting sponsor on all branding including TV, Radio, Billboards & Print Ads
- Logo inclusion on all media releases

#### DIGITAL ADVERTISING

- Full Page in the digital Airshow London Program
- Premium logo placement of the digital event poster as presenting sponsor

#### WEBSITE

- Recognition as the presenting sponsor throughout the Airshow London website
- Logo and link to company website on Airshow London's sponsor page

#### DIGITAL RECOGNITION:

- Frequent social media posts recognizing you as the presenting partner
- Logo inclusion in eblasts to over 10,000 Airshow London insiders – 2-4 times per month
- Banner Ad in onsite guest mobile app
- 2 Push Notifications per day on the onsite guest mobile app directing attendees to info of your choosing
- Feature area in the Airshow London Digital Program (can include video, hotlinks, and summary information on company)

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

### **YOUR PACKAGE INCLUDES:**

#### **VIP HOSPITALITY:**

- 2-day Private parking area for up to 5 cars
- Private Mix n' Mingle with 4 VIP Passes to Chair's Reception
- Sponsor viewing area for up to 10 people for Saturday and Sunday in VIP host area with hospitality included.
- Announcer company profile during live show

#### **ONSITE BRANDING RECOGNITION:**

- Logo placement on signage onsite at the event
- Minimum of 3 PA Announcements daily
- Opportunity to provide branded giveaway to all guests / cars entering the park (minimum 6000)

#### **MEDIA ADVERTISING**

- Recognition as the platinum sponsor on radio media advertisements
- Logo inclusion on all media releases

#### **DIGITAL ADVERTISING**

- Full Page in the digital Airshow London Program
- Premium logo placement of the digital event poster as presenting sponsor

#### **WEBSITE**

- Recognition as the presenting sponsor throughout the Airshow London website
- Logo and link to company website on Airshow London's sponsor page

#### **DIGITAL RECOGNITION:**

- Frequent social media posts recognizing you as the presenting partner
- Logo inclusion in eblasts to over 10,000 Airshow London insiders – 2-4 times per month
- Banner Ad in onsite guest mobile app
- 1 Push Notifications per day on the onsite guest mobile app directing attendees to info of your choosing
- Feature area in the Airshow London Digital Program (can include video, hotlinks, and summary information on company)

## **AIRBASE SPONSOR \$10,000**

### **YOUR PACKAGE INCLUDES:**

#### **VIP HOSPITALITY:**

- 1-day private parking area for up to 6 vehicles
- Private Mix n' Mingle with 4 VIP Passes to Chair's Reception.
- Sponsor viewing area for up to 10 people for Saturday and Sunday in VIP host area with hospitality included.
- Announcer company profile during live show

#### **ONSITE BRANDING RECOGNITION:**

- Signage
- Opportunity to provide giveaway to all guests / cars entering the park (minimum 6000)
- Minimum of 1 PA Announcements daily

#### **DIGITAL ADVERTISING**

- Premium logo placement on digital poster
- Feature area in the Airshow London Digital Program (can include video, hotlinks and summary information on company)

#### **DIGITAL RECOGNITION:**

- Social media recognition before and after the event (minimum 10) on Facebook, Twitter, Instagram
- Monthly Eblast to over 10,000 Airshow London insiders
- Logo inclusion on guest mobile app with a link to your company website
- Logo recognition on website

## **FLIGHT SPONSOR \$7,500**

### **YOUR PACKAGE INCLUDES:**

#### **VIP HOSPITALITY:**

- 1-day private parking area for up to 4 vehicles
- Private Mix n' Mingle with 2 VIP Passes to Chair's Reception

#### **ONSITE BRANDING RECOGNITION:**

- Signage
- Opportunity to provide giveaway to all guests / cars entering the park (minimum 6000)
- Minimum of 2 PA Announcements daily

#### **DIGITAL ADVERTISING**

- Premium logo placement on digital poster
- Feature area in the Airshow London Digital Program

#### **DIGITAL RECOGNITION:**

- Social media recognition before and after the event (minimum 5 on Facebook, Twitter, Instagram)
- Monthly Eblast to over 10,000 Airshow London insiders
- Logo inclusion on guest mobile app with a link to your company website
- Logo recognition on website

## **AVIATION SPONSOR \$5,000**

### **YOUR PACKAGE INCLUDES:**

#### **HOSPITALITY:**

- 1-day private parking area for up to 3 vehicles

#### **ONSITE BRANDING RECOGNITION:**

- Logo on Signage
- Minimum of 1 PA Announcements daily

#### **DIGITAL ADVERTISING**

- Premium logo placement on digital poster
- Feature area in the Airshow London Digital Program

#### **DIGITAL RECOGNITION:**

- Social media recognition before and after the event (minimum 2) on Facebook, Twitter, Instagram
- Monthly Eblast to over 10,000 Airshow London insiders
- Logo inclusion on guest mobile app with a link to your company website
- Logo recognition on website
- Special thanks for Announcer

## **SKYDRIVE SPONSOR \$2,500**

### **YOUR PACKAGE INCLUDES:**

#### **HOSPITALITY:**

- 1-day private parking area for up to 2 vehicles

#### **ONSITE BRANDING RECOGNITION:**

- Company Name on Signage
- Minimum of 1 PA Announcements daily

#### **DIGITAL ADVERTISING**

- Premium logo placement on digital poster
- Feature area in the Airshow London Digital Program

#### **DIGITAL RECOGNITION:**

- Social media recognition before and after the event on Facebook, Twitter, Instagram
- Monthly Eblast to over 10,000 Airshow London insiders
- Logo inclusion on guest mobile app with a link to your company website
- Logo recognition on website

## **AIRSHOW COMMUNITY SPONSOR \$1,000**

### **YOUR PACKAGE INCLUDES:**

#### **DIGITAL ADVERTISING**

- Logo placement on digital poster
- LOGO in Airshow London Digital Program

#### **DIGITAL RECOGNITION:**

- Social media recognition before and after the event on Facebook, Twitter, Instagram
- Monthly Eblast to over 10,000 Airshow London insiders
- Logo inclusion on guest mobile app with a link to your company website
- Logo recognition on website

#### **\*Onsite Guest Mobile App:**

Ever been at an event and you wondered what was going on? Airshow London offers a mobile app that guests can download onto their phone to learn more about participating aircraft, pilots, show times, and the weekend's schedule. Apps are great for recognizing sponsors, offering ads, promoting charities and special recognition.