

**DON'T MISS YOUR CHANCE TO HAVE YOUR ORGANIZATION
AT ONE OF THE BIGGEST EVENTS IN SOUTHERN CALIFORNIA!**

**10'x10' Display space pricing starts at \$2,500
Brand presence ONLY starts at \$500**



150,000+
ESTIMATED ATTENDANCE

BRANDING ONLY PARTNERS

This program is designed to allow companies large or small to be involved with the SoCal Air Show and demonstrate support of military and civilian aviation history. **All levels include logo on the entrance banner, sponsor page in program and on website.**

**These packages do not include a footprint at the event. Please reference footprint pricing on the previous page.*

PLATINUM - \$2,500

- 1/4-Page Ad in Program
- 4 Public Announcement Mentions/Day
- Logo Recognition at Main Entrance
- 4 invitations to the VIP Hospitality Chalet per day
- 4 Preferred Parking Passes per day (Total)

SILVER - \$1,000

- 2 Public Announcement Mentions/Day
- Logo Recognition at Main Entrance
- 2 invitations to the VIP Hospitality Chalet (Total)
- 2 Preferred Parking Passes per day (Total)

NAMING RIGHTS FOR AERIAL ACTS OR KID'S ZONE

\$4,000-\$15,000

PROGRAM AD

Place your ad in the official SoCal Air Show program. Sponsor receives advertising in the official air show souvenir programs sold on-site in program packs.

GOLD - \$1,500

- 3 Public Announcement Mentions/Day
- Logo Recognition at Main Entrance
- 4 invitations to the VIP Hospitality Chalet (Total)
- 3 Preferred Parking Passes per day (Total)

BRONZE - \$500

- 1 Public Announcement Mentions/Day
- Logo Recognition at Main Entrance
- 2 invitations to the VIP Hospitality Chalet (Total)
- 1 Preferred Parking Passes per day (Total)

AD RATES

SIZE	RATE
Full-Page	\$1,000
1/2-Page	\$800
1/4-Page	\$500

**Companies that are certified 501(c)(3) organizations or bona fide government agencies receive a discount.*

All sponsor packages receive premium crowdline footprint locations

PRESENTING SPONSOR (\$25,000+)

ON-SITE FLIGHT LINE EXPOSURE:

- One-on-one interaction with more than 150,000 attendees
- Business logo on sponsor "Thank You" banner at event entry
- Two (2) footprint locations (*Footprint size is negotiable*)
- 20 public address mentions throughout the weekend

ADVERTISING:

- Active link on airshow & March FSS websites
- Business logo recognition on Souvenir Program event map
- Full-page advertisement in the Souvenir Program
- Larger business logo on the Souvenir Program sponsorship page

HOSPITALITY:

- Twenty (20) Preferred Parking Passes
- Twenty (20) invitations to the VIP Hospitality

SUPPORTING SPONSOR (\$10,000)

ON-SITE FLIGHT LINE EXPOSURE:

- One-on-one interaction with more than 150,000 attendees
- Business logo on sponsor "Thank You" banner at event entry
- 20'x20' footprint in high traffic location
- 6 public address mentions throughout the weekend

ADVERTISING:

- Active link on airshow & March FSS websites
- Half-page advertisement in the Souvenir Program
- Logo placed in the Official Souvenir Program on the sponsorship page

HOSPITALITY:

- Ten (10) Preferred Parking Passes
- Ten (10) invitations to the VIP Hospitality Chalet

NAMING RIGHTS FOR AERIAL ACTS OR KID'S ZONE

\$4,000-\$15,000

*Custom footprints are available upon request.

*Companies that are certified 501(c)(3) organizations or bona fide government agencies receive a discount.

ASSOCIATE SPONSOR (\$15,000)

ON-SITE FLIGHT LINE EXPOSURE:

- One-on-one interaction with more than 150,000 attendees
- Business logo on sponsor "Thank You" banner at event entry
- 20'x30' footprint (*Footprint size is negotiable*)
- 12 public address mentions throughout the weekend

ADVERTISING:

- Active link on airshow & March FSS websites
- Business logo recognition on Souvenir Program event map
- Half-page advertisement in the Souvenir Program

HOSPITALITY:

- Fifteen (15) Preferred Parking Passes
- Fifteen (15) invitations to the VIP Hospitality Chalet

CONTRIBUTING SPONSOR (\$7,500)

ON-SITE FLIGHT LINE EXPOSURE:

- One-on-one interaction with more than 150,000 attendees
- Business logo on sponsor "Thank You" banner at event entry
- 10'x10' footprint location in high traffic location
- 4 public address mentions throughout the weekend

ADVERTISING:

- Active link on airshow & March FSS websites
- Logo placed in the Official Souvenir Program on the sponsorship page

HOSPITALITY:

- Five (5) Preferred Parking Passes
- Five (5) invitations to the VIP Hospitality Chalet

PREFERRED EXHIBITOR

(\$2,500- \$4,750)

10' x 10' footprint: \$2,500

10' x 20' footprint: \$3,250

Front Gate 10'x20' footprint: \$4,750