

**Wichita Flight Festival • Saturday-Sunday, Aug. 20-21, 2011  
 Colonel James Jabara Airport, 3512 N. Webb Road, Wichita, KS**

## 2011 Sponsorship Opportunities

The Wichita Flight Festival offers several unique sponsorship opportunities, allowing companies to:

- Escape the advertising clutter and project their message in a landscape not crowded with mass advertising;
- Enjoy direct interaction with consumers, creating a memorable and relevant experience;
- Entertain and influence current customers as well as potential customers in a unique environment;
- Celebrate company milestones and/or hold an employee recognition or appreciation event.

The Wichita Flight Festival is a world-class entertainment event organized by the community, for the community and offers your company:



- Fan loyalty
- Unmatched density of exposure
- Unparalleled sampling, couponing and product giveaway opportunities
- Exclusive brand sponsorship
- Cross promotions between brands and area retailers
- Recognition as a partner with a positive community celebration

## Event Components

The festival is held at Colonel James Jabara Airport in Wichita and features the following exciting activities:

- World-class air show that has featured award-winning aerial performers including: Red Bull's MIG 17; Kyle Franklin's Flying Circus; John Mohr; Suzanne and Steve Oliver; and Paul Stender's Dodge Ram Jet Truck. The 2011 lineup will be announced early next year.
- Military and civilian aircraft static displays and fly-bys.
- Evening event featuring a twilight air show and concert by a locally known recording artist or group.
- Educational demonstrations.
- Kids' activities and learning experiences related to aviation.

We don't want you to miss out on this great sponsorship opportunity. For more information, contact:

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# Sponsorship Levels

## **Platinum Wing Investment of \$20,000+**

This investment level provides the maximum in marketing opportunities at the Wichita Flight Festival, while also providing outstanding hospitality to your guests.

### Marketing Elements:

- Category exclusivity for your company/product
- Logo recognition in Wichita Flight Festival sponsorship ads
- Logo recognition in all television, newspaper and radio promotion of the festival
- Logo recognition in all print components created for the festival
- Signage recognizing your company/product at the Sponsorship Chalet tent site
- Company name and logo featured on the Wichita Flight Festival Web site with a link to your Web site
- A minimum of five public address announcements each day recognizing your company
- Opportunity for product sampling and/or giveaways



### Hospitality:

Your company will enjoy access to the Sponsorship Chalet, a shared pitched roof tent located along the flight line. Your guests will have the opportunity to enjoy food and drink service. The chalet will also feature tables and chairs for a relaxing front row seat to the air show from the grass-covered patio area.

- 100 VIP Chalet Passes for the twilight air show and concert
- 300 VIP Drink Tickets for the twilight air show and concert
- 50 VIP Chalet Passes for both Saturday and Sunday
- 50 On-site parking passes for Chalet Pass holders

## **Gold Wing Investment of \$10,000+**

This investment level provides a strong marketing presence for your company in one of the community's signature events, while also providing your guests with access to the Sponsorship Chalet for enjoying the festivities.

### Marketing Elements:

- Company name in print components created for the festival
- Logo recognition in sponsorship ads
- Logo recognition in all radio promotion of the festival
- Signage recognizing your company/ product at your Chalet site
- Company name featured on the Wichita Flight Festival Web site with a link to your Web site
- A minimum of two public address announcements each day recognizing your company



### Hospitality:

Your company will enjoy access to the Sponsorship Chalet, a shared pitched roof tent located along the flight line. Your guests will have the opportunity to enjoy food and drink service. The chalet will also feature tables and chairs for a relaxing front row seat to the air show from the grass-covered patio area.

- 50 VIP Chalet Passes for the twilight air show and concert
- 100 VIP Drink tickets for the twilight air show and concert
- 25 VIP Chalet Passes for both Saturday and Sunday
- 25 On-site parking passes for Chalet Pass holders

## **Silver Wing Investment of \$5,000+**

This investment level provides a marketing presence for your company in one of the community's signature events, while also providing your guests with access to the Sponsorship Chalet for enjoying the festivities.

### Marketing Elements:

- Company name in print components created for the festival
- Company recognition in sponsorship ads
- Signage recognizing your company/ product at your Chalet site
- Company name featured on the Wichita Flight Festival Web site with a link to your Web site
- A minimum of one public address announcements each day recognizing your company



### Hospitality:

Your company will enjoy access to the Sponsorship Chalet, a shared pitched roof tent located along the flight line. Your guests will have the opportunity to enjoy food and drink service. The chalet will also feature tables and chairs for a relaxing front row seat to the air show from the grass-covered patio area.

- 25 VIP Chalet Passes for the twilight air show and concert
- 50 VIP Drink tickets for the twilight air show and concert
- 10 VIP Chalet Passes for both Saturday and Sunday
- 10 On-site parking passes for Chalet Pass holders

## **Bronze Wing Investment of \$2,500+**

This investment level provides you with the opportunity to entertain your clients or guests in the Sponsorship Chalet.

### Marketing Elements:

- Signage recognizing your company/product as a sponsor
- Company recognition in sponsorship ads
- Company name featured on the Wichita Flight Festival Web site with a link to your Web site

### Hospitality:

Your company will enjoy access to the Sponsorship Chalet, a shared pitched roof tent located along the flight line. Your guests will have the opportunity to enjoy food and drink service. The chalet will also feature tables and chairs for a relaxing front row seat to the air show from the grass-covered patio area.

- 10 VIP chalet passes for the twilight air show and concert
- 20 VIP Drink tickets for the twilight air show and concert
- 5 VIP chalet passes for both Saturday and Sunday
- 5 On-site parking passes for Chalet Pass holders

