



SKY DRIVE

2026 PARTNERSHIP

PACKAGE

WWW.AIRSHOWLONDON.COM



AIRSHOW LONDON PARTNERSHIP GUIDE SkyDrive 2026

www.airshowlondon.com

We are extremely excited to announce Airshow London 2026 will return as SkyDrive – Canada’s original drive-in airshow – taking place **August 21-23, 2026**. This innovative approach that welcomed a sold-out crowd in 2020 - 2025, 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’ support 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.
- 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.

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 both Canada and United States.

Expected to appear are:

- Royal Canadian Air Force
- United States Air Force
- United States Navy
- 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.
- Hot Buffet and non-alcoholic & alcoholic beverages included with package
- Friday Guests included in the Flight Night Reception hosted by Airshow London and London International Airport

ONSITE BRANDING RECOGNITION:

- Custom named area (i.e., VIP Area, Ground Display, Zones, Mobile App, Vendor Village, Live Stream, etc.)
- Logo placement in premium location
- Recognition as Premium Partner on all event materials
- Minimum of 2 PA announcements daily (6 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 the tent, they can be exchanged for car spots (maximum of 4 per day) in premium parking lot. 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.
- Hot Buffet and non-alcoholic & alcoholic beverages included
- Friday Guests included in the Flight Night Reception hosted by Airshow London and London International Airport

ONSITE BRANDING RECOGNITION:

- Logo placement on signage onsite at the event
- Minimum of 2 PA announcements daily (6 total)
- Opportunity to provide branded giveaway to all guests (at sponsor cost) / cars entering the park (minimum 6000)
- Opportunity to brand one major event element (Volunteers, Hot Ramp, Photo Pit, Flight Deck, Captain's Club, Beer Market)

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 the tent, they can be exchanged for car spots (maximum of 4 per day) in premium parking lot. 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.
- Hot Buffet and non-alcoholic & alcoholic beverages included
- Friday Guests included in the Flight Night Reception hosted by Airshow London and London International Airport

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)

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 the tent, they can be exchanged for car spots (maximum of 4 per day) in premium parking lot. 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 PARTNER \$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
- Friday Guests included in the Flight Night Reception hosted by Airshow London and London International Airport

ONSITE BRANDING RECOGNITION:

- Logo on Signage
- Opportunity to provide branded giveaway to all guests (at sponsor cost) / cars entering the park (minimum 6000)

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 PARTNER \$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 at tent

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 PARTNER \$2,500

YOUR PACKAGE INCLUDES:

HOSPITALITY:

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

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 25,000 Airshow London insiders (minimum 2 – pre-show and post-show)

LIVE STREAM ADVERTISING \$2,000

YOUR PACKAGE INCLUDES:

LIVE STREAM:

1-15 – 30 second commercial(s) during live stream. 1 per day/stream

WEBSITE:

- Logo recognition as Airshow London Live Stream Partner on Airshow London's website

DIGITAL RECOGNITION:

- Social media recognition as an Airshow London LIVE STREAM Partner on Facebook and Instagram

AIRSHOW COMMUNITY PARTNER \$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
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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. Cars permit up to 6 people per vehicle.

- \$210 Friday, Saturday, or Sunday (starting at \$2100)
- 10% discount on any tickets purchases over 10

BENEFITS INCLUDE:

- 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

CHALET GROUP SALES (Minimum 25 people)

Chalets are groups starting at 25 people. Chalets are situated in a Sky Suites 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)
- Option upgrade: \$225 per person includes alcoholic beverages
- Flooring and furniture upgrades available upon request

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 Buffet and non-alcoholic beverages included (alcohol available for purchase)
- 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)



SKY LOUNGE **(Minimum 10 people)**

Sky Lounge provides companies with the opportunity to host clients, guests, and employees in an extremely enjoyable setting to watch the aerial demonstrations.

Sky Lounge 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.

- \$185 per person Friday, Saturday, or Sunday only (starting at \$1,850)
- 10% discount on any ticket purchases over 10

BENEFITS INCLUDE:

- Premium location for best viewing
- Exclusive area for Sky Lounge (150-200 people)
- Premium entrance access for arriving guests
- Parking included and nearby for vehicles
- 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

FLIGHT DECK GROUP **(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)
- 10% discount on any ticket purchases over 10

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





SkyDrive 2024



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