



JULY 9-10, 2016

SPONSORSHIP OPPORTUNITY

BRAND AWARENESS • MARKETING • MEDIA • EXPOSURE • CUSTOMIZE • OPPORTUNITY



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The Gary Air Show is the largest, outdoor event in Northwest Indiana.

500,000+ people are expected to attend the 2016 Air Show, which will take place at Marquette Park nestled along the shores of Lake Michigan.

Featuring the world-renowned **Blue Angels**, the **U.S. Army Golden Knights**, and dozens of other acts of aerial excitement.

Sponsoring the 2016 Gary Air Show will expose your company and brand to a diverse audience of all ages representing all demographics. Sponsors will have engagement opportunities to reach a wide audience, across a variety of mediums, while continually connecting new demographics. No event in Northwest Indiana has the reach and marketing impact of the Gary Air Show.

DEMOGRAPHICS

- LARGEST OUTDOOR EVENT IN NORTHWEST INDIANA
 - ATTRACTS 500,000+ RESIDENTS AND VISITORS
 - AIRSHOW ATTENDEES ARE DIVERSE, AFFLUENT, AND RANGE IN AGES
 - MORE THAN HALF OF ATTENDEES HAVE AN AVERAGE HOUSEHOLD INCOME OF \$75,000 OR MORE
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To sponsor the 2016 Gary Air Show or learn more, contact Anissa Smith at (219) 881-1367 or asmith@ci.gary.in.us



\$50,000 ALPHA SPONSORSHIP

- Industry exclusivity
- Prominent logo on inside cover of official Air Show program
- Company branded grandstand signage
- Frequent announcer mentions throughout weekend
- Company branded backdrop for fan photo opportunity
- Air Show social media and web branding
- Prominent logo placement on entrance banners
- Prominent logo placement on print ads
- VIP access to rehearsal day party
- VIP access to meet and greet with talent
- VIP parking passes
- Full page ad in Air Show program
- 2 - 10 x 10 promo booths in key locations
- Prominent logo space on step and repeat used for media interviews
- Opportunity to provide give-aways throughout the venue



- Opportunity to place feather and/or teardrop flags throughout the venue.

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\$25,000 BRAVO SPONSORSHIP

- Full page ad on official Air Show program
- Company branded grandstand signage
- Announcer mentions throughout weekend
- Company branded backdrop for fan photo opportunity
- Air Show social media and web branding
- Prominent logo placement on entrance banners
- Prominent logo placement on print ads
- VIP access to rehearsal day party
- VIP access to meet and greet with talent
- VIP parking passes
- 1 - 10 x 10 promo booth
- Prominent logo space on step and repeat used for media interviews
- Opportunity to provide give-aways throughout the venue



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\$10,000 CHARLIE SPONSORSHIP

- Promotional booth
- Give-away opportunity
- Logo placement on all print and on-line ads
- Logo placement on entrance banners
- Announcer mentions throughout the event
- 5 VIP parking passes to event
- Plus one of the following ad-ons

TICKETS

Every vehicle that parks will receive a ticket. We typically fill up about 6-7 lots each day of the Air Show. There will be ample space for exclusive use by your company for your logo or any artwork/layout you decide on the front and/or back of the ticket.

GOLF CARTS

There will be golf carts used by the staff throughout the venue. Those golf carts can have magnetized signs on it displaying your company name/logo.

BEER GARDEN SPONSORSHIP

The beer garden continues to be a popular gathering place for adult visitors of the Air Show. Your company can be the exclusive sponsor of this area which would include signage perhaps you can provide paper cups with your name/logo on it.

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\$5,000 DELTA SPONSORSHIP

- Promotional booth
- Logo placement on all print and on-line ads
- Logo placement on entrance banners
- 2 VIP parking passes to event

\$1,000 ECHO SPONSORSHIP

- Logo placement on all print and on-line ads
- 2 VIP parking passes to event

We can also customize a sponsorship package to meet your company's goals.

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