

# AIRSHOW

SPONSORSHIP OPPORTUNITIES **2015**



2015 CHINO AIRSHOW | SAT & SUN | MAY 2-3, 2015

[WWW.PLANESOFFAME.ORG](http://WWW.PLANESOFFAME.ORG)



Thank you for your  
consideration and support.

The Planes of Fame Air Museum sponsorship programs are flexible and adaptable to meet your needs. We can customize a sponsorship package for you, based on your requirements, to create a successful partnership. Funds raised benefit all programs at Planes of Fame including the Aviation Discovery Program. The goal of this new program is to offer STEM instruction to K-12 students in an aviation context. The result is twofold: 1) the kids have so much fun they may not realize they are learning Math and Science and 2) they are exposed to new career paths, reinforcing why it is so important to master these skills. We are confident your sponsorship will deliver your needed results while providing wonderful STEM education opportunities for students. Planes of Fame Air Museum is a 501(c)(3) organization and will provide the documentation required by your company.

## 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.



Thank you for your interest in supporting the annual Planes of Fame Airshow, the preeminent warbird show on the West Coast since 1980.

In each of the last five years, we've experienced attendance records and we expect that momentum to continue. Your

support of the show helps the museum continue exhibiting these one of a kind aircraft, educating the public about the contributions of our veterans and aviation pioneers. We have an extensive marketing and advertising program planned for 2015 and we look forward to including your organization in the materials.

The Planes of Fame Air Museum, founded in 1957 by Ed Maloney, is where aviation history lives. It is the oldest independently operated aviation museum in the United States. The museum collection spans the history of manned flight from the Chanute Hang Glider of 1896 to the space age Apollo Capsule.

This event is conducted as an activity of the Planes of Fame Air Museum, a 501(c)(3) organization. The proceeds support the children of local schools through our new interactive Aviation Discovery Program and Center, the monthly living history days and the preservation of aviation history for all.

We thank you for partnering with us and making the airshow a success. Please join us on May 2-3, 2015 for this spectacular family event.

Your friend and partner,



Karen Hinton  
Director of Development  
Planes of Fame Air Museum  
7000 Merrill Ave., #17, Chino, CA 91710  
909.597.3722 | Direct 909.597.4754  
karen.hinton@planesoffame.org  
www.planesoffame.org

## AIRSHOW EVENT DEMOGRAPHICS

### Airshows are clearly family events.

Half of the attendees (48%) had a child in their group. One third of attendees (32%) had a child under 10 years old in their group.

Among all attendees the average group size was 3.6 people. Among those attending with children the average group size was 4.6. For those attending with children under 10 years old, the size was 4.9 people.

The majority is male. Seven out of ten (72%) are over 35 years old. 28% under 35 years old, 41% between 35 and 49 years old and 31% over 50 years old.

Four out of ten (41%) completed four-year college or higher. 25% four year college and 16% post graduate degree.

Gender	Male.....	61%
	Female.....	39%
Age	18-24 .....	9%
	25-29 .....	9%
	30-34 .....	10%
	35-39 .....	13%
	40-44 .....	14%
	45-49 .....	14%
	50-54 .....	10%
	55-59 .....	7%
	60+ .....	14%
Attending with children	Yes .....	48%
	No .....	52%
Household Income	Under \$18,000.....	5%
	\$18,000 - \$25,000 .....	6%
	\$25,000 - \$35,000 .....	10%
	\$35,000 - \$50,000 .....	15%
	\$50,000 - \$75,000 .....	24%
	\$75,000 - \$100,000 .....	19%
	\$100+ .....	21%
Own home	Own .....	68%
	Rent.....	24%
	Other.....	8%
Education	Some High School.....	4%
	High School Graduate .....	21%
	Some College .....	34%
	College Graduate .....	25%
	Post Graduate .....	16%
Internet	Access at home.....	80%
Purchasing power	Bought new car in last 3 years .....	40%



### 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 non-competing products and services.
- One-of-a kind VIP hospitality.
- Identification with popular charitable causes.

Source: International Council of Air Shows (ICAS) 2006 Spectator Research; Data Summary January 2007.

## EXPOSURE OPPORTUNITIES

### MARKETING STRATEGY

#### Publications

Aeroplane Monthly  
Aircraft Illustrated  
Air Classics Magazine  
Airventure Publishing  
American Towns  
Antelope Valley News  
The Argonaut  
AOPA Magazine  
Big Bear Grizzly  
Bomber Legends Magazine  
China Post  
Chino Champion  
Chino Valley Parent  
City News Group  
(Colton, Grand Terrace, Loma Linda)  
Claremont Courier  
Daily Aviator  
Daily Bulletin  
Daily Press - High Desert/Victorville  
Desert Trail  
Desert Sun / Palm Springs  
EAA -Sport Aviation/Sport Pilot  
El Mojave  
Flight Journal  
FlyPast  
Flightpath & Pacific Wings Magazines  
Hesperia Star  
High Desert Star  
In Flight  
Inland Empire Magazine  
Inland Empire Weekly  
Inland Entertainment Review  
Inland Valley Daily  
LA Library Writer's Coach  
LA Parent Magazine  
La Prensa (El D)  
LA Times Travel  
LA Times  
LA Times - Glendale News Press  
Mountaineer Progress  
OC Weekly  
Ontario Convention Center & Visitors Bureau  
Orange County Register  
Orange County Register Entertainment  
Pacific Wings Magazine  
Palm Springs Life Magazine  
Pasadena Star News  
Pasadena Independent  
Pasadena Weekly  
PilotMag  
Press Telegram / Long Beach  
San Bernardino County  
San Bernardino Sun Newspaper  
San Diego Union Tribune  
San Marino Tribune  
Santa Paula Times  
Smithsonian Air & Space Magazine  
Southwest Aviation Report  
South Pasadena Review  
The Press-Enterprise / Riverside  
Urban Living Magazine  
Warbird Aero Press  
Warbird Magazine  
Warbird Radio  
Westways AAA magazine  
World Airshow News magazine  
Whittier Daily News  
Wings of Gold

#### Radio

AM 1510 Ontario  
KOLA FM 99.9  
KFROG  
KCAL 96.7 FM  
Honor Duty Country 590 AM  
KROQ  
KLOS  
KCBS  
KYSR  
KBIG  
KSPA

#### TV

KABC-TV  
KCAL - TV  
KCBS-TV  
KNBC-TV  
KTLA - Channel 5  
Fox News - Channel 11

#### Organizations Marketing

4th District - San Bernardino Co  
American Legion  
Auto Club of Southern California  
Boys and Girls Clubs  
Chino Valley Chamber  
County of San Bernardino  
Dir. Of County's Museum  
Larry Stone Books  
Ontario Convention Center  
& Visitors Bureau  
Planes of Fame Air Museum  
Gift Shop  
San Bernardino County Airports  
University of La Verne  
Wathen Aviation Academy  
YMCA  
Young Eagles

#### Websites

Chino Airport  
Dave's Warbirds Websites  
DeltaWeb Airshow Guide  
Ontario Convention Center  
& Visitors Bureau  
Palm Springs Desktop  
Planes of Fame Air Museum  
Website & Facebook  
Recreational Flying Website  
Warbird Depot Website  
Daily Bulletin banner ads

#### Advertisements

Air Classics  
Chino Champion  
Daily Bulletin  
Family Magazine  
FlyPast (UK)  
InFlight USA  
Inland Empire Travelhost  
Inland Entertainment Review  
Orange County Register  
Warbirds International  
KROQ  
KLOS  
KCBS  
KYSR  
KBIG  
KSPA



### Marketing for you.

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

#### Additional Promotion

Posters  
Flyers  
Mini flyers  
Postcards  
Coloring pages  
Chamber of Commerce inserts  
Event program  
PA announcing during event  
E-mail Blasts  
Facebook postings  
Billboards  
Banners on airport fence  
Twitter

#### Celebrity Appearances Mention

People.com  
JonesMagazine.com  
abc.news.go.com



## PRESENTING 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 Sponsor of the 2015 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.
- Airshow adult passes (500)
- Airshow kids passes (200)
- Private premium position catered chalet for you and your guests to use Friday, Saturday and Sunday (50)
- VIP Parking passes (25)
- **NEW!** Admission passes for the Friday Airshow "Preview Day" (50)
- **NEW!** VIP Chalet access for Friday's airshow preview day
- 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 20' x 20' - Reserve by 3/15/15\*
- 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 commercial
- 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 2016 (Deadline Aug. 1, 2015)

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

## TITANIUM WINGS SPONSORSHIP

**\$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 2015 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.
- Airshow adult passes (250)
- Airshow kids passes (150)
- VIP Catered Chalet Airshow passes (35)
- VIP Parking passes (20)
- **NEW!** Admission passes for the Friday Airshow "Preview Day" (50)
- **NEW!** VIP Chalet access for Friday's airshow preview day
- Event program ad, full page, color, premium placement\*
- Recognition during airshow by announcer daily (6)
- Two public announcements during airshow each day (2)
- Premium booth space 10' x 20' - Reserve by 3/15/15\*
- 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 2016 (Deadline Aug. 1, 2015)

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

## PLATINUM WINGS SPONSORSHIP

**\$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 2015 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.
- Airshow adult passes (50)
- Airshow kids passes (100)
- VIP Catered Chalet Airshow passes (25)
- VIP Parking passes (12)
- **NEW!** Admission passes for the Friday Airshow "Preview Day" (50)
- **NEW!** VIP Chalet access for Friday's airshow preview day
- Event program ad, full page, color, premium placement\*
- Recognition during airshow by announcer daily (5)
- Two public announcements during airshow each day (2)
- Premium booth space 10' x 10' - Reserve by 3/15/15\*
- 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 2016 (Deadline Aug. 1, 2015)

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

## GOLD WINGS SPONSORSHIP

**\$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 2015 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.
- Airshow adult passes (25)
- Airshow kids passes (50)
- VIP Catered Chalet Airshow passes (15)
- VIP Parking passes (8)
- **NEW!** Admission passes for the Friday Airshow "Preview Day" (25)
- Event program ad, full page, color, key placement
- Recognition during airshow by announcer daily (3)
- A public announcement during airshow each day (2)
- Premium booth space 10' x 10' - Reserve by 3/15/15\*
- 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.

## SILVER WINGS SPONSORSHIP

**\$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 2015 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).
- Airshow adult passes (15)
- Airshow kids passes (25)
- VIP Catered Chalet Airshow passes (8)
- VIP Parking passes (4)
- **NEW!** Admission passes for the Friday Airshow "Preview Day" (25)
- Event program ad, half page, color\*
- Recognition during airshow by announcer daily (2)
- One public announcement during airshow (1)
- Premium booth space 10' x 10' - Reserve by 3/15/15\*
- 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.

## BRONZE WINGS SPONSORSHIP

**\$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 2015 Planes of Fame Airshow. Unlimited possibilities are available to maximize the benefits to your company.



### Bronze Wings

- One Family Membership to the Planes of Fame Air Museum, (6 passes).
- Airshow adult passes (10)
- Airshow kids passes (20)
- VIP Catered Chalet Airshow passes (4)
- VIP Parking passes (2)
- **NEW!** Admission passes for the Friday Airshow "Preview Day" (20)
- 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.

## COPPER WINGS SPONSORSHIP

**\$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 2015 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).
- Airshow adult passes (5)
- Airshow kids passes (10)
- VIP Catered Chalet Airshow passes (2)
- VIP Parking passes (1)
- **NEW!** Admission passes for the Friday Airshow "Preview Day" (10)
- 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.

## FRIENDS OF THE AIRSHOW SPONSORSHIP

**\$250-\$500**



### 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 the 2015 Planes of Fame Airshow. We thank you for your participation.

### Friends of the Airshow

- One Individual Membership to the Planes of Fame Air Museum
- Airshow adult passes (2)
- Airshow kids passes (5)
- **NEW!** Admission passes for the Friday Airshow "Preview Day" (4)
- Recognition in event program\*
- Recognition in Planes of Fame Air Museum newsletter\*

\*Deadline applies to printed materials.



## SPECIAL SPONSORSHIPS FOR 2015

### CUSTOM



### Opportunities.

These custom packages have been designed to capture special interests of the 2015 Planes of Fame Airshow. We hope you will consider these options designed to deliver.

### VETERAN'S SPONSORSHIP

**\$15,000**

Through your sponsorship, a panel of American 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 SPONSORSHIP

**\$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.



### AIRSHOW AND TASTE OF FLIGHT GALA SPONSORSHIP BUNDLES

**CUSTOM**

To maximize your company exposure, we are able to create a custom package for you by bundling our two largest events of the year. Each year, Taste of Flight brings a high-profile aviation figure bringing hundreds of leaders together. We also offer custom "Presenting Sponsorships." Let's meet, and discuss this possibility!

Deadline applies to printed materials.





## 2015 AIRSHOW SPONSORSHIP APPLICATION

### LEVEL OF SPONSORSHIP

In Support of the 2015 Planes of Fame Airshow,  
please sign me up for the following sponsorship level:

- Presenting 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
- Friend of the Airshow Sponsor.....\$ \_\_\_\_\_
- Special Sponsorship .....\$ \_\_\_\_\_

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 'T' Geier at 909.597.7576, harry.geier@planesoffame.org  
 Tom Nightingale at 951.201.9900, tom.nightingale@wellsfargo.com  
 Susan Newman-Harrison at 909.626.7442, 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