



**VERO BEACH
AIR SHOW
2016**

**Sponsorship
Opportunities**

Vero Beach Air Show 2016 Sponsorship Opportunities - At a Glance

Presenting	Platinum	Gold	Silver	Bronze	Copper	Friends	Donor	Supporter
\$100,000	\$50,000	\$35,000	\$25,000	\$10,000	\$5,000	\$1,000	\$500	\$250
Back Cover Program Ad	Full Page Program Ad	Half Page Program Ad	Half Page Program Ad	Quarter Page Program Ad	Eighth Page Program Ad	Eighth Page Program Ad	Bold Listing In Program	Listing In Program
100 General Adm. Tickets*	50 General Adm. Tickets*	35 General Adm. Tickets*	25 General Adm. Tickets*	10 General Adm. Tickets*	5 General Adm. Tickets*	4 General Adm. Tickets*	4 General Adm. Tickets*	2 General Adm. Tickets*
Party 100 Guests	Party 50 Guests	Party 35 Guests	Party 25 Guests	Party 10 Guests	Party 5 Guests	Party 2 Guests		
25 VIP Parking Sat & Sun	15 VIP Parking Sat & Sun	10 VIP Parking Sat & Sun	8 VIP Parking Sat & Sun	5 VIP Parking Sat & Sun	2 VIP Parking Sat & Sun	1 VIP Parking Sat & Sun		
VIP Rest Rooms	VIP Rest Rooms	VIP Rest Rooms	VIP Rest Rooms	VIP Rest Rooms	VIP Rest Rooms	VIP Rest Rooms		
50 VIP Tickets Sat & Sun	25 VIP Tickets Sat & Sun	20 VIP Tickets Sat & Sun	15 VIP Tickets Sat & Sun	10 VIP Tickets Sat & Sun	5 VIP Tickets Sat & Sun	2 VIP Tickets Sat & Sun		
Banner at 3 Gates	Banner on Fence	Banner on Fence	Banner on Fence	Banner on Fence	Banner on Fence	Banner on Fence		
Media Recognition	Media Recognition	Media Recognition	Media Recognition	Media Recognition	Media Recognition	Media Recognition		
10' x 10' Prime Location	10' x 10' Prime Location	10' x 10' Prime Location	10' x 10' Prime Location	10' x 10' Prime Location				
Announce Opening & Hourly	Announce Hourly	Announce Hourly	Announce 2x per Day					
Limited Edition Gift	Limited Edition Gift	Limited Edition Gift	Limited Edition Gift					
1 Flight Experience	1 Flight Experience	1 Flight Experience						
Naming Rights								

* NOTE: General Admission tickets may be used Saturday OR Sunday

Make an Impact on Our Community

Who can forget the thrill when the Blue Angels – the United States Navy’s Flight Demonstration Squadron – roared into town for the 2014 Vero Beach Air Show? More than 50,000 people saw those magnificent blue F/A-18 Hornet jets flying over Indian River County that weekend. Those spectators are your potential customers. According to a 2012 survey conducted by the International Council of Air Shows (ICAS), 60% of air show attendees are men; 40% are women. Eighty percent of them attended college, 69% earn more than \$50,000 a year, and 64% own their own homes. Two-thirds of them are more likely to do business with a company that supports an air show.

When the Blue Angels return to the Treasure Coast to star in the Vero Beach Air Show June 25-26, 2016, will you and your company be part of the excitement? Air shows are one of the best attended spectator events in America. They bring people to you, to a place where you have the opportunity to promote your business to key audiences, increase your visibility, and support a popular community event all ages love.

If you want to make an impact on our community and be identified with popular charitable causes, please consider becoming a sponsor of the 2016 Vero Beach Air Show. Contact Spring Watson, Sponsor Chair, at spring@veroairshow.com or 772-321-3808 for all the details.

Presenting Sponsor - \$100,000

- ★ Naming rights - The title of the air show will include your company name, as follows: "The Vero Beach Air Show Presented by [YOUR COMPANY NAME HERE]." It will be prominently displayed in all signage, advertising, promotional materials, and press releases and on the air show website
 - ★ Exclusivity in your business category
 - ★ Right of first refusal for the next Vero Beach Air Show
 - ★ One hundred (100) tickets to the private Friday Night Party, where sponsors and their guests can mingle with the performers and other VIPs
 - ★ Admission to the show and the VIP Chalet, located on the flight line with an exceptional view at show center, first-class food, and an open bar for fifty (50) people for the Saturday show and fifty (50) people for the Sunday show
 - ★ Private viewing area with seating in front of the chalet
 - ★ Air-conditioned VIP restrooms by the chalet for chalet guests only
 - ★ Twenty-five (25) VIP parking passes for the Saturday show and twenty-five (25) VIP parking passes for the Sunday show
 - ★ One hundred (100) general admission tickets, good for either the Saturday or Sunday show
 - ★ Recognition each hour during the Saturday and Sunday shows by the Air Show Master of Ceremonies
 - ★ Opportunity each day to present your own 30-second announcement at the show's Opening Ceremony
 - ★ One 10' x 10' prime location space for maximum exposure in the spectator area for business display/product sampling
 - ★ Flight experience for one (1) in an air show designated aircraft (performer or static) based on time and availability (other restrictions may apply)
 - ★ Full-page color advertisement on the back cover of the Vero Beach Air Show program and recognition on the front cover as the Presenting Sponsor
 - ★ Recognition in all print media and advertising, such as newspapers, posters, news releases, and TV and radio commercials, wherever possible, and in social media, such as Facebook
 - ★ Your logo prominently displayed on the Vero Beach Air Show website with a link to your company's website
 - ★ Special recognition at the three entrances to the air show
 - ★ Your company banner displayed prominently on the air show fence
 - ★ Limited edition commemorative gift
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Platinum Sponsor - \$50,000

- ★ Fifty (50) tickets to the private Friday Night Party, where sponsors and their guests can mingle with the performers and other VIPs
- ★ Admission to the show and the VIP Chalet, located on the flight line with an exceptional view at show center, first-class food, and an open bar for twenty-five (25) people for the Saturday show and twenty-five (25) people for the Sunday show
- ★ Private viewing area with seating in front of the chalet
- ★ Air-conditioned VIP restrooms by the chalet for chalet guests only
- ★ Fifteen (15) VIP parking passes for the Saturday show and fifteen (15) VIP parking passes for the Sunday show
- ★ Fifty (50) general admission tickets, good for either the Saturday or Sunday show
- ★ Recognition each hour during the Saturday and Sunday shows by the Air Show Master of Ceremonies
- ★ One 10' x 10' prime location space for maximum exposure in the spectator area for business display/product sampling
- ★ Flight experience for one (1) in an air show designated aircraft (performer or static) based on time and availability (other restrictions may apply)
- ★ Full-page color advertisement in the Vero Beach Air Show program
- ★ Recognition in all print media and advertising, such as newspapers, posters, news releases, and TV and radio commercials, wherever possible and in social media, such as Facebook
- ★ Your logo prominently displayed on the Vero Beach Air Show website with a link to your company's website
- ★ Your company banner displayed prominently on the air show fence
- ★ Limited edition commemorative gift

Gold Sponsor - \$35,000

- ★ Thirty-five (35) tickets to the private Friday Night Party, where sponsors and their guests can mingle with the performers and other VIPs
 - ★ Admission to the show and the VIP Chalet, located on the flight line with an exceptional view at show center, first-class food, and an open bar for twenty (20) people for the Saturday show and twenty (20) people for the Sunday show
 - ★ Private viewing area with seating in front of the chalet
 - ★ Air-conditioned VIP restrooms by the chalet for chalet guests only
 - ★ Ten (10) VIP parking passes for the Saturday show and ten (10) VIP parking passes for the Sunday show
 - ★ Thirty-five (35) general admission tickets, good for either the Saturday or Sunday show
 - ★ Recognition each hour during the Saturday and Sunday shows by the Air Show Master of Ceremonies
 - ★ One 10' x 10' prime location space for maximum exposure in the spectator area for business display/product sampling
 - ★ Flight experience for one (1) in an air show designated aircraft (performer or static) based on time and availability (other restrictions may apply)
 - ★ Half-page color advertisement in the Vero Beach Air Show program
 - ★ Recognition in all print media and advertising, such as newspapers, posters, and news releases and in social media, such as Facebook, wherever possible
 - ★ Your logo prominently displayed on the Vero Beach Air Show website with a link to your company's website
 - ★ Your company banner displayed prominently on the air show fence
 - ★ Limited edition commemorative gift
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Silver Sponsor - \$25,000

- ★ Twenty-five (25) tickets to the private Friday Night Party, where sponsors and their guests can mingle with the performers and other VIPs
 - ★ Admission to the show and the VIP Chalet, located on the flight line with an exceptional view at show center, first-class food, and an open bar for fifteen (15) people for the Saturday show and fifteen (15) people for the Sunday show
 - ★ Private viewing area with seating in front of the chalet
 - ★ Air-conditioned VIP restrooms by the chalet for chalet guests only
 - ★ Eight (8) VIP parking passes for the Saturday show and eight (8) VIP parking passes for the Sunday show
 - ★ Twenty-five (25) general admission tickets, good for either the Saturday or Sunday show
 - ★ Recognition twice each day during the Saturday and Sunday shows by the Air Show Master of Ceremonies
 - ★ One 10' x 10' prime location space for maximum exposure in the spectator area for business display/product sampling
 - ★ Half-page color advertisement in the Vero Beach Air Show program
 - ★ Recognition in all print media and advertising, such as newspapers, posters, and news releases and in social media, such as Facebook, wherever possible
 - ★ Your logo prominently displayed on the Vero Beach Air Show website with a link to your company's website
 - ★ Your company banner displayed prominently on the air show fence
 - ★ Limited edition commemorative gift
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Bronze Sponsor - \$10,000

- ★ Ten (10) tickets to the private Friday Night Party, where sponsors and their guests can mingle with the performers and other VIPs
- ★ Admission to the show and the VIP Chalet, located on the flight line with an exceptional view at show center, first-class food, and an open bar for ten (10) people for the Saturday show and ten (10) people for the Sunday show
- ★ Private viewing area with seating in front of the chalet
- ★ Air-conditioned VIP restrooms by the chalet for chalet guests only
- ★ Five (5) VIP parking passes for the Saturday show and five (5) VIP parking passes for the Sunday show

- ★ Ten (10) general admission tickets, good for either the Saturday or Sunday show
 - ★ One 10' x 10' prime location space for maximum exposure in the spectator area for business display/product sampling
 - ★ Quarter-page color advertisement in the Vero Beach Air Show program
 - ★ Recognition in all print media and advertising, such as newspapers, posters, and news releases and in social media, such as Facebook, wherever possible
 - ★ Your logo prominently displayed on the Vero Beach Air Show website with a link to your company's website
 - ★ Your company banner displayed prominently on the air show fence
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Copper Sponsor - \$5,000

- ★ Five (5) tickets to the private Friday Night Party, where sponsors and their guests can mingle with the performers and other VIPs
 - ★ Admission to the show and the VIP Chalet, located on the flight line with an exceptional view at show center, first-class food, and an open bar for five (5) people for the Saturday show and five (5) people for the Sunday show
 - ★ Private viewing area with seating in front of the chalet
 - ★ Air-conditioned VIP restrooms by the chalet for chalet guests only
 - ★ Two (2) VIP parking passes for the Saturday show and two (2) VIP parking passes for the Sunday show
 - ★ Five (5) general admission tickets, good for either the Saturday or Sunday show
 - ★ Eighth-page color advertisement in the Vero Beach Air Show program
 - ★ Recognition in all print media and advertising, such as newspapers, posters, and news releases and in social media, such as Facebook, wherever possible
 - ★ Your logo prominently displayed on the Vero Beach Air Show website with a link to your company's website
 - ★ Your company banner displayed on the air show fence
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Friends of the Air Show - \$1,000

- ★ Two (2) tickets to the private Friday Night Party, where sponsors and their guests can mingle with the performers and other VIPs
 - ★ Admission to the show and the VIP Chalet, located on the flight line with an exceptional view at show center, first-class food, and an open bar for two (2) people for the Saturday show and two (2) people for the Sunday show
 - ★ Private viewing area with seating in front of the chalet
 - ★ Air-conditioned VIP restrooms by the chalet for chalet guests only
 - ★ One (1) VIP parking pass for the Saturday show and one (1) VIP parking pass for the Sunday show
 - ★ Four (4) general admission tickets, good for either the Saturday or Sunday show
 - ★ Eighth-page color advertisement in the Vero Beach Air Show program
 - ★ Your logo prominently displayed on the Vero Beach Air Show website with a link to your company's website
 - ★ Your company banner displayed on the air show fence
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Donor - \$500

- ★ Four (4) general admission tickets, good for either the Saturday or Sunday show
 - ★ Listing in bold type in the Vero Beach Air Show program
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Supporter - \$250

- ★ Two (2) general admission tickets, good for either the Saturday or Sunday show
- ★ Listing in the Vero Beach Air Show program



How You Can Help

The 2014 Vero Beach Air Show returned \$100,000 to the Exchange Clubs of Indian River, Treasure Coast, and Vero Beach for child abuse prevention projects and to the Veterans Council of Indian River County to assist those in need who have served our country. Your sponsorship of the 2016 show offers you the opportunity to present your message to a wide audience in a unique way. It is a sound investment in your community that offers long-lasting returns in greater customer visibility and goodwill. We invite you to join us as a partner in the most eagerly anticipated event on the Treasure Coast, the 2016 Vero Beach Air Show.



The mission of the Vero Beach Air Show is community service and support. It is focused on honoring all who have served in our armed forces, our past, present, and future veterans; creating a friendly environment for military recruiting; providing wholesome, affordable family entertainment; offering aviation education about military and civilian flight and aircraft; promoting the city of Vero Beach, the Vero Beach Municipal Airport, and businesses throughout the area; and encouraging volunteerism and community support for the largest single entertainment event in the City's history.

Vero Beach Air Show, Inc. is a charitable 501(c)3 tax-exempt organization. Federal ID# 45-4046147.

