

AIR SHOW

SPONSORSHIP

McCONNELL AIR FORCE BASE

SEPTEMBER
8 & 9
2018
10am - 4pm



FRONTIERS IN FLIGHT

Air Show Rehearsal and Friday Night Concert

When: Friday, Sept. 7, 2018

Time: 4:30pm – 7:30pm

Where: Hangar 1126

Who: Active Duty Military, Air and Army National Guard & Reserve, Retirees, DoD Employees and their families

Expected Attendance 1,200 - 1,500

The Air Show is a working weekend at McConnell! For our military, this means time away from family to work the big event. The Wing Commander has requested a Friday Night Event and Concert to follow the Air Show Rehearsal. This is a time for everyone to come together in comradery and fun to celebrate this outstanding community event and to hail the United States Air Force and aviation in our community. The evening includes Meet & Greet the Thunderbird pilots, free food and music. Sponsorships of Cash or Product-In-Kind will be accepted to enhance the event.

Pilot Sponsor: \$2,500

- **On-Site Exposure**
 - Your company Banner placed in a prominent location at the event
 - 10 x 10 Exhibit Space at the event - includes 1 table and 2 chairs
 - Recognition Announcement at the event
 - 5 on-base, parking passes to the event
- **Media Exposure**
 - Company Logo on promotional materials distributed throughout the base promoting this event (as deadlines permit). Posters, weekly e-mails, 7 TV screens on base.
 - Facebook posts on 22 FSS Facebook account - 4 posts prior to the event on Boomer B. McConnell-22d Force Support Squadron

Co-Pilot Sponsor: \$1,000

- **On-Site Exposure**
 - Your Company Banner placed in a prominent location at the event
 - Booth Space at the event, includes 1 table and 2 chairs
 - Recognition Announcement at the event
 - 3 on-base, parking passes to the event
- **Media Exposure**
 - Company Logo on promotional materials distributed throughout the base promoting this event (as deadlines permit). Posters, weekly e-mails, 7 TV screens on base.
 - Facebook posts on 22 FSS Facebook account - 2 posts prior to the event on Boomer B. McConnell-22d Force Support Squadron

Boom Operator Sponsor: \$500

- **On-Site Exposure**
 - Booth Space at the event - includes 1 table and 2 chairs
 - 1 on-base parking pass to the event
- **Media Exposure**
 - Company Logo on promotional materials distributed on base promoting this event (as deadlines permit). Posters, weekly e-mails, 7 TV Screens on base.

Sponsor our Performer Air Acts

There are 4 performers who will add excitement and value to the Air Show with demonstrations of skill, creativity and some daring maneuvers of flight. Sponsorship to support air acts will be accepted at the following levels.

Performer Premier Chalet Package: \$15,000

- **On-Site Exposure**
 - 2 day Chalet with *chalet amenities
 - Company Banner placed at high traffic area. Maximum size 6' x 4'
 - 6 Recognition Announcements throughout each day (approx. 1 per hour)
 - Reach 150K attendees with Exhibit Space, 10 x 20 canopy with 1 table and 6 chairs positioned among aircraft displays
- **Media Exposure**
 - Company Logo on promotional materials distributed on base, as deadlines permit. Posters, weekly e-mails, 7 TV screens on base
 - Company Logo prominently displayed among Community Partners in the Air Show Program
- **Online & E-Media**
 - Facebook posts on 22 FSS Facebook account – 2 posts prior to the air show on Boomer B. McConnell-22d Force Support Squadron
 - Company Logo with link to your website placed on frontiersinflight.com
 - 6 months Web Ad on Refuelmccconnell.com
- **Hospitality**
 - 12 Passes for Air Show Rehearsal & Friday Night Concert
 - Meet and Greet the Thunderbird pilots at the Friday's event
 - 12 on-base parking passes for Friday's event

****Chalet Amenities***

- 30 x 30 tent along the fence line of the runway
- Shaded and open air seating - includes tables & padded chairs with for up to 100 guests per day
- Catered meal with drinks (water/tea) & cash bar (wine and beer)
- 25 on-base parking passes, with designated entrance (separate from general admission entrance)
- Designated VIP portable restrooms

Food options will be made available through McConnell Club catering; advance reservation requested.

You may supply items to enhance the chalet, no balloons or materials such as confetti (due to proximity to aircraft)

Performer Partner Hospitality Tent Package: \$8,000

- **On-Site Exposure**
 - 4 tables of eight for 2 days in the *Hospitality Tent with amenities
 - 3 Recognition Announcements throughout the day
 - Reach 150K attendees with Exhibit Space, 10 x 10 canopy with 1 table and 4 chairs positioned among aircraft displays
- **Media Exposure**
 - Company Logo on promotional materials distributed on base promoting this event, as deadlines permit. Posters, weekly e-mails, 7 TV screens on base.
 - Company Logo displayed among Community Partners in the Air Show Program

- **Online & E-Media**
 - Facebook posts on 22 FSS Facebook account – 4 posts prior to the air show on Boomer B. McConnell-22dForce Support Squadron
 - Company Logo with link to your website placed on frontiersinflight.com
- **Hospitality**
 - 8 Passes for the Air Show Rehearsal & Friday Night Concert
 - Meet and Greet the Thunderbird pilots at Friday's event
 - 8 on-base parking passes for Friday's event
 - *Hospitality Tent amenities

Performer Supporter Hospitality Tent Package: \$4,000

- **On-Site Exposure**
 - 2 tables of eight in the *Hospitality Tent with amenities
 - 1 Recognition announcement each day
 - Reach 150K attendees with Exhibit Space, 10 x 10 canopy with 1 table and 4 chairs
- **Media Exposure**
 - Company Logo on promotional materials distributed on base promoting this event, as deadlines permit. Posters, weekly e-mails, 7 TV screens on base.
 - Company Logo listed among Community Partners in the Air Show Program
- **Online & E- Media**
 - Facebook posts on 22 FSS Facebook account – 2 posts prior to the show on Boomer B. McConnell-22dForce Support Squadron
 - Company Logo placed on frontiersinflight.com
- **Hospitality**
 - 4 Passes for Air Show Rehearsal & Friday Night Concert
 - Meet and Greet the Thunderbird pilots at Friday's event
 - 4 on-base parking passes for Friday's event
 - *Hospitality Tent amenities

Hospitality Tent Package: \$1,850

- **On-Site Exposure**
 - 1 table of eight in the *Hospitality Tent with amenities
- **Media Exposure**
 - Company Logo listed among Community Partners in the Air Show Program
 - Company Logo placed on frontiersinflight.com

****Hospitality Tent Amenities***

- Covered table for eight in 30 x 30 chalet style tent for 2 days
- 8 on-base and parking passes (4 per day) with designated entrance (separate from general admission entrance)
- Light snacks and 16 bottled waters per day per table
- Designated VIP portable restroom

Catered food service is not available in this area. Concessionaire food is permitted in the hospitality tents.

Sponsor Exhibit Space and Kid Zone/Stem Exhibit Space

Market your organization or company with an exhibit display. A limited number of sites are available on a first-come, first-served basis. Companies that are certified 501(c)(3) organizations agencies receive a discount. Sponsorship includes table and chairs as specified; canopy is provided by the sponsor. Exhibits may be located in the vicinity of the Kid Zone.

SIZE	RATE	*INCLUDES
10'x10'	\$1,800	1 table and 2 chairs
10'x20'	\$2,700	2 tables and 4 chairs
20'x20'	\$3,600	3 tables and 5 chairs

Non Profit Rate: 35% discount: 10' x 10' = \$1,170 \ 10' x 20' = \$1,755 \ 20' x 20' = \$2,340

*Sponsor provides their own table and chairs: 20% discount

Exhibitor Benefits

- **On Site Exposure**
 - Reach 150K attendees with Exhibit Space
- **Media Exposure**
 - Company Logo on promotional materials distributed throughout the base promoting this event (as deadlines permit). Posters, weekly e-mails, 7 TV Screens on base.
 - Facebook posts on FSS Facebook account – 1 post prior to the air show on Boomer B. McConnell-22dForce Support Squadron
 - Company Logo listed among Community Partners in the Air Show Program
 - Logo listed on Air Show web site frontiersinflight.com
- **Hospitality**
 - 3 per day, on-base parking passes, near the flight line

Donor Support

Hundreds of military members and civilian employees will volunteer to work many hours per day in support of the air show. Many areas of the air show, Civilian Air Acts, STEM and Kid Zone, are not funded by the government but enhance the airshow experience. Donations of cash or product-in-kind and services are accepted to offset costs of providing these enhancements to the event.

Patron: \$1,000 and up

COMMERCIAL SPONSORSHIP

Frontiers in Flight

AIR SHOW
8 - 9 September 2018
McConnell AFB



Receive valuable marketing and promotional benefits
when becoming a commercial sponsor of this premiere
community event. For details and information contact:

Cheryl Kellogg
316-759-4348
or email
Cheryl.Kellogg@us.af.mil

MARKETING & COMMERCIAL SPONSORSHIP
McConnell AFB, KS

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