

2019 AIR FEST

MAY 18 + 19

**CAPE GIRARDEAU REGIONAL
AIR FESTIVAL SPONSORSHIP
OPPORTUNITIES**



Cape Girardeau
REGIONAL
AIR FESTIVAL

WWW.CAPEGIRARDEAUAIRFESTIVAL.COM



ABOUT US

ABOUT THE AIR SHOW INDUSTRY

The air show industry is the second largest outdoor professional sport in North America, with tens of millions of spectators attending each year. Air shows have become one of the most effective event marketing venues in the country based on volume of spectators and unequalled media attention. Air shows represent a significant marketing opportunity for organizations at both the local and national level.

ABOUT THE CAPE GIRARDEAU REGIONAL AIR FESTIVAL

The Cape Girardeau Regional Air Festival (CGRAF) began in 1995 and has welcomed thousands of aviation enthusiasts, Patriots, and speed demons alike. We are dedicated to promoting the importance of aviation for patriotic observation, continued economic and educational growth, and community development for the Southeast Missouri region. In 2019 the CGRAF welcomes the US Navy Blue Angels Demonstration team for the 4th time!

EXPOSURE

As a sponsor of the 2019 CGRAF, your organization will receive high-impact visibility, employee engagement and excellent opportunities for interaction with air show attendees. Sponsorship elements create opportunities for mobile marketing, product sampling (upon approval), couponing, and lead generation. No matter the size of the business/organization, the Air Festival provides tremendous branding exposure.

Working with a diverse group of media partners and sponsors, the CGRAF promotional blitz will be inclusive of national, regional, and local media. Aggressive PR strategies, that leverage both social and traditional outreach, will reach an incredibly broad audience. Sponsorship deliverables include consistent and cohesive messaging that underscores the excitement, entertainment and educational experiences of a world-class air show.

We invite you to be a part of this high-impact, high-energy event. As an official Air Show Sponsor, your company will gain tremendous brand exposure and community good will. There are a variety of packages to choose from. Pick one that meets your company's needs, or let us tailor a promotional program just for you!



PRESENTING SPONSOR \$20,000

- ✈ Company name incorporated as the official “Presenting Sponsor” in over \$70,000 of advertising including
 - All Billboard, Television, Radio, and Print advertising
 - All digital and social media advertising
 - Sponsor Logo featured on Online tickets
 - Event Poster distributed throughout the area
 - Full Page Ad in Event Program
 - Presenting Sponsor listing on the www.capegirardeauairfestival.com website
 - Sponsor provided signage at event, as provided by sponsor
- ✈ 20x30 Chalet (Cash Sponsors Only) and up to 1,500 sq ft of promotional product space during event.
- ✈ 32 One-Day VIP Event Passes (Includes VIP Seating and Meal)
- ✈ 64 One-Day General Admission Passes
- ✈ 16 VIP Parking Passes
- ✈ Numerous mentions during air show by announcer
- ✈ Access to ALL social events including a sponsor meet and greet with the performers.
- ✈ One (1) Blue Angels Lithograph
- ✈ Three (3) Plane Rides (Subject to Availability and type of aircraft)



TOTAL VALUE
\$45,000

CORPORATE SPONSOR \$15,000

✈ Company name incorporated as the official “Corporate Sponsor” in over \$60,000 of the advertising including:

- All Television, Radio, and Print advertising
- All digital and social media advertising
- Event Poster distributed throughout the area
- One half page color ad in the event program
- Corporate listing on www.capgirardeaueairfestival.com
- Sponsor provided signage at event, as provided by sponsor

✈ 1,000 sq ft of promotional product space

✈ 24 One-Day VIP Passes (Includes VIP Seating and Meal)

✈ 48 One-Day General Admission Passes

✈ 12 VIP Parking Passes

✈ Numerous mentions during show by announcer

✈ Access to social events including a sponsor meet and greet with the performers.

✈ One (1) Blue Angels Lithograph

✈ Two (2) Plane Rides (Subject to Availability and type of aircraft)



ATTRACTION SPONSOR \$10,000

✈ Company name incorporated as the official “Attraction Sponsor” in over \$50,000 of the advertising including:

- All Radio and Print advertising
- All digital and social media advertising
- Event Poster distributed throughout the area
- One quarter page color ad in the event program
- Attraction Sponsor listing on www.capegirardeauairfestival.com
- Sponsor provided signage at event, as provided by sponsor

- ✈ 750 sq ft of promotional product space. Larger space available at additional charge
- ✈ 16 One-Day VIP Passes (Includes VIP Seating and Meal)
- ✈ 32 One-Day General Admission Passes
- ✈ 8 VIP Parking Passes
- ✈ Numerous mentions during show by announcer
- ✈ Access to social events including a sponsor meet and greet with the performers.
- ✈ Plaque of Appreciation
- ✈ One (1) Plane Ride (Subject to Availability and type of aircraft)

TOTAL VALUE
EVENTS
\$22,000



SALUTING SPONSOR \$5,000

- ✈ Company name incorporated as the official “Saluting Sponsor” in over \$25,000 of the advertising including:
 - All Radio and Print advertising
 - All digital and social media advertising
 - 50% discount on 1/2 page ad or less in the event program
 - Saluting Sponsor listing on the www.capegirardeauairfestival.com website
 - Sponsor provided signage at event, as provided by sponsor
- ✈ 500 ft² of promotional product space. Larger space available at additional charge
- ✈ 8 One-Day VIP Passes (Includes VIP Seating and Meal)
- ✈ 16 One-Day General Admission Passes
- ✈ 4 VIP Parking Passes
- ✈ Numerous mentions during air show by announcer
- ✈ Access to social events including a sponsor meet and greet with the performers.
- ✈ Plaque of Appreciation

TOTAL VALUE
ENTERED
\$12,000



LIBERTY SPONSOR \$2,500

✈️ Company name incorporated as the official “Liberty Sponsor” in over \$15,000 of the advertising including:

- Newspaper Print
- All digital and social media advertising
- 25% discount on 1/2 page ad or in the event program
- Liberty Sponsor listing on the www.capegirardeauairfestival.com website
- Sponsor provided signage at event, as provided by sponsor

✈️ 300 ft² of promotional product space. Larger space available at additional charge

✈️ 4 One-Day VIP Passes (Includes VIP Seating and Meal)

✈️ 8 One-Day General Admission Passes

✈️ 2 VIP Parking Passes

✈️ Mentions during air show by announcer

✈️ Access to social events including a sponsor meet and greet with the performers.

✈️ Plaque of Appreciation



TOTAL VALUE
\$7,000

ROCKET SPONSOR \$1,000

✈ Company name incorporated as the official “Rocket Sponsor” in over \$10,000 of the advertising including:

- Newspaper Print
- All digital and social media advertising
- 25% discount on 1/2 page ad or less in the event program
- Rocket Sponsor listing on www.capegirardeauairfestival.com
- One (1) Sponsor provided signage at event, as provided by sponsor

✈ 300 ft² of promotional product space. Larger space available at additional charge

✈ 2 One-Day VIP Passes (Includes VIP Seating and Meal)

✈ 4 One-Day General Admission Passes

✈ 1 VIP Parking Passes

✈ Mentions during air show by announcer

✈ Access to social events including a sponsor meet and greet with the performers.

✈ Certificate of Appreciation

TOTAL VALUE
\$2000



PLEDGE FORM

Sponsor:

Address:

City:

Phone:

Contact Person:

Please check appropriate sponsorship level:

- \$20,000----Presenting Sponsorship
- \$15,000----Corporate Sponsorship
- \$10,000----Attraction Sponsorship
- \$5,000----Saluting Sponsorship
- \$2,500----Liberty Sponsorship
- \$1,000----Rocket Sponsorship
- Other _____

Authorized Signature: _____ Date: _____

Check Enclosed

Please Bill Me

Please Send all Payments to:
Cape Girardeau Regional Airport - P.O. Box 617
Cape Girardeau, MO 63702-0617
(573) 334-6230 - FAX (573) 334-0499

