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 2013 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 4-5, 2013 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
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%

EXPOSURE OPPORTUNITIES
MARKETING STRATEGY

Marketing for you.

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

**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 Presa (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 Flyer Newspaper
- 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-TB
- 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**
- AirshowBuzz.com
- 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

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

**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
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 2013 Planes of Fame Airshow. Unlimited possibilities are available to maximize the benefits to your company.

Presenting Wings

- Two Platinum Membership 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)
- 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’
- Logo on marketing materials which include, but, not limited to: Ads, flyers, postcards, poster, website, passes, signs, e-mail blasts, facebook, and more.
- Recognition in Planes of Fame Air Museum newsletter
- Website logo and link from airshow website
- Signage on speakers (provide 10, size 18” x 24”)
- Name on electronic board
- Mention of name on radio commercial
- Four 4’ x 12’ giant banners displayed at event fencing during airshow weekend. Please provide banners.
- Your flyer inserted in our publicity media kit.
- Four airshow posters, autographed by performers.
- Airshow T-shirts (15)
- Option to have logo on a performers wings (first come basis)
- Exclusivity, and category exclusivity
- First right of refusal for 2014

Deadline applies to logo on printed materials.
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 2013 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”
- 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 20’ x 20’
- Logo on marketing materials which include, but, not limited to:
  - Ads, flyers, postcards, poster, website, passes, signs, e-mail blasts, facebook, and more.
- Recognition in Planes of Fame Air Museum newsletter
- Website logo and link from airshow website
- Signage on speakers (provide 10, size 18” x 24”)
- Name on electronic board
- Mention of name on radio commercial
- Two 4’ x 12’ giant banners displayed at event fencing during airshow weekend. Please provide banners.
- Your flyer inserted in our publicity media kit.
- Two airshow posters, autographed by performers.
- Airshow T-shirts (12)
- Option to have logo on a performers wings (first come basis)
- Category exclusivity
- First right of refusal for 2014

Deadline applies to logo on printed materials.
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 2013 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”
- 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 20’ x 20’
- Logo on marketing materials which include, but, not limited to:
  - Ads, flyers, postcards, poster, website, passes, signs, e-mail blasts, facebook, and more.
- Recognition in Planes of Fame Air Museum newsletter
- Website logo and link from airshow website
- Signage on speakers (provide 8, size 18” x 24”)
- Name on electronic board
- Mention of name on radio commercial
- Two 4’ x 12’ giant banners displayed at event fencing during airshow weekend. Please provide banners.
- Your flyer inserted in our publicity media kit.
- Two airshow posters, autographed by performers.
- Airshow T-shirts (8)
- Option to have logo on a performers wings (first come basis)
- Category exclusivity
- First right of refusal for 2014

Deadline applies to logo on printed materials.
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 2013 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”
- 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 20’
- Logo on marketing materials which include, but, not limited to:
  - Ads, flyers, postcards, poster, website, passes, signs, e-mail blasts, facebook, and more.
- Recognition in Planes of Fame Air Museum newsletter
- Website logo and link from airshow website
- Mention of name on radio commercial
- Two 3’ x 8’ giant banners displayed at event fencing during airshow weekend. Please provide banners.
- Your flyer inserted in our publicity media kit.
- Airshow poster, autographed by performers.
- Airshow T-shirts (5)

Deadline applies to logo on printed materials.
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 2013 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”
- 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’
- Logo on marketing materials which include, but, not limited to: Ads, flyers, postcards, poster, website, passes, signs, e-mail blasts, facebook, and more.
- Recognition in Planes of Fame Air Museum newsletter
- Website logo and link from airshow website
- Two 3’ x 6’ banners displayed at event fencing during airshow weekend. Please provide banners.
- Airshow poster, autographed by performers.
- Airshow T-shirts (3)

Deadline applies to logo on printed materials.
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 2013 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”
- Event program ad, 1/4 page color ad
- Recognition during airshow by announcer daily (2)
- Name on marketing materials which include, but, not limited to: Ads, flyers, postcards, poster, website.
- Recognition in Planes of Fame Air Museum newsletter
- Website logo
- One 3’ x 6’ banners displayed at event fencing during airshow weekend. Please provide banners.
- Airshow poster, autographed by performers.
- 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 2013 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”
- Recognition in event program
- Recognition during airshow by announcer daily (1)
- Recognition in Planes of Fame Air Museum newsletter
- Airshow poster, autographed by performers.
- Airshow T-shirts (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 2013 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”
- Recognition in event program
- Recognition in Planes of Fame Air Museum newsletter
- Airshow poster, autographed by performers.

Deadline applies to printed materials.
SPECIAL SPONSORSHIPS FOR 2013

CUSTOM

Opportunities.
These custom packages have been designed to capture special interests of the 2013 Planes of Fame Airshow. We hope you will consider these options designed to deliver.

VETERAN’S SPONSORSHIP
$10,000
This year’s theme is “Lightning Strikes.” Three Fighter Groups will participate as part of their reunion.

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 AIRSHOW 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 airshow, 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.
2013 AIRSHOW SPONSORSHIP APPLICATION

LEVEL OF SPONSORSHIP

In Support of the 2013 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
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