



2012 PRINCETON AIR SHOW SPONSORSHIP OPPORTUNITIES

Princeton Air Show 2012 Media & VIP Day – Friday July 20, 2012
Princeton Air Show 2012 – Saturday July 21, 2012

SIX SPONSORSHIP CATEGORIES
Tailored to meet your budget.

**PRESENTING
PLATINUM
GOLD
SILVER
BRONZE
PARTICIPATING**

Sponsorship provides a unique marketing and promotion opportunity for your business while supporting a family oriented community event.

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Website: princetonairshow.ca



2012 Princeton Air Show Sponsor Guide



The Princeton Air Show is now in its 5th year. From humble beginnings with one performing group and a Royal Canadian Air Force fighter jet, this grassroots air show has come a long way in four short years.

Air Show Marketing

Television

We will continue with air show marketing and promotion through Global Okanagan in 2012 with paid and sponsored spots. We received great television news coverage in 2011.

Internet and Social Media

Our website princetonairshow.ca along with our eNewsletter is a great success; eNewsletter subscriptions are in the hundreds. We introduced our Facebook page in 2011 and also have a YouTube page. All of our print materials include our website and social media addresses. Our Presenting, Platinum and Gold sponsorship level include exposure on our website. The Princeton Regional Airport website princetonairport.ca provides for cross-promotional opportunities for our Presenting, Platinum and Gold sponsors as well.

Print Media

Media coverage has been extensive including local and regional newspapers. We additionally pay for print media in select newspapers throughout the region and in aviation publications.

Radio

Depending on your sponsorship level you will be part of our on air advertising and promotions. We receive local and regional radio coverage.

Other Marketing Materials

Our marketing also includes a number of graphic publications including: a souvenir program, visitor information and hospitality rack cards, local and regional promotional posters, collector posters, city streetscape banners and much more.

On Site Marketing Opportunities

Depending on your level of sponsorship, you will have the opportunity to interact directly with our air show audience. Whether it is a company banner/sign or a full display, you will have a unique opportunity to reach your market directly.

Every level of sponsorship will receive on air recognition from our professional air show announcer throughout the day.



Community Involvement

The Princeton Air Show is a family oriented event. As a not-for-profit community event, your sponsorship goes a long way to promoting and putting on this exciting event.

PARTICIPATING SPONSOR (\$100 investment)

As a participating sponsor you will receive:

- Your company name announced as sponsor on event day by our professional announcer
- Participating sponsor listing in our souvenir program and on our websites
- Two free passes to the air show

BRONZE SPONSOR PACKAGE (\$300 investment)

As a Bronze level sponsor you will receive:

- Your company name announced as sponsor on event day by our professional announcer
- Bronze sponsor listing in our souvenir program and on our websites
- 1 (one) 2x4 sponsor supplied banner displayed on the interior snow fence line on event day
- Two free passes to the air show

SILVER SPONSOR PACKAGE (\$750 investment)

As a Silver level sponsor you will receive:

- Your company name announced as sponsor on event day by our professional announcer
- Public address announcements advertising your company a minimum of 2 times during the event (with content of up to 10 seconds supplied by you)
- Silver sponsor listing in the souvenir program and on our websites
- Logo inclusion on sponsor page of the souvenir program
- 1 (one) 2"x3" display advertisement in the souvenir program
- 1 (one) 3'x7' sponsor supplied banner displayed on the interior snow fence line on event day
- Exhibitor space on the air show grounds
- Two free all access (with escort) passes to the air show

GOLD SPONSOR PACKAGE (\$1,500 investment)

As a Gold level sponsor you will receive:

- Your company name announced as sponsor on event day by our professional announcer
- Public address announcements advertising your company a minimum of 4 times during the event (with content of up to 10 seconds supplied by you)
- Gold sponsor listing in the souvenir program and on our websites
- Logo inclusion on sponsor page of the souvenir program

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- 1 (one) 4"x5" display advertisement in the souvenir program
- 2 (two) 3'x7' sponsor supplied banners displayed on the interior snow fence line on event day
- Air show souvenirs
- VIP tour of all aircraft, meet and greet of pilots and crew (Friday July 20 afternoon)
- Exhibitor space on the air show grounds
- Three free all access (with escort) passes to the air show

PLATINUM SPONSOR PACKAGE (\$3,000 investment)

As a Platinum level sponsor you will receive:

- Your company name announced as sponsor on event day by our professional announcers
- Public address announcements advertising your company a minimum of 6 times during the event (with content of up to 10 seconds supplied by you)
- Platinum sponsor listing in the souvenir program
- Logo inclusion on sponsor page of the souvenir program
- Full inside back cover display advertisement in the souvenir program
- Banner advertisement on www.princetonairshow.ca
- VIP tour of all aircraft, meet and greet of pilots and crew (Friday July 20 afternoon)
- 1 seat in one of the Performers aircraft (Friday July 20 afternoon weather permitting; age restriction may apply)
- 3 (three) 3'x7' sponsor supplied banners displayed on the interior snow fence line on event day
- Air show souvenirs
- Exhibitor space on the air show grounds
- Four free all access (with escort) passes to the air show including access to the terminal building with lunch

PRESENTING SPONSOR PACKAGE (\$5,000 +)

As a Presenting level sponsor you will receive:

- Your company name announced as sponsor on event day by our professional announcers
- Public address announcements advertising your company a minimum of 8 times during the event (with content of up to 10 seconds supplied by you)
- Logo inclusion on sponsor page of the souvenir program
- Full back cover display advertisement in the souvenir program
- Logo inclusion on all Air Show printed material including official event posters, souvenir programs and paid print media advertisements

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- Logo on front page of souvenir program
- Logo on posters and other promotional materials
- Banner advertisement on www.princetonairshow.ca
- Logo inclusion in all footer/header pages on www.princetonairshow.ca
- Your company name announced in local and regional radio spot advertising
- Banner advertisement on www.princetonairport.ca from date of sponsorship to December 31, 2012
- VIP tour of all aircraft, meet and greet of pilots and crew (Friday July 20 afternoon)
- 2 seats in one of the Performers aircraft (Friday July 20 afternoon weather permitting; age restriction may apply)
- 4 (four) 3'x7' sponsor supplied banners displayed on the interior snow fence line on event day
- Air show souvenirs
- Exhibitor space on the air show grounds
- Six free all access (with escort) passes to the air show including access to the terminal building and lunch