

August 20th & 21st, 2011

Why Sponsor the Selfridge Air Show?



SELFRIDGE AIR SHOW							
Sponsor Benefits							
Category	Sponsor Cost	No. of Days	Chalet Size	No. of Guests Per Day	VIP Parking Passes Per Day	Friday Evening Social Tickets	Program Ads
TITLE	\$50,000	2	120 x 50	500	150	16	Two Full Page
DIAMOND	\$25,000	2	120 x 50	350	80	8	One Full Page
GOLD	\$10,000	2	75 x 50	200	60	4	One Half Page
SILVER 1	\$5,000	1	75 x 50	200	60	2	Quarter Page
SILVER 2	\$5,000	2	40 x 50	100	30	2	Quarter Page
BRONZE	\$2,500	1	40 x 50	100	30	2	Eighth Page

- In addition, all Sponsors will receive the following:
1. Display signage on their chalet
 2. Public address announcements
 3. Identification on Air Show website
 4. Personalized plaque

Exposure --- live audience attendance. Public fascination with flight is seemingly insatiable. The Selfridge Air Show generates consistent audience involvement and offers sponsors significantly lower Cost Per Thousand opportunities to promote their products, services, and name. Selfridge's Air Show has historically hosted between 125,000 and 200,000 guests, ensuring Maximum Gross Impressions for your message.

contests, celebrity appearances, giveaways and off-site advertisements. These are just a few of the marketing opportunities available as part of your Air Show sponsorship.

Community Involvement --- through association with professional men and women promoting a positive image. As a sponsor of the Selfridge Air Show and Open House, you will be demonstrating community goodwill by supporting this one-of-a-kind, high visibility local event. You also have the opportunity to communicate your organization's commitment to positive lifestyles compatible with military aviation and service to country.

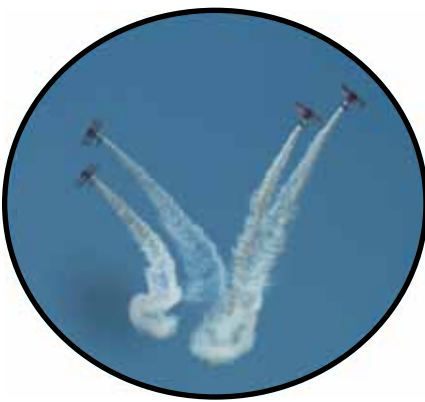
Air Show spectators also spend a longer time at the event (between 3 and 5 hours on average), and are much more mobile, visiting booths and looking at advertiser's displays and signage between the show's aerial attractions. This means a superior Return on Investment for the sponsor.

Media / Publicity --- outstanding photo and video media opportunities. Because of the spectacular visuals, air shows receive a great deal of media coverage including local network television, radio, newspapers, local magazine and cable coverage. As a sponsor of the Selfridge Air Show, you can benefit from media exposure of your logo, signage and displays at the event and on the air show's Website, WWW.SelfridgeAirShow.Org.

The Air Show is a proven, popular family outing which provides affordable, wholesome entertainment for the entire family. In fact, almost half of all adults (48%) attending air shows are accompanied by children.

Additionally, you've got an opportunity to reward employees and clients through the use of **Unique Sponsor Chalets** apart from the general audience. Unlike a typical sporting event, the Air Show does not have winners and losers **each act is a winner!**

Cross Promotions --- opportunities are limitless, and can compliment your existing marketing efforts. The Selfridge Air Show offers you the ability to gain direct exposure to your target audience. Many sponsors maximize their investment by activating their sponsorship through sampling, couponing, in-store cross promotions,



Title Sponsor \$50,000

As **The** Title Sponsor of the Selfridge Air Show and Open House, your organization will receive the following benefits:

Flight-Line Chalet ---

During both days of the Air Show, enjoy the show from your personal 120' X 50' chalet with shaded canopy, tables and chairs with a "front and center" view of the air activities. On each day of the show, as many as 500 of your chosen guests will be permitted access to your chalet.

VIP Parking ---

Up to 150 VIP Parking Passes will be provided for your chosen day of the show. This provides many of your guests quick access to a reserved parking area on base complete with a train or bus ride to your VIP area.

Friday Evening Social Event ---

16 complimentary tickets will be provided to Title Sponsors for this fully catered social event on base. You'll enjoy the entertainment and mingle with many of the performers and supporters of the upcoming show.

Air Show Website ---

Title Sponsors will be prominently identified on our Air Show website selfridgeairshow.org. Links to your organization will be included.

Media ---

Title Sponsors will be mentioned in all air show / open house press releases.

Air Show Program ---

Title Sponsors will receive two one page ads and recognition on the cover

of the official Selfridge Air Show Souvenir Program.

Air Show Signage ---

Throughout the Open House, Title Sponsors will receive display signage on their chalet, at all air show entrances, and at four additional event locations.

Public Address Announcements ---

Title Sponsors will receive prominent recognition during the open house opening ceremony and during public address mentions throughout the weekend.

Performers ---

Title Sponsors will have the opportunity to participate in the official autograph session featuring appearances by the air show performers, as available.

Plaques ---

Title Sponsors will receive a personalized plaque commemorating their important contribution to the success of the Selfridge Air Show and Open House.



Bronze Sponsor \$2,500

As a Bronze Sponsor of the Selfridge Air Show and Open House, your organization will receive the following benefits:

Flight-Line Chalet ---

During one day of the Air Show Weekend, enjoy the show from your personal 40' X 50' chalet with shaded canopy, tables and chairs with a front row view of the air activities. On your chosen day of the show, up to 100 of your chosen guests will be permitted access to your chalet.

VIP Parking ---

As many as 30 VIP Parking Passes will be provided to you for your chosen day of the show. This provides many of your guests quick access to a reserved parking area on base complete with a train or bus ride to your VIP area.

Friday Evening Social Event ---

Two complimentary tickets will be provided to Bronze Sponsors for this fully catered social event on base. You'll enjoy the entertainment and mingle with many of the performers and supporters of the upcoming show.

Air Show Program ---

Bronze Sponsors will receive a complimentary one-eighth page display ad in the official Selfridge Air Show Souvenir Program.

Air Show Signage ---

On your chosen day of the open house, Bronze Sponsors will receive display signage on their chalet.

Public Address Announcements ---

Throughout your chosen day of the show, Bronze Sponsors will receive public address mentions.

Performers ---

Bronze Sponsors will have the opportunity to participate in the official autograph session featuring appearances by the air show performers, as available.

Air Show Website ---

Bronze Sponsors will be identified on our Air Show website - www.selfridgeairshow.org.

Plaques ---

Sponsor will receive a personalized plaque commemorating their important contribution to the success of the Selfridge Air Show and Open House.



Silver-2 Sponsor \$5,000

As a Silver-2 Sponsor of the Selfridge Air Show and Open House, your organization will receive the following benefits:

Flight-Line Chalet ---

During both days of the Air Show Weekend, enjoy the show from your personal 40' X 50' chalet with shaded canopy, tables and chairs with a front row view of the air activities. On each day of the show, up to 100 of your chosen guests will be permitted access to your chalet.

VIP Parking ---

As many as 30 VIP Parking Passes will be provided to you for each day of the show. This provides many of your guests quick access to a reserved parking area on base complete with a train or bus ride to your VIP area.

Friday Evening Social Event ---

Two complimentary tickets will be provided to Silver Sponsors for this fully catered social event on base. You'll enjoy the entertainment and mingle with many of the performers and supporters of the upcoming show.

Air Show Program ---

Silver Sponsors will receive a complimentary one-quarter page display ad in the official Selfridge Air Show Souvenir Program.

Air Show Signage ---

On both days of the open house, Silver-2 Sponsors will receive display signage on their chalet.

Public Address Announcements ---

Throughout both days of the show,

Silver-2 Sponsors will receive public address mentions.

Performers ----

Silver Sponsors will have the opportunity to participate in the official autograph session featuring appearances by the air show performers, as available.

Air Show Website ---

Silver Sponsors will be identified on our Air Show website - www.selfridgeairshow.org.

Plaques ---

Silver Sponsors will receive a personalized plaque commemorating their important contribution to the success of the Selfridge Air Show and Open House.



Diamond Sponsor \$25,000

As a Diamond Sponsor of the Selfridge Air Show and Open House, your organization will receive the following benefits:

Flight-Line Chalet ---

During both days of the Air Show weekend, enjoy the show from your personal 120' X 50' chalet with shaded canopy, tables and chairs with a front row view of the air activities. On each day of the show, as many as 350 of your chosen guests will be permitted access to your chalet.

VIP Parking ---

Up to 80 VIP Parking Passes will be provided for each day of the show. This provides many of your guests quick access to a reserved parking area on base complete with a train or bus ride to your VIP area.

Friday Evening Social Event ---

Eight complimentary tickets will be provided to Diamond Sponsors for this fully catered social event on base. You'll enjoy the entertainment and mingle with many of the performers and supporters of the upcoming show.

Air Show Website ---

Diamond Sponsors will be identified on our Air Show website selfridgeairshow.org. Links to your company or organization will be included.

Media ---

Diamond Sponsors will be mentioned in an air show I open house press release.

Air Show Program ---

Diamond Sponsors will receive a complimentary one page display ad in the official Selfridge Air Show Souvenir Program.

Air Show Signage ---

Throughout the Open House, Diamond Sponsors will receive display signage on their chalet, at an Air Show Entrance, and at three additional event locations.

Public Address Announcements ---

Diamond Sponsors will receive recognition during the Open House opening ceremony and during public address mentions throughout the weekend.

Performers ---

Diamond Sponsors will have the opportunity to participate in the official autograph session featuring appearances by the air show performers, as available.

Plaques ---

Diamond Sponsors will receive a personalized plaque commemorating their important contribution to the success of the Selfridge Air Show and Open House.



Gold Sponsor \$10,000

As a Gold Sponsor of the Selfridge Air Show and Open House, your organization will receive the following benefits:

Flight-Line Chalet ---

During both days of the Air Show Weekend, enjoy the show from your personal 75' X 50' chalet with shaded canopy, tables and chairs with a front row view of the air activities. On each day of the show, as many as 200 of your chosen guests will be permitted access to your chalet.

VIP Parking ---

Up to 60 VIP Parking Passes will be provided for each day of the show. This provides many of your guests quick access to a reserved parking area on base complete with a train or bus ride to your VIP area.

Friday Evening Social Event ---

Four complimentary tickets will be provided to Gold Sponsors for this fully catered social event on base. You'll enjoy the entertainment and mingle with many of the performers and supporters of the upcoming show.

Air Show Website ---

Gold Sponsors will be identified on our Air Show website - www.selfridgeairshow.org. A link to your company or organization will be included.

Air Show Program ---

Gold Sponsors will receive a complimentary one-half page display ad in the official Selfridge Air Show Souvenir Program.

Air Show-Signage ---

Gold Sponsors will receive display signage on their chalet and at one other event location.

Public Address Announcements ---

Throughout the event, Gold Sponsors will receive public address mentions highlighting your support for the open house.

Performers ---

Sponsors will have the opportunity to participate in the official autograph session featuring appearances by the air show performers, as available.

Plaques ---

Sponsor will receive a personalized plaque commemorating their important contribution to the success of the Selfridge Air Show and Open House.



Silver-1 Sponsor \$5,000

As a Silver-1 Sponsor of the Selfridge Air Show and Open House, your organization will receive the following benefits:

Flight-Line Chalet ---

During one day of the Air Show Weekend, enjoy the show from your personal 75' X 50' chalet with shaded canopy, tables and chairs with a front row view of the air activities. On your chosen day of the show, up to 200 of your chosen guests will be permitted access to your chalet.

VIP Parking ---

As many as 60 VIP Parking Passes will be provided to you for your chosen day of the show. This provides many of your guests quick access to a reserved parking area on base complete with a train or bus ride to your VIP area.

Friday Evening Social Event ---

Two complimentary tickets will be provided to Silver Sponsors for this fully catered social event on base. You'll enjoy the entertainment and mingle with many of the performers and supporters of the upcoming show.

Air Show Program ---

Silver Sponsors will receive a complimentary one-quarter page display ad in the official Selfridge Air Show Souvenir Program.

Air Show Signage ---

On your chosen day of the open house, Silver-1 Sponsors will receive display signage on their chalet.

Public Address Announcements ---

Throughout your chosen day of the show, Silver-1 Sponsors will receive public address mentions.

Performers ---

Silver Sponsors will have the opportunity to participate in the official autograph session featuring appearances by the air show performers, as available.

Air Show Website ---

Silver Sponsors will be identified on our Air Show website www.selfridgeairshow.org.

Plaques ---

Sponsor will receive a personalized plaque commemorating their important contribution to the success of the Selfridge Air Show and Open House.

