

AIR SHOW  
**SPONSORSHIP**

MAXWELL AIR FORCE BASE



APRIL  
**8 & 9**  
2017

**Heritage to Horizon:**

*Legacy of the Great War - A Century of Airpower*

# DEMOGRAPHICS

*On April 8 & 9, 2017 Maxwell AFB will open its gates to the surrounding community for an aviation air show performed by the U.S. Air Force Thunderbirds Demonstration Squadron. Spectators will have front row seats as the brave pilots command the sky with breathtaking displays of precision above them. Maxwell's Air Show will commemorate the 70th birthday of the Air Force as well as the 100th anniversary of World War I. Maxwell expects approximately 60,000 to 100,000 people to be in attendance each day. Sponsors will receive invaluable brand recognition and be associated with the biggest event to soar through Montgomery in nearly a decade.*

## DEMOGRAPHICALLY-ATTRACTIVE!

- The average adult spectator is age 39 or younger, but more than 53% of spectators are between age 30 and 50.
- Over 80% of Air Show spectators have at least some college education. More than 40% have at least one college degree.
- Nearly two-thirds (62.6%) report a household income of \$50,000 or more and 40% are \$75,000 or more.
- Spectators are 60.9% male and 39.1% female

Demographics reported by the International Council of Air Shows



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# PACKAGES: *AT A GLANCE*

<i>BENEFIT</i>	<b>Diamond \$20,000</b>	<b>Platinum \$10,000</b>	<b>Gold \$5,000</b>	<b>Silver \$3,000</b>	<b>Bronze \$1,500</b>
<i>Public Recognitions Per Day</i>	8	6	4	2	1
<i>Logo on Air Show Website</i>	X	X	X	X	X
<i>Recognition in "Touch &amp; Go!" Magazine</i>	X	X	X	X	X
<i>Recognition on Air Show Facebook</i>	X	X	X	X	X
<i>Company Banners</i>	4	3	2	1	1
<i>Logo on Air Show Posters</i>	X	X	X	X	
<i>Display Area</i>	X	X	X	X	
<i>Golf Tournament Entry</i>	12 people	8 people	4 people		
<i>Fly in a Warbird</i>	4 people	2 people	1 people		
<i>Exclusive Meet &amp; Greet Party</i>	15 tickets	10 tickets	5 tickets		
<i>Premium Parking</i>	50	20	10		
<i>Private Transportation to Flight Line</i>	X				
<i>Runway Club Tickets</i>		10 tickets	5 tickets		
<i>Party Chalet</i>	1 day	option	option	option	option
<i>Maxwell Club Catered Dining</i>	X				

**Public Recognition during the Air Show:** Sponsors will receive star treatment during the event with public recognition for their investment. Announcements will be made before, during, and after the show on both days thanking sponsors by name.

**Air Show Website:** Company logo will be featured on the Air Show website.

**Recognition in *Touch & Go!* Magazine:** *Touch & Go!* magazine has a circulation of 6,000 copies per quarter. Sponsors that complete contracts and send their logo in by December 7, 2016 will have their logo displayed on the Air Show ad in the January-March edition of *Touch & Go!* magazine.

**Air Show Recognition on Facebook:** Company recognition on Air Show Facebook page.

**Company Banners:** Sponsors will provide 3' x 5' banners to be placed on-site during the Air Show weekend.

**Logo on Air Show Posters:** Our sponsors receive pre-event publicity with their logo on posters throughout the base. Deadline: February 10, 2017

**Display Area (10' x 10'):** Sponsors will set up an interactive 10' x 10' exhibition space in a premium traffic location. Maxwell will provide 1 case of bottled water, 4 chairs, and a 6' commercial table. Sponsors are responsible for the set up of their area and providing their own canopy. Displays must be staffed both days of the Air Show.

**Golf Tournament Entry:** The Air Show Golf Tournament for sponsors, distinguished visitors, and special guests is on Thursday, April 6, 2017.

**Fly in a Warbird:** Diamond-Gold sponsors have the opportunity to fly in a Warbird during the week of the Air Show.

**Meet & Greet Party:** The exclusive Meet-n-Greet Party held on Friday, April 7, 2017 is a special opportunity for guests to meet the pilots, see their aircrafts, and enjoy hors d' oeuvres.

**Premium Parking:** Premium parking will be provided to Diamond and Gold sponsors.

**Private Transportation to Flight Line:** Diamond sponsors will have a private vehicle drive them to and from the premium parking lot to the Maxwell Air Show flight line.

**Runway Club Tickets:** Tickets include a seat on the flight line and lunch from the Runway Club.

**Party Chalet:** Party Chalets seat up to 75 people. Diamond sponsorship includes a chalet for 1 day. The Party Chalet option is available for \$5,000 per day. Details page 7.

**Maxwell Club Catered Dining:**

Diamond sponsor Party Chalet guests enjoy catered dining provided by the Maxwell Club for one day

## COMMERCIAL SPONSORSHIP COORDINATOR

PAIGE THORNTON • 334-953-3366 • [Paige.Thornton@us.af.mil](mailto:Paige.Thornton@us.af.mil)

# DIAMOND SPONSORSHIP

## Investment: \$20,000

### BENEFITS

- 12 entries in the Air Show Golf Tournament on Thursday, April 6, 2017
- 4 people can fly in a Warbird
- 15 passes to the exclusive Meet & Greet Party on Friday, April 7, 2017
- 50 Premium Parking Passes for the Air Show
- Private transportation to and from the Premium Parking Lot
- Party Chalet for either April 8 or April 9 See Party Chalets on page 7 for details.
- Up to \$5,000 worth of catered dining provided by Maxwell Club at the Party Chalet

### MEDIA COVERAGE AND ON-SITE EXPOSURE:

- 8 public recognitions during both days of the Air Show (16 total)
  - Company logo on the Air Show website
  - Recognition in the FSS *Touch & Go!* magazine
  - Logo placement on Air Show posters
  - 4 company banners placed on-site during Air Show weekend. Banners must be provided by the sponsor.
  - Sponsors will set up an interactive 10' x 10' exhibition space in premium traffic location.
- Maxwell will provide 1 case of bottled water, 4 chairs, and a 6' table.

Sponsors are responsible for the set-up of their area and providing their own canopy.

Displays must be staffed both days of the Air Show.



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# PLATINUM *SPONSORSHIP*

## **Investment: \$10,000**

### BENEFITS

- 8 entries in the Air Show Golf Tournament on Thursday, April 6, 2017
- 2 people can fly in a Warbird
- 10 passes to the exclusive Meet & Greet Party on Friday, April 7, 2017
- 20 Premium Parking Passes for the Air Show
- 10 tickets to the Runway Club

### MEDIA COVERAGE AND ON-SITE EXPOSURE:

- 6 public recognitions during both days of the Air Show (12 total)
- Company logo on the Air Show website
- Recognition in the FSS *Touch & Go!* magazine
- Logo placement on Air Show posters on base
- 3 company banners placed on-site during Air Show weekend. Banners must be provided by the sponsor.
- Sponsors will set up an interactive 10' x 10' exhibition space in a premium traffic location. Maxwell will provide 1 case of bottled water, 4 chairs and a 6' table.

Sponsors are responsible for set-up of their area and providing their own canopy. Displays must be staffed both days of the Air Show.



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# **GOLD** SPONSORSHIP

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## **Investment: \$5,000**

### BENEFITS

- 4 entries in the Air Show Golf Tournament on Thursday, April 6, 2017
- 1 person can fly in a warbird
- 5 passes to the exclusive Meet & Greet Party on Friday, April 7, 2017
- 10 Premium Parking Passes for the Air Show
- 5 tickets to the Runway Club

### MEDIA COVERAGE AND ON-SITE EXPOSURE:

- 4 public recognitions during both days of the Air Show (8 total)
- Company logo on the Air Show website
- Recognition in the FSS *Touch & Go!* magazine
- Logo placement on Air Show posters
- 2 company banners placed on-site during Air Show weekend. Banners must be provided by the sponsor.
- Sponsors will set up an interactive 10' x 10' exhibition space in a premium traffic location. Maxwell will provide 1 case of bottled water, 4 chairs and a 6' table.

Sponsors are responsible for set-up of their area and providing their own canopy. Displays must be staffed both days of the Air Show.

# **SILVER** SPONSORSHIP

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## **Investment: \$3,000**

### MEDIA COVERAGE AND ON-SITE EXPOSURE:

- 2 public recognitions during both days of the Air Show. (4 total)
- Company logo on the Air Show website
- Recognition in the FSS *Touch & Go!* magazine
- Logo placement on Air Show posters
- 1 company banner placed on-site during Air Show weekend. Banner must be provided by the sponsor.
- Sponsors will set up an interactive 10' x 10' exhibition space in a premium traffic location. Maxwell will provide 1 case of bottled water, 4 chairs, and a 6' table.

Sponsors are responsible for the set-up of their area and providing their own canopy. Displays must be staffed both days of the Air Show.

# BRONZE *SPONSORSHIP*

## Investment: \$1,500

### MEDIA COVERAGE AND ON-SITE EXPOSURE:

- Public recognitions during both days of the Air Show. (2 total)
- Company logo on the Air Show Website
- Recognition in the FSS *Touch & Go!* Magazine
- A company banner placed on-site during Air Show weekend.  
Banner must be provided by the sponsor.



# DONOR *SUPPORT*

A considerable amount of support is needed to put on an Air Show. Thousands of military members and civilian employees will work more than 15 hours per day! We are seeking items to support these members for their hard work and dedication. Between 500-750 military members need to be fed per day. Companies can help show their appreciation by providing burgers, hot dogs, buns, or beverages to help offset the costs. Monetary support is also greatly appreciated.

# PARTY *CHALETS*

## Investment: \$5,000 per day

### BENEFITS

- Private transportation to and from a preferred parking area
- A 20' x 40' private canopy with space for up to 75 people
- Private restroom facility
- 8 tables, linen tablecloths, and 40 chairs
- 4 cases of assorted soda
- 4 cases of bottled water

**Special Note:** These tents are for entertaining only. Company/individual renter will be responsible for attendees' invitations and monitoring of private area. Company/individual may supply items to enhance their party area such as decorations, etc. with the exception of balloons.

**Adult beverages, and additional catering choices may be arranged through the Maxwell Club for a fee.**



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