



***SKY DRIVE***

**2024 PARTNERSHIP**

**PACKAGE**

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



# AIRSHOW LONDON PARTNERSHIP GUIDE

## SkyDrive 2024

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We are extremely excited to announce Airshow London 2024 will return as SkyDrive – Canada’s original drive-in airshow – taking place September 13-15, 2024. This innovative approach that welcomed a sold-out crowd in 2020 - 2023, will feature a traditional air show performance plus static display, food, and merchandise vendors. PLUS, this year we celebrate the Royal Canadian Airforce 100th anniversary in style!

Airshow London is a non-profit organization and is committed to raising funds and awareness for Children’s Health Foundation, Veterans’ support charities and aviation scholarships for students.

*“With overwhelming feedback and success over the last three years of SkyDrive, we are proud to continue with this innovative air show model for 2024 as we continue to advance our show, building on and adding new features to impress our fans”* Jim Graham, Chair, Airshow London.

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

- Drive positive brand awareness with over 40,000 attendees
- Create high-quality, memorable event experiences for customers or staff
- Help community groups and charities supported by the Airshow
- Associate your brand with one of the most recognized events in Canada

**VIP Partnerships** are about creating a custom-tailored package for you based on your specific needs. Airshow London’s SkyDrive offers many levels of partnership and is customizable to suit your vision. Our packages include high visibility on-site branding, activation opportunities and spectator engagement!



## SKYDRIVE 2024 – WHAT TO EXPECT

### Friday Night 'Hour of Power'

One Night Only! The Friday Night Show features afternoon, evening, and after-dark performances. Includes performer sneak peaks, afterburners, and special performances specific for evening shows to showcase the elegance of flight in the late evening sky.

- Our Friday evening show is a blend of aerial talent, food/beverage, and live music. In other words, it is a Friday night airport party!
- Perfect for a friend's night out, date night, client event, or corporate function.
- Includes the RCAF 100th Drone and Fireworks Show!

### What to Expect:

- Air Show Weekend Grand Opening
- Air performances from 5:30pm - 8:30pm
- Ground Display 3:00 pm – 8:00pm
- Performer Meet & Greets
- Food Trucks
- Public Pub
- Live Music at the SkyDrive Partner area

### Saturday & Sunday SkyDrive:

- Saturday and Sunday have a similar flying program featuring extensive air displays from both military and civilian performers throughout the whole afternoon (1pm-5pm)
- Drive-in tail-gate experience that is fun for the whole family, including an extensive ground display, food trucks, vendors, STEM activities, autograph tent and more!
- Gates open at 10am and close following the end of the air display
- Perfect for families of all ages as well as company function or client event
- VIP and Flight Deck options available where a viewing area is provided including lunch

### What to Expect:

- Air performances from 1:00pm - 5:00pm
- Ground Display 10:00am – 5:00pm
- Performer Autograph Tent
- Food Trucks
- Flight Deck
- Vendors & Team Displays
- Merchandise Tents
- Trolleys

### What's the Difference?

You will find Saturday and Sunday have a similar flying program featuring extensive air displays from both military and civilian performers throughout the whole day. Whereas the Friday event differs, the gates open at 3pm for general admission ticketholders and our 'Hour of Power' features incredible night aerobatics, performer sneak peaks and music.

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

### Expected to appear are:

- Royal Canadian Air Force Snowbirds Demonstration Team
- USAF F-22 Raptor Demonstration Team
- Additional Acts Still to be Confirmed

### Ready for Take Off?

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

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## EVENT SPONSORSHIP OPPORTUNITIES

### **PREMIUM PARTNER \$25,000 (3 Days)**

**Up to 4 Opportunities Available**

YOUR PACKAGE INCLUDES:

#### **VIP HOSPITALITY:**

- Sponsor viewing area for up to 50 people\*\* per day for Friday, Saturday and Sunday with hospitality and private parking
- Private Mix n' Mingle with 25 VIP Passes to Chair's Reception (Friday)

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

- Custom named area (i.e., VIP Area, Ground Display, Flight Deck, Zones, Vendor village, etc.)
- Logo placement on premium location
- Recognition as premium sponsor on all event materials
- Minimum of 3 PA announcements daily (9 total)
- Opportunity to provide branded giveaway to all guests (at sponsor cost) / cars entering the park (minimum 6000)

#### **MEDIA ADVERTISING:**

- Recognition as the premium sponsor in all branding including TV, Radio, Billboards & Print Ads
- Company profile during live pre- show, with interview
- Logo inclusion on all media releases

#### **WEBSITE:**

- Recognition as a premium sponsor throughout the Airshow London website
- Logo and link to company website on Airshow London's sponsor page
- Banner Ad

#### **DIGITAL RECOGNITION & MOBILE APP:**

- Logo inclusion in eblasts to over 17,000 Airshow London insiders
- Banner ad within onsite guest mobile app
- 2 push notifications per day on the guest mobile app directing attendees to info of your choosing
- Feature area in the Airshow London Mobile App (can include video, hotlinks, and summary information on company)
- Premium logo placement of the Mobile App as premium partner



## **PLATINUM PARTNER \$15,000 (3 Days)**

**Up to 4 Opportunities Available**

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YOUR PACKAGE INCLUDES:

### **VIP HOSPITALITY:**

- Sponsor viewing area for up to 25 people\*\* per day for Friday, Saturday and Sunday with hospitality and private parking
- Private Mix n' Mingle with 15 VIP Passes to Chair's Reception (Friday)

### **ONSITE BRANDING RECOGNITION:**

- Logo placement on signage onsite at the event
- Minimum of 2 PA announcements daily (6 total)
- Announcer Company Profile during show
- Opportunity to provide branded giveaway to all guests / cars entering the park (minimum 6000)
- Opportunity to brand one major event element (volunteers, zones, VIP, Hot Ramp, Ground Display, Refreshment Hubs, Flight Deck, Pub)

### **MEDIA ADVERTISING:**

- Recognition as the platinum partner
- Logo inclusion on all media releases

### **WEBSITE:**

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

### **DIGITAL RECOGNITION & MOBILE APP:**

- Frequent social media posts recognizing you as the platinum partner
  - Logo inclusion in eblasts to over 17,000 Airshow London insiders – 2-3 times per month
  - Banner ad within onsite guest mobile app
  - 1 push notification per day on the onsite guest mobile app directing attendees to info of your choosing
  - Feature area in the Airshow London Mobile App (can include video, hotlinks, and summary information on company)
  - Premium logo placement as platinum sponsor in Mobile App
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## **SKYDRIVE SPONSOR \$10,000 (3 days)**

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YOUR PACKAGE INCLUDES:

### **VIP HOSPITALITY:**

- Sponsor viewing area for up to 15 people\*\* per day for Friday, Saturday and Sunday in VIP with hospitality included
- Private Mix n' Mingle with 10 VIP Passes to Chair's Reception (Friday)

### **ONSITE BRANDING RECOGNITION:**

- Signage
- Opportunity to provide giveaway to all guests / cars entering the park (minimum 6000)
- Minimum of 2 PA announcements daily
- Announcer company profile during show

### **DIGITAL RECOGNITION:**

- Social media recognition before and after the event on Facebook, Twitter, Instagram (minimum 5 mentions)
- Monthly logo inclusion in eblasts to over 17,000 Airshow London insiders
- Logo recognition on Airshow London's website
- Premium logo placement on Mobile App
- Feature area in the Airshow London Mobile App (can include video, hotlinks and summary information on company)

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

Have you ever been to a large-scale event and wondered what was going on? Airshow London offers a mobile app that guests can access on any mobile device to learn more about participating aircraft, pilots, the weekend's schedule, and additional attendee activations. Apps are great for recognizing sponsors, offering ads, promoting charities, and providing special recognition.

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## Two-day packages

### FLIGHT SPONSOR \$7,500 (2 days)

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YOUR PACKAGE INCLUDES:

#### VIP HOSPITALITY:

- Sponsor viewing area for up to 15 people\*\* for Friday + Saturday or Sunday in VIP with hospitality included
- Private Mix n' Mingle with 5 VIP Passes to Chair's Reception (Friday)

#### ONSITE BRANDING RECOGNITION:

- Signage
- Opportunity to provide giveaway to all guests / cars entering the park (minimum 6000)
- Minimum of 1 PA announcements daily (2 total)

#### DIGITAL RECOGNITION:

- Social media recognition before and after the event on Facebook, Twitter, Instagram (minimum 4)
- Monthly logo inclusion in eblasts to over 17,000 Airshow London insiders
- Logo recognition on Airshow London's website
- Premium logo placement on Mobile App
- Feature area in the Airshow London Mobile App as Flight Sponsor with link to your company website

## One-day packages

### AVIATION SPONSOR \$5,000 (1 Day)

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YOUR PACKAGE INCLUDES:

#### HOSPITALITY:

- Sponsor viewing area for up to 15 people\*\* for any one day in VIP with hospitality included.

#### ONSITE BRANDING RECOGNITION:

- Logo on Signage
- Minimum of 1 PA announcement daily (1 total)

#### DIGITAL RECOGNITION:

- Social media recognition before and after the event on Facebook, Twitter, Instagram (minimum 2)
- Monthly logo inclusion in eblasts to over 17,000 Airshow London insiders
- Logo recognition on Airshow London's website
- Premium logo placement on Mobile App
- Feature area in the Airshow London Mobile App as Aviation Sponsor with link to your company website



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

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YOUR PACKAGE INCLUDES:

### **HOSPITALITY:**

- 1-day private parking area in Purple for up to 4 vehicles

### **ONSITE BRANDING RECOGNITION:**

- Company Name on Signage
- Announcer special thanks to Airbase sponsors

### **DIGITAL RECOGNITION:**

- Social media recognition before and after the event on Facebook, Twitter, Instagram
- Monthly logo inclusion in eblasts to over 17,000 Airshow London insiders
- Logo recognition on Airshow London's website
- Premium logo placement on Mobile App
- Feature area in the Airshow London Mobile App as Airbase Sponsor with link to your company website

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

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YOUR PACKAGE INCLUDES:

### **HOSPITALITY:**

- 1-day private parking area for up to 2 vehicles in Blue (2 total)

### **DIGITAL RECOGNITION:**

- Social media recognition before and after the event on Facebook, Twitter, Instagram
- Monthly logo inclusion in eblasts to over 17,000 Airshow London insiders
- Logo recognition on Airshow London's website
- Logo inclusion on guest mobile app with a link to your company website

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

Have you ever been to a large-scale event and wondered what was going on? Airshow London offers a mobile app that guests can access on any mobile device to learn more about participating aircraft, pilots, the weekend's schedule, and additional attendee activations. Apps are great for recognizing sponsors, offering ads, promoting charities and providing special recognition.

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## VEHICLE GROUP SALES (minimum 10 cars)

## FLIGHT DECK GROUP SALES (minimum 10 people)

Vehicle Group sales are situated in the premium location on Grey Zone. Purchases are based on a minimum of 10 cars with no maximum. Prices are based on per car and premium pricing starts in the second row. Limited availability.

The Flight Deck is situated in the premium location near Purple Zone and on the highest and most prestige viewing area of the airport. Purchases are based on a minimum of 10 people with no maximum. Limited availability.

- \$200 Friday, Saturday, or Sunday (starting at \$2000)

- \$150 per person Friday, Saturday, or Sunday (starting at \$1500)

### **BENEFITS INCLUDE:**

- Premium location on Grey Zone near show centre
- Coordinated block parking for group to keep all vehicles in party together
- Premium entrance access Orange Group Pass Holders
- Access to food trucks and merchandise vendors
- Access to licenced hospitality area
- Access to shuttle to move quickly to static plane area
- Logo recognition on Airshow London's website
- Logo inclusion on guest mobile app

### **BENEFITS INCLUDE:**

- Premium location on the highest airport grounds for best viewing
- Table of 10 under tent
- Premium entrance access for arriving guests
- Parking included and nearby for vehicles accessing the Flight Deck Tented area
- BBQ Lunch and non-alcoholic beverages included
- Access to food trucks and merchandise vendors
- Access to aviation ground display
- Access to licenced hospitality area





## **CHALET GROUP SALES** **(minimum 25 people)**

Chalets are groups starting at 25 people. Chalets are situated in a premium location near VIP and perfectly positioned near show centre. Purchases are based on a minimum of 25 people with no maximum. Limited availability.

- \$200 per person Friday, Saturday, or Sunday (starting at \$5,000)

### **BENEFITS INCLUDE:**

- Premium for best viewing
- Private area for 25+ people
- Premium entrance access for arriving guests
- Parking included and nearby for vehicles accessing designated Chalet
- Hot Lunch Buffet and non-alcoholic beverages included
- Access to food trucks and merchandise vendors
- Access to aviation ground display
- Access to licenced hospitality area
- Must be on same day (no splitting allowed)

## **CAPTAIN'S CLUB CHALET** **(Minimum 10 people)**

Our Chalet Row and its included Presidents' Club venue operated by the Airshow, provide companies with the opportunity to host clients, guests, and employees in an extremely enjoyable setting to watch the aerial demonstrations.

Chalets are situated in a premium location near VIP and perfectly positioned near show centre. Purchases are based on a minimum of 10 people with no maximum. Limited availability.

- \$200 per person Friday, Saturday, or Sunday (starting at \$2,000)

### **BENEFITS INCLUDE:**

- Premium for best viewing
- Exclusive area for Presidents club (150-200 people)
- Premium entrance access for arriving guests
- Parking included and nearby for vehicles accessing designated Chalet
- Hot Lunch Buffet and non-alcoholic beverages included
- Access to food trucks and merchandise vendors
- Access to aviation ground display
- Access to licenced hospitality area

### **\*\* Guest passes**

*If all passes are not required for chalet, they can be exchanged for car spots in premium parking lot (Purple). Each car can accommodate up to 6 people.*



SkyDrive 2022



SkyDrive 2022



SkyDrive 2022



SkyDrive 2022