

2017



AIRSHOW



2017 SPONSORSHIP OPPORTUNITIES

PLANES OF FAME AIRSHOW | CHINO, CALIFORNIA

SATURDAY | SUNDAY | MAY 6 & 7, 2017

2017



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Thank you for your consideration and support.

Planes of Fame Air Museum sponsorship packages are adaptable to meet your needs. We are happy to customize a sponsorship based on your requirements to create a successful partnership. Funds raised benefit all programs at Planes of Fame including the Aviation Discovery Program, our education program. Your support of the show also helps the museum continue exhibiting these one-of-a-kind aircraft and educating the public about the contributions of our veterans and aviation pioneers.

Planes of Fame Airshow is the pre-eminent warbird show on the West Coast. We've experienced attendance records in each of the last five years and that trend will continue as fewer warbird air shows are being held nationwide. We have an extensive marketing and advertising program planned for 2017 and we look forward to including your organization in the materials.

Founded in 1957, Planes of Fame is where aviation history takes flight. It is the oldest independently operated aviation museum in the United States. The museum collection spans the history of manned flight from the Wright Flyer of 1903 to the Space Age Apollo capsule. The airshow is conducted as an activity of the museum, a 501 (c)(3) organization. We are confident your sponsorship will deliver desired results, while supporting an important historical resource in Southern California. Thank you for partnering with us and making the airshow a success. Join us May 6 & 7, 2017.

Our Mission

It is the Mission of Planes of Fame Air Museum to preserve aviation history, inspire interest in aviation, educate the public, and honor aviation pioneers and veterans.

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Airshows are marketing branding opportunities.

People are bombarded with advertisements from the moment they wake to the moment they go to sleep. Airshows provide a new and unique branding opportunity for marketers to escape the clutter and project their messages in a landscape that is not yet crowded with mass advertising.

For a period of time measured in hours and minutes rather than seconds, customers and potential customers are exposed to comparatively few messages. Airshows are world-class entertainment in a festival environment, organized by the community and for the community.

They provide companies with:

- Title sponsorship opportunities.
- Unmatched density of exposure.
- Intense fan loyalty.
- Ideal consumer demographics.
- Unparalleled sampling, couponing and product give-away opportunities.
- Exclusive brand sponsorship tied to on-site sales.
- Cross promotions between brands and area retailers.
- Partnerships between noncompeting products and services.
- One-of-a kind VIP hospitality.
- Identification with popular charitable causes.

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Exposure Opportunities.

Our airshow attracts spectators not only from Southern California, but the world. As you can see, our marketing strategy is comprehensive.

Marketing for You!

- Posters
- Flyers
- Postcards
- Program
- Direct Mail
- Television
- Radio
- Newspapers
- Magazines
- Newsletters
- Stage Announcing
- Outdoor Media
- Banners
- E-Blasts
- Rack Cards
- Facebook
- Instagram
- Website
- And more!

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PRESENTING WINGS SPONSOR

\$100,000

Opportunities.

A custom package has been designed with you in mind. Below are some of the benefits you will receive as a Presenting Wings Sponsor of the 2017 Planes of Fame Airshow. Unlimited possibilities are available to maximize the benefits to your company.

Presenting Wings

More than a \$200,000 cash value!

- Two Platinum Memberships to the Planes of Fame Air Museum, (30 passes), plus, four individual memberships.
- Chairman's Club passes (50) VIP Chalet passes (50)
- VIP Parking passes (25)
- Airshow General Admission adult passes (500)
(Can be used Sat., or Sun., kids 11 and under free admission)
- Event program ad, full page, color, premium placement*
- Recognition during airshow by announcer daily (15)
- Two public announcements during airshow each day (2)
- Premium booth space 20' x 20' - Reserve by 3/10/17*
- Logo on marketing materials which include, but, not limited to: Ads, flyers, poster, website, signs, e-mail blasts, facebook, and more.*
- Recognition in Planes of Fame Air Museum newsletter*
- Recognition in event program and sponsor banner*
- Website logo and link from airshow website
- Mention of name on radio commercials
- Four 4' x 12' giant banners displayed at event fencing during airshow weekend. Please provide banners.
- Airshow T-shirts (15)
- Exclusivity, and category exclusivity
- First right of refusal for 2018 (Deadline Aug. 1, 2017)

*Deadline applies to logo on printed materials and booth space.

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TITANIUM WINGS SPONSOR

\$50,000

Opportunities.

A custom package has been designed with you in mind. Below are some of the benefits you will receive as a Titanium Wings Sponsor of the 2017 Planes of Fame Airshow. Unlimited possibilities are available to maximize the benefits to your company.

Titanium Wings

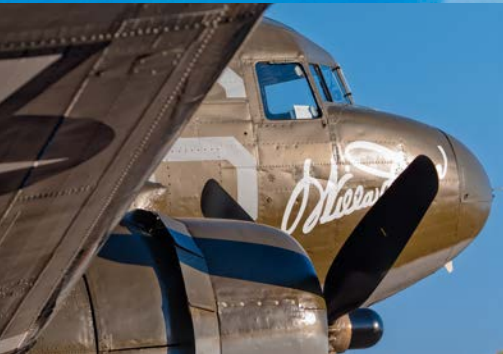
- One Platinum Membership to the Planes of Fame Air Museum, (15 passes), plus, four individual memberships.
- Chairman's Club passes (20)
- VIP Parking passes (10)
- Airshow General Admission adult passes (250)
(Can be used Sat. or Sun., kids 11 and under free admission)
- Event program ad, full page, color, premium placement*
- Recognition during airshow by announcer daily (10)
- Two public announcements during airshow each day (2)
- Premium booth space 10' x 20' - Reserve by 3/10/17*
- Logo on marketing materials which include, but, not limited to: Ads, flyers, poster, website, signs, e-mail blasts, facebook, and more.*
- Recognition in Planes of Fame Air Museum newsletter*
- Recognition in event program and sponsor banner*
- Website logo and link from airshow website
- Two 4' x 12' giant banners displayed at event fencing during airshow weekend. Please provide banners.
- Airshow T-shirts (12)
- Category exclusivity
- First right of refusal for 2018 (Deadline Aug. 1, 2017)

*Deadline applies to logo on printed materials and booth space.

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PLATINUM WINGS SPONSOR

\$25,000

Opportunities.

A custom package has been designed with you in mind. Below are some of the benefits you will receive as a Platinum Wings Sponsor of the 2017 Planes of Fame Airshow. Unlimited possibilities are available to maximize the benefits to your company.

Platinum Wings

- One Platinum Membership to the Planes of Fame Air Museum, (15 passes), plus, four individual memberships.
- Chairman's Club passes (15)
- VIP Parking passes (7)
- Airshow General Admission adult passes (50)
(Can be used Sat. or Sun., kids 11 and under free admission)
- Event program ad, full page, color, premium placement*
- Recognition during airshow by announcer daily (8)
- Two public announcements during airshow each day (2)
- Premium booth space 10' x 10' - Reserve by 3/10/17*
- Logo on marketing materials which include, but, not limited to:
Ads, flyers, poster, website, signs, e-mail blasts, facebook, and more.*
- Recognition in Planes of Fame Air Museum newsletter*
- Recognition in event program and sponsor banner*
- Website logo and link from airshow website
- Two 4' x 12' giant banners displayed at event fencing during airshow weekend. Please provide banners.
- Airshow T-shirts (8)
- Category exclusivity
- First right of refusal for 2018 (Deadline Aug. 1, 2017)

*Deadline applies to logo on printed materials and booth space.

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GOLD WINGS SPONSOR

\$10,000

Opportunities.

A custom package has been designed with you in mind. Below are some of the benefits you will receive as a Gold Wings Sponsor of the 2017 Planes of Fame Airshow. Unlimited possibilities are available to maximize the benefits to your company.

Gold Wings

- One Gold Membership to the Planes of Fame Air Museum, (12 passes), plus, two individual memberships.
- Chairman's Club passes (10)
- VIP Parking passes (5)
- Airshow General Admission adult passes (25)
(Can be used Sat. or Sun., kids 11 and under free admission)
- Event program ad, full page, color, key placement
- Recognition during airshow by announcer daily (5)
- A public announcement during airshow each day (2)
- Premium booth space 10' x 10' - Reserve by 3/10/17*
- Logo on marketing materials which include, but, not limited to: Ads, flyers, poster, website, signs, e-mail blasts, facebook, and more.*
- Recognition in Planes of Fame Air Museum newsletter*
- Recognition in event program and sponsor banner*
- Website logo and link from airshow website
- Two 3' x 8' giant banners displayed at event fencing during airshow weekend. Please provide banners.
- Airshow T-shirts (5)

*Deadline applies to logo on printed materials and booth space.

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SILVER WINGS SPONSOR

\$5,000

Opportunities.

A custom package has been designed with you in mind. Below are some of the benefits you will receive as a Silver Wings Sponsor of the 2017 Planes of Fame Airshow. Unlimited possibilities are available to maximize the benefits to your company.

Silver Wings

- One Silver Membership to the Planes of Fame Air Museum, (10 passes)
- Chairman's Club passes (8)
- VIP Parking passes (4)
- Airshow General Admission adult passes (15)
(Can be used Sat. or Sun., kids 11 and under free admission)
- Event program ad, half page, color*
- Recognition during airshow by announcer daily (3)
- One public announcement during airshow (1)
- Premium booth space 10' x 10' - Reserve by 3/10/17*
- Logo on marketing materials which include, but, not limited to: Ads, flyers, poster, website, signs, e-mail blasts, facebook, and more.*
- Recognition in Planes of Fame Air Museum newsletter*
- Recognition in event program and sponsor banner*
- Website logo and link from airshow website
- Two 3' x 6' banners displayed at event fencing during airshow weekend. Please provide banners.
- Airshow T-shirts (3)

*Deadline applies to logo on printed materials and booth space.

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BRONZE WINGS SPONSOR

\$2,500

Opportunities.

A custom package has been designed with you in mind. Below are some of the benefits you will receive as a Bronze Wings Sponsor of the 2017 Planes of Fame Airshow. Unlimited possibilities are available to maximize the benefits to your company.

Bronze Wings

- One Gold Membership to the Planes of Fame Air Museum,
- One Family Membership to the Planes of Fame Air Museum, (6 passes).
- Chairman's Club passes (4)
- VIP Parking passes (2)
- Airshow General Admission adult passes (10)
(Can be used Sat. or Sun., kids 11 and under free admission)
- Event program ad, 1/4 page color ad*
- Recognition during airshow by announcer daily (2)
- Recognition in Planes of Fame Air Museum newsletter*
- Recognition in event program and sponsor banner*
- Logo on website*
- One 3' x 6' banner displayed at event fencing during airshow weekend. Please provide banner.
- Airshow T-shirts (2)

*Deadline applies to printed materials.

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COPPER WINGS SPONSOR

\$1,000

Opportunities.

A custom package has been designed with you in mind. Below are some of the benefits you will receive as a Copper Wings Sponsor of the 2017 Planes of Fame Airshow. Unlimited possibilities are available to maximize the benefits to your company.

Copper Wings

- One Family Membership to the Planes of Fame Air Museum, (4 family member passes).
- Chairman's Club passes (2)
- VIP Parking passes (1)
- Airshow General Admission adult passes (5)
(Can be used Sat. or Sun., kids 11 and under free admission)
- Recognition in event program and sponsor banner*
- Recognition during airshow by announcer daily (1)
- Recognition in Planes of Fame Air Museum newsletter*
- Airshow T-shirt (1)

*Deadline applies to printed materials.

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SPECIAL WINGS SPONSOR PACKAGES **CUSTOM**

Opportunities.

These custom packages have been designed to capture special interests of the 2017 Planes of Fame Airshow. We hope you will consider these options designed to deliver.

VETERANS SPONSOR

\$15,000

Through your sponsorship, a panel of Veterans will be able to speak during the airshow and receive a bronze plaque. Your company name will be utilized on all the materials for the airshow to promote this benefit, plus, you will receive all the perks listed under the Gold Wings Sponsorship. This is a great way to show your patriotism to the men and women that have worked hard and sacrificed their lives to protect the freedom we enjoy today. This is an exclusive sponsorship opportunity.

KIDS AREA SPONSOR

\$5,000

This is an exclusive sponsorship opportunity. Children are a major part of our airshow, and you would not want to miss exclusivity of being naming sponsor of this area. Your company name will be utilized on all the materials for the kids area, plus, you will receive all the perks listed under the Silver Wings Sponsorship.

Deadline applies to printed materials.

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FRIENDS OF THE AIRSHOW SPONSOR CUSTOM

Opportunities.

A custom package has been designed with you in mind. Below are some of the benefits you will receive as a (cash) Friends sponsor of the 2017 Planes of Fame Airshow. We thank you for your participation.

FRIENDS OF THE AIRSHOW

\$250 – \$500+

- One Individual Membership to the Planes of Fame Air Museum
- Airshow General Admission adult passes (2)
(Can be used Sat. or Sun., kids 11 and under free admission)
- Recognition in event program*
- Recognition in Planes of Fame Air Museum newsletter*

*Deadline applies to printed materials.

2017 PLANES OF FAME AIRSHOW SPONSORSHIP APPLICATION

LEVEL OF SPONSORSHIP

In Support of the Planes of Fame Air Museum,
please sign me up for the following sponsorship level:

- Presenting Wings Sponsor \$100,000
- Titanium Wings Sponsor..... \$50,000
- Platinum Wings Sponsor \$25,000
- Gold Wings Sponsor..... \$10,000
- Silver Wings Sponsor \$5,000
- Bronze Wings Sponsor..... \$2,500
- Copper Wings Sponsor \$1,000
- Special Wings Sponsor \$ _____
- Friends of the Airshow Sponsor..... \$ _____



Company / Organization _____

Contact Person _____

Address _____

City/State/Zip _____

Phone (_____) _____

Cellular (_____) _____

Fax (_____) _____

E-mail _____

Please charge my: VISA MasterCard Discover American Express

No. _____ Exp. _____

Name on credit card _____ Signature _____

Please make checks payable to: **Planes of Fame Air Museum**
Mail to: Planes of Fame Air Museum, 7000 Merrill Ave., #17, Chino, CA 91710
FAX to: 909.597.4755

For more information, please contact committee representatives:
Karen Hinton at 909.597.4754, karen.hinton@planesoffame.org
Harry Geier at 909.597.7576, harry.geier@planesoffame.org
Tom Nightingale at 951.201.9900, tom.nightingale@wellsfargo.com
Susan Harrison at 909.744.9317, cell 951.640.0455, flylady112tc@yahoo.com

Sponsorship deadline applies to printed materials. **THANK YOU.**

The tax deductible contribution for each package varies. Straight donations to the Planes of Fame Air Museum are 100% tax deductible. Planes of Fame Air Museum is a 501(c)(3) organization. Tax ID# 95-6092771