

2018



AIRSHOW



2018 SPONSORSHIP OPPORTUNITIES

PLANES OF FAME AIRSHOW | CHINO, CALIFORNIA

SATURDAY | SUNDAY | MAY 5 & 6, 2018

2018



AIRSHOW



The Planes of Fame Airshow is here! Bigger and better than ever before.

On Saturday, May 5 and Sunday, May 6, the skies over Chino Airport will fill with the sights and sounds of one of America's greatest treasures.

Rare and historic warbirds, thrilling aerobatic acts, powerful military aircraft, and dynamic ground displays guarantee to make the 2018 Airshow one that everyone will enjoy and long remember.

We need your support.

As a sponsor to the Planes of Fame Airshow, you'll be helping to present a longstanding Southern California tradition. For over forty years, our Airshow has entertained and inspired millions of visitors. The line-up for 2018 will continue this legacy.

With weekend attendance expected to top 40,000 spectators, the 2018 Airshow is a great way to gain sponsor exposure with a local Southern California audience as well as aviation enthusiasts from around the world. Our extensive marketing and promotional program will give the event, and your support, exposure into key markets.

On the pages that follow are our major sponsorship offerings and the benefits each provides our donors. We'll also be happy to work up a customized package for you.

We thank you for your consideration of support for the 2018 Planes of Fame Airshow. Together we can produce a great show – one full of inspiration, education, patriotism, and a wonderful time for all.

Our Mission

The Planes of Fame Airshow is presented by the Planes of Fame Air Museum. Now in our 61st year, it is the Mission of the Planes of Fame Air Museum to preserve aviation history, inspire interest in aviation, educate the public, and honor aviation pioneers and veterans.

Proceeds from the Air Show help us to fulfill this mission through aircraft restoration, educational programs for school-age youth, enhanced museum exhibits and attractions, and community engagement.

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PRESENTING WINGS SPONSOR

\$100,000

More than a \$200,000 cash value!

- One Lifetime Membership to the Planes of Fame Air Museum, plus four family 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 3/09/18*
- 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)
- Category exclusivity
- First right of refusal for 2019 Airshow

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

“Supporting the Planes of Fame Airshow benefits the preservation of historic aircraft while reminding us of our heritage and inspiring our future generations of dreamers and doers.”

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TITANIUM WINGS SPONSOR

\$50,000

- One Platinum Membership to the Planes of Fame Air Museum, plus two family 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 3/09/18*
- 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)
- First right of refusal for 2019

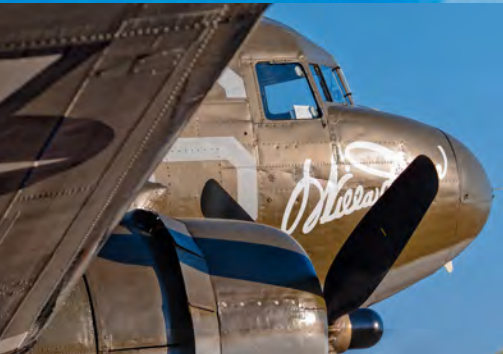
*Deadline applies to logo on printed materials and booth space.

"Our support of the Planes of Fame Airshow is because we believe it's important to keep traditions alive. The Airshow is a Southern California institution."

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PLATINUM WINGS SPONSOR

\$25,000

- One Platinum Membership to the Planes of Fame Air Museum, 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 3/09/18*
- 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)
- First right of refusal for 2019

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

“Sponsoring the Planes of Fame Airshow is an opportunity to reach those in our neighboring communities in an environment that is exciting, patriotic, and meaningful.”

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GOLD WINGS SPONSOR

\$10,000

- One Gold Membership to the Planes of Fame Air Museum, 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 3/09/18*
- 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.

"The Planes of Fame Airshow is a time machine. It allows us to step back to a prior era and for a moment, touch and appreciate the sacrifices and contributions of our greatest generations."

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SILVER WINGS SPONSOR

\$5,000

- One Gold Membership to the Planes of Fame Air Museum.
- 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 3/09/18*
- 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.

"We sponsor the annual Planes of Fame Airshow because it promotes a worthwhile cause – bringing our history to life for all to see, hear, and enjoy."

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BRONZE WINGS SPONSOR

\$2,500

- One Silver Membership to the Planes of Fame Air Museum.
- Chairman's Club passes (6)
- 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.

"Airshows are the lifeblood of aviation. They inspire the next generation to get involved and also illustrate lessons from history which must not be forgotten."

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COPPER WINGS SPONSOR

\$1,000

- One Family Membership to the Planes of Fame Air Museum
- 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.

"Having attended the air show nearly every year of my life, the Planes of Fame Airshow has given me tremendous appreciation for history and the sacrifices of our veterans."

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SPECIAL WINGS SPONSOR PACKAGES **CUSTOM**

Opportunities.

These custom packages have been designed to capture special interests of the 2018 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.

"This is the best airshow in the country. Watching these historic airplanes fly is an exciting experience."

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FRIENDS OF THE AIRSHOW SPONSOR

Opportunities.

These custom packages have been designed to capture special interests of the 2018 Planes of Fame Airshow.

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.

“Where else can children and parents together discover the awe and wonder of flight in a setting that reminds us all that is good with our country?”

2018 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, 14998 Cal Aero Drive, Chino, CA 91710

FAX to 909.597.4755 or scan and email to Liz.Esparza@planesoffame.org

For more information, please contact the following representatives:

Brian Finnegan at 909.597.3722, ext. 108, brian.finnegan@planesoffame.org

Liz Esparza at 909.597.3722, ext. 120, liz.esparza@planesoffame.org

Susan Newman-Harrison at 909.744.9317, cell 951.640.0455, flylady112tc@yahoo.com

Harry Geier at 909.597.7576, harry.geier@planesoffame.org (*Graphics and logo submissions*)

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