



SKY DRIVE

2025 PARTNERSHIP

PACKAGE

www.airshowlondon.com



AIRSHOW LONDON PARTNERSHIP GUIDE SkyDrive 2025

www.airshowlondon.com

We are extremely excited to announce Airshow London 2025 will return as SkyDrive – Canada’s original drive-in airshow – taking place September 5-7, 2025. This innovative approach that welcomed a sold-out crowd in 2020 - 2024, will feature a traditional air show performance plus static display, food, and merchandise vendors.

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

“With overwhelming feedback and success over the last six years of Airshow London, we are proud to continue with our innovative air show model for 2025 as we continue to advance our show, building on and adding new features to impress our fans” Peter White, Chair, Airshow London

Why Partner with Airshow London?

- Drive positive brand awareness with over 40,000 attendees.
- Engage with an audience with above-average education and household income
- 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 2025 – 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 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 & Greet
- 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:

- RCAF Canadian Forces Snowbirds
- F-22 Raptor Demonstration Team
- US Navy F1A-18 Super Hornet Demonstration Team
- Ghostwriter 1956 De Havilland Super Chipmunk
- 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**

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. zones, Flight Deck, Captain's Club, Ground Display, Vendor Village, Refreshment Hubs, Public Pub, VIP)
- Logo placement in premium location
- Recognition as Premium Partner 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 Partner in all branding including TV, Radio, Billboards & Print Ads
- Logo inclusion on all media releases

WEBSITE:

- Recognition as a Premium Partner throughout the Airshow London website
- Logo and link to company website on Airshow London's landing page

DIGITAL RECOGNITION & MOBILE APP:

- Social media mentions recognizing you as a Premium Partner on Facebook and Instagram (minimum 6)
- Logo inclusions in eblasts to over 25,000 Airshow London insiders (minimum 6)
- Banner ad within Airshow London Mobile App
- Feature profile including premium logo placement on the Airshow London Mobile App (can include video, hotlinks, contact information, and summary information on company)

** Guest passes

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



PLATINUM PARTNER \$15,000 (3 Days)

Multiple Opportunities Available

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 (at sponsor cost) / cars entering the park (minimum 6000)
- Opportunity to brand one major event element:
One of:
 - Wristbands (Gold zone, Red zone, Grey zone, Crew)
 - Lanyards (VIP, Volunteer)
 - T-Shirts (Volunteer, Crew Pub Crawl)
 - Nametags (VIP, Volunteer and Vendors, Flight Deck, Captain's Club, Friday Night Reception)

MEDIA ADVERTISING:

- Recognition as a Platinum Partner on some branding

WEBSITE:

- Recognition as a Platinum Partner throughout the Airshow London website
- Logo and link to company website on Airshow London's landing page

DIGITAL RECOGNITION & MOBILE APP:

- Social media mentions recognizing you as the Platinum Partner on Facebook and Instagram (minimum 5)
- Logo inclusions in eblasts to over 25,000 Airshow London insiders (minimum 6)
- Banner ad within Airshow London Mobile App
- Feature profile including premium logo placement on the Airshow London Mobile App (can include video, hotlinks, contact information, and summary information on company)

**** Guest passes**

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



Three-day packages

SKYDRIVE SPONSOR **\$10,000 (3 days)**

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 branded giveaway to all guests (at sponsor cost) / cars entering the park (minimum 6000)
- Minimum of 1 PA announcements daily (3 total)
- Announcer company profile during show

WEBSITE:

- Logo recognition as a SkyDrive Partner on Airshow London's website

DIGITAL RECOGNITION & MOBILE APP:

- Social media recognition as a SkyDrive Partner on Facebook and Instagram (minimum 4)
- Logo inclusion in eblasts to over 25,000 Airshow London insiders (minimum 4)
- Feature profile including premium logo placement on the Airshow London Mobile App (can include video, hotlinks, contact information, and summary information on company)

** Guest passes

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

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.



Two-day packages

FLIGHT SPONSOR \$7,500 (2 days)

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 branded giveaway to all guests (at sponsor cost) / cars entering the park (minimum 6000)
- Minimum of 1 PA announcements daily (2 total)

WEBSITE:

- Logo recognition as a Flight Partner on Airshow London's website

DIGITAL RECOGNITION:

- Social media recognition as a Flight Partner on Facebook and Instagram (minimum 3)
- Logo inclusion in eblasts to over 25,000 Airshow London insiders (minimum 4)
- Feature profile including premium logo placement on the Airshow London Mobile App (can include video, hotlinks, contact information, and summary information on company)

One-day packages

AVIATION SPONSOR \$5,000

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)

WEBSITE:

- Logo recognition as an Aviation Partner on Airshow London's website

DIGITAL RECOGNITION:

- Social media recognition as an Aviation Partner on Facebook and Instagram (minimum 2)
- Logo inclusion in eblasts to over 25,000 Airshow London insiders (minimum 2 – pre-show and post-show)
- Premium logo placement as an Aviation Partner on the Airshow London Mobile App



AIRBASE SPONSOR \$2,500

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 Partners

WEBSITE:

- Logo recognition as an Airbase Partner on Airshow London's website

DIGITAL RECOGNITION:

- Social media recognition before and after the event on Facebook and Instagram
- Logo inclusion in eblasts to over 20,000 Airshow London insiders (minimum 2 – pre-show and post-show)

AIRSHOW COMMUNITY SPONSOR \$1,000

YOUR PACKAGE INCLUDES:

HOSPITALITY:

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

WEBSITE:

- Logo recognition as an Airshow Community Partner on Airshow London's website

DIGITAL RECOGNITION:

- Social media recognition as an Airshow Community Partner on Facebook and Instagram

**** Guest passes**

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



GROUP SALES

VEHICLE GROUP SALES (Minimum 10 cars)

Vehicle Group sales are situated in the premium location in 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.

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

BENEFITS INCLUDE:

- Premium location in Grey Zone near show centre
- Coordinated block parking for group to keep all vehicles in party together
- Premium entrance access for Grey 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 Airshow London Mobile App

FLIGHT DECK GROUP SALES (Minimum 10 people)

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

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

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 only (starting at \$5,000)

BENEFITS INCLUDE:

- Premium location 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 **(Minimum 10 people)**

Captain's Club provides companies with the opportunity to host clients, guests, and employees in an extremely enjoyable setting to watch the aerial demonstrations.

Captain's Club is 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 only (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



SkyDrive 2024



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