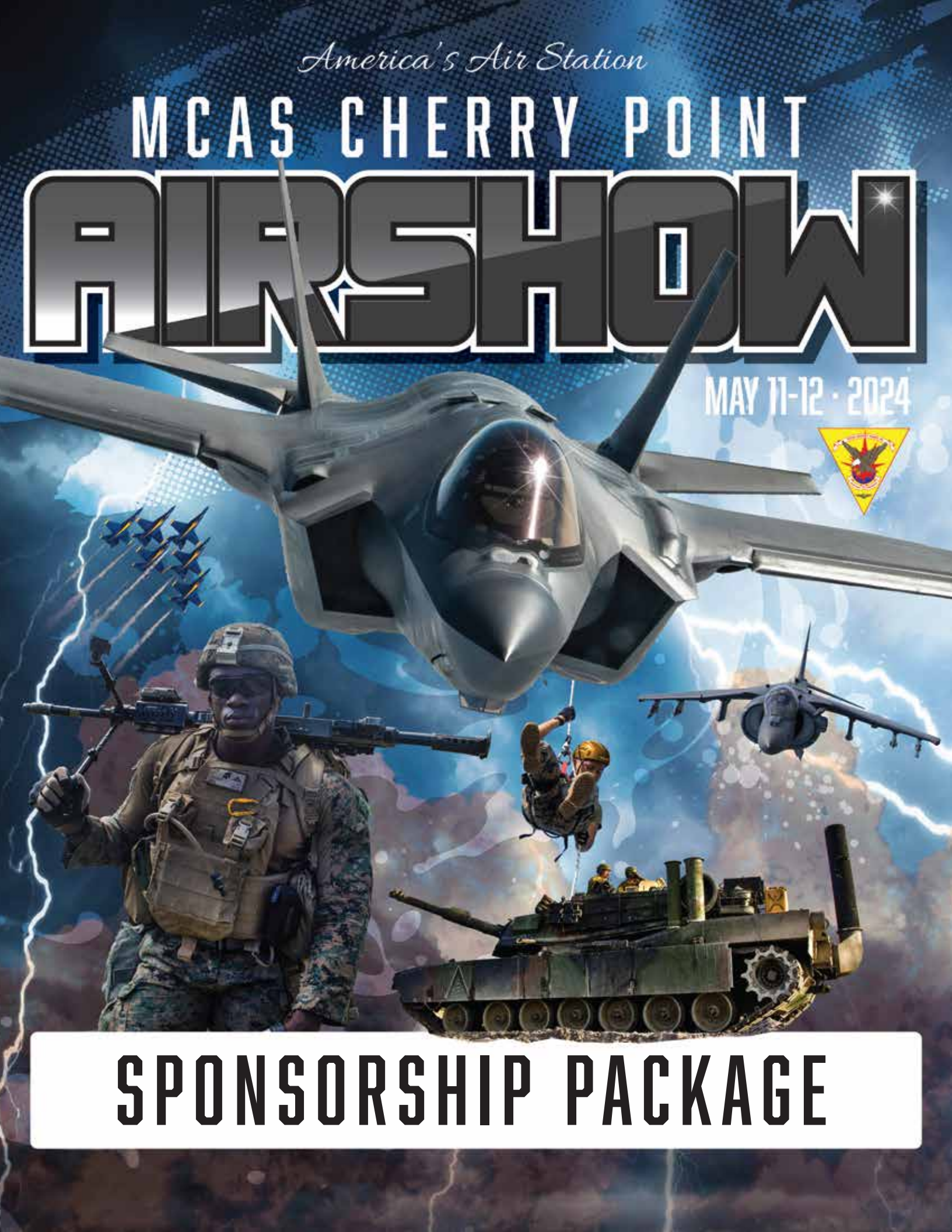


America's Air Station

MCAS CHERRY POINT

AIRSHOW

MAY 11-12 · 2024



SPONSORSHIP PACKAGE



CONTENTS

Introduction	1
Air Show Facts	2
Air Show Demographics	4
MCCS Air Show Sponsorship Benefits Summary.....	6
Presenting Sponsorship	8
Mach IV Level Sponsorship	10
Mach III Level Sponsorship.....	12
Mach II Level Sponsorship	14
Mach I Level Sponsorship	15
Special Opportunities	16
Tarmac Exhibit Space.....	18
Premier Hospitality Chalets	20



CHERRYPOINTAIRSHOW.COM



MCAS CHERRY POINT IS PROUD TO PRESENT THE 2024 AIR SHOW MAY 11-12!

Highlighted by the U.S. Navy Blue Angels and a variety of other Military and Civilian aviation acts, North Carolina's largest air show is free and open to the public for a weekend of wholesome and affordable fun.

With over 100,000 visitors and two days of activities, performances & exhibits, the MCAS Cherry Point Air Show is one of the most dynamic events in North Carolina!

Marketing opportunities are available through corporate sponsorship, flight-line exhibits and hospitality chalets. These opportunities offer a cost effective vehicle to promote your products and services, while increasing the public's awareness of your partnership with our military community.

This is an excellent opportunity to interact with the public and brand your business!

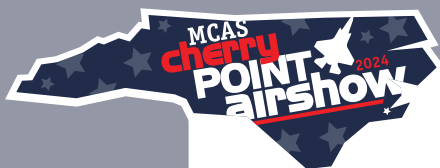


Contact MCCS Cherry Point Corporate Sponsorship for your customized partnership opportunity today!

Jan Daughety (252) 466-6847 / jan.daughety@usmc-mccs.org

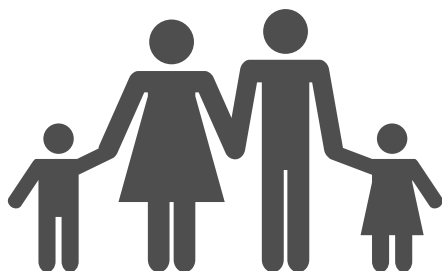
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Pat Lewis (252) 466-2647 / patricia.lewis@usmc-mccs.org



AIR SHOWS ARE WELL-ESTABLISHED ENTERTAINMENT VENUES

From the earliest barnstormers of the 1920s and 1930s, to today's highly professional aerobatic experts, air show pilots have demonstrated that the public's interest in aviation entertainment is not a fad. Year-in and year-out, for more than 100 years, air shows have been among North America's largest spectator events.



AIR SHOWS ARE FAMILY EVENTS

Air shows draw spectators of all ages with nearly 50 percent between the ages of 30 and 50.

AIR SHOWS ATTRACT MEDIA COVERAGE



Front page newspaper articles and photographs, and high-profile television and radio coverage are commonplace. Air shows provide outstanding photo and video opportunities that help promote the shows and their sponsors.

\$ AIR SHOW SPECTATOR BUYER GRAPHICS

Air shows attract a spectator base unlike that at any other motor sports event. The average spectator spends more than 4 hours on the air show grounds watching, talking, listening and buying.



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AIR SHOW DEMOGRAPHICS

One of the best-kept secrets is now out. In the last millennium, air shows were the second most popular spectator sport in North America! Over 26 million people attend more than 400 air shows annually. During the past decade, air shows drew nearly twice the attendance figures of NFL football! Air shows deliver significant and measurable results for everyone, from mature product marketers with broad customer bases, to new product marketers and those with specialized or niche customer bases. Whatever your marketing objective – moving product, building recognition, or enhancing/positioning brand image, air shows can help you accomplish your goals.

EDUCATION



SOME HIGH SCHOOL

4%



HIGH SCHOOL GRAD

17%



SOME COLLEGE

28%



COLLEGE GRAD

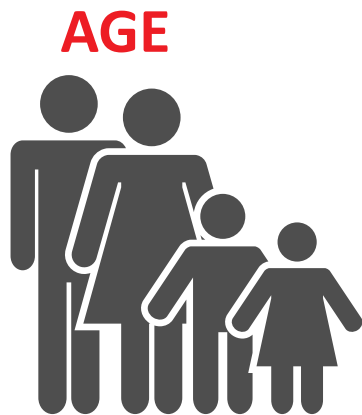
33%



POST GRAD

18%

**67% OF AIR SHOW ATTENDANCE IS
A SPONSOR**



AGE



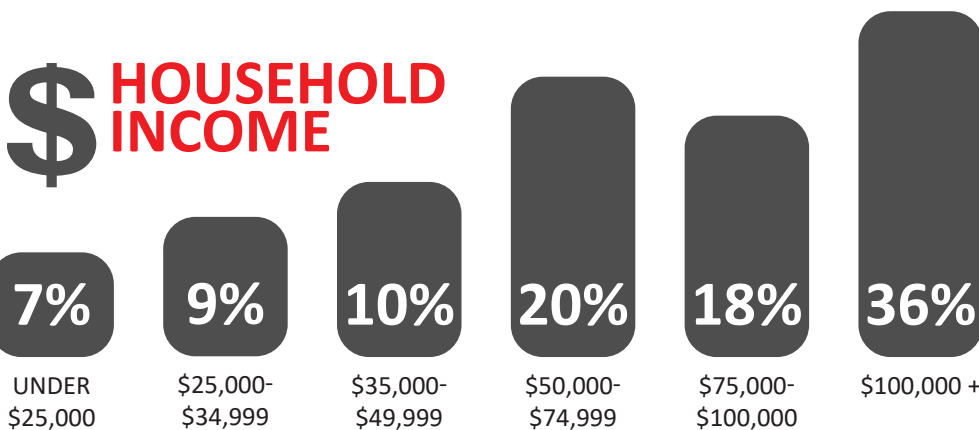
HOME OWNERSHIP



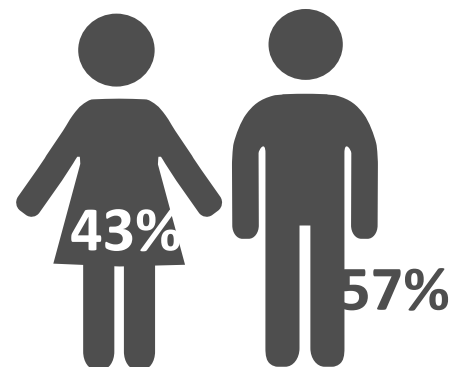
OWN
63%

RENT 28% | OTHER 9%

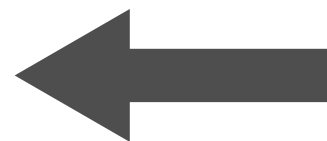
\$ HOUSEHOLD INCOME



GENDER



HOW ATTENDEES ARE MORE LIKELY TO SUPPORT OR DUE TO THEIR SUPPORT OF AN AIR SHOW



Statistics based on 2018 survey conducted by International Council of Air Shows (ICAS)



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MCCS AIR SHOW SPONSOR BENEFITS SUMMARY

	PRESENTING \$35,000	MACH IV \$20,000	MACH III \$15,000	MACH II \$10,000	MACH I \$5,000
PARTNER RECOGNITION	Use of Air Show Logo	Yes	Yes	Yes	Yes
	Recognition on Website	w/link	w/link	w/link	w/link
	Recognition in Trifold	Yes	Yes	Yes	Yes
	Recognition on Poster	Yes	Yes	Yes	Yes
	Recognition in Newspaper	Yes	Yes	Yes	-
	Recognition on Radio	Yes	Yes	-	-
	Recognition on Television	Yes	Yes	-	-
	Recognition on Staff T-Shirts	Yes	-	-	-
ON-SITE PRESENCE	Interaction with Attendees	Yes	Yes	Yes	Yes
	Exhibit Space	(1) 40'x40'	(1) 20'x20'	(1) 20'x20'	(1) 15'x15'
	Banner Space on Fencing	20	12	8	4
	Banner Space in Seating Area	3	3	2	-
	PA Announcements	12	8	6	-
	Sponsor Banners in Chalet	3	3	2	-
	Premiums for Main Chalet	Yes	Yes	Yes	-
	Premiums for Performers	Yes	Yes	Yes	-
HOSPITALITY	Premier Hospitality Chalet	100 (2 days)	100 (1 day)	100 (1 day)	-
	Tarmac Terrace Wristbands	15	12	12	10
	Social Invites	15	10	8	4
	Air Show T-Shirts	15	10	6	2
	Preferred Parking Passes	20	15	10	4
	Air Show Posters	15	12	10	4
	Media Flights	2	1	-	-

Benefits may be customized in the way that benefits your business the best



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PRESENTING SPONSOR - \$35,000

PARTNER RECOGNITION

- Permission to use and associate with official MCAS Cherry Point Air Show Logo
- Sponsor logo w/link to be listed on Sponsor page of MCAS Cherry Point Air Show Website
- Sponsor logo to be included on Sponsor page of Air Show Program Trifold
- Sponsor logo to be included on Air Show Poster
- Sponsor logo to be included in all Newspaper Event Promotion
- Sponsor name to be included in all Radio Event Promotion
- Sponsor logo to be included in all Television Event Promotion
- Sponsor logo to be included on staff Air Show T-shirts
- Sponsor name/logo placement on MCCA Electronic Marquees week of Air Show on rotating basis



ON-SITE PRESENCE

- Interaction with Air Show Attendees
- One 40' x 40' Exhibit Space in prime location
- Twenty Sponsor provided Banners (up to 3' x 8' with ties/grommets) displayed on event fencing
- Twelve :15 second PA Announcements throughout Air Show weekend (6 per show)
- Four sponsor banners to be provided and displayed in Tarmac Terrace Chalet in prime location
- Four sponsor banners on Seating Area Event Fencing
- Opportunity to provide Premiums for Tarmac Terrace Chalet (ie; fans, pens, sunglasses, etc.)
- Opportunity to provide Premiums for Performer Welcome Bags

HOSPITALITY

- Premier Hospitality Chalet (cash sponsors only)
 - Private 20'x20' Hospitality Chalet on Saturday and Sunday | Unrestricted viewing for 100 guests
 - Sign displaying sponsors name | Catered food (including non-alcoholic beverages)
- Fifteen Wristbands to Tarmac Terrace Chalet per day on Saturday and Sunday
- Fifteen Invitations (30 people) to Air Show Social
- Fifteen Air Show T-Shirts
- Twenty Parking Passes
- Fifteen Air Show Posters
- Opportunity for two representatives to Fly in Performer Plane prior to Air Show

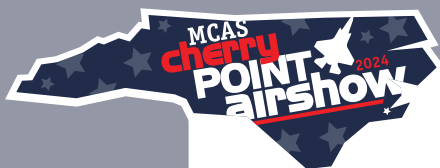


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MACH IV - \$20,000

PARTNER RECOGNITION

- Permission to use and associate with official MCAS Cherry Point Air Show Logo
- Sponsor Logo w/link to be listed on Sponsor page of MCAS Cherry Point Air Show Website
- Sponsor Logo to be included on Sponsor Page of Air Show Program Trifold
- Sponsor Logo to be included on Air Show Poster
- Sponsor Logo to be included in all Newspaper event promotion
- Sponsor Name to be included in all Radio event promotion
- Sponsor Logo to be included in all Television event promotion

ON-SITE PRESENCE

- Interaction with Air Show Attendees
- One 20' x 20' Exhibit Space on flight line (includes canopy, tables, chairs) in prime location
- Twelve Sponsor provided Banners (up to 3' x 8' with ties/grommets) displayed on event fencing
- Eight (:15 second) PA Announcements throughout Air Show weekend (4 per show)
- Three Sponsor Banners to be provided and displayed in Tarmac Terrace Chalet in prime location
- Three Sponsor banners on Seating Area Event Fencing
- Opportunity to provide Premiums for Tarmac Terrace Chalet (ie; fans, pens, sunglasses, etc.)
- Opportunity to provide Premiums for Performer Welcome Bags (150 bags)

HOSPITALITY

- Premier Hospitality Chalet (cash sponsors only)
 - Private 20'x20' Hospitality Chalet on Saturday or Sunday | Unrestricted viewing for 100 guests
 - Sign displaying sponsors name | Catered food (including non-alcoholic beverages)
- Twelve Wristbands to Tarmac Terrace Chalet per day on Saturday and Sunday
- Ten Invitations (twenty people) to Air Show Social
- Ten Air Show T-shirts
- Fifteen Air Show Parking Passes
- Twelve Air Show Posters
- Opportunity for one Representative to Fly in Performer Plane prior to Air Show

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MACH III - \$15,000

PARTNER RECOGNITION

- Permission to use and associate with official MCAS Cherry Point Air Show Logo
- Sponsor Logo w/link to be listed on Sponsor page of MCAS Cherry Point Air Show Website
- Sponsor Logo to be included on Sponsor Page of Air Show Program Trifold
- Sponsor Logo to be included on Air Show Poster
- Sponsor Logo to be included in all Newspaper event promotion
- Sponsor Name to be included in all Radio event promotion



ON-SITE PRESENCE

- Interaction with Air Show Attendees
- One 20' x 20' Exhibit Space on flight line (includes canopy, tables, chairs) in prime location
- Eight Sponsor provided Banners (up to 3' x 8' with ties/grommets) displayed on event fencing
- Six (:15 second) PA Announcements throughout Air Show weekend (3 per show)
- Two Sponsor Banners to be provided and displayed in Tarmac Terrace Chalet in prime location
- Two Sponsor banners on Seating Area Event Fencing
- Opportunity to provide Premiums for Tarmac Terrace Chalet (ie; fans, pens, sunglasses, etc.)
- Opportunity to provide Premiums for Performer Welcome Bags (150 bags)

HOSPITALITY

- Premier Hospitality Chalet (cash sponsors only)
 - Private 20'x20' Hospitality Chalet on Saturday or Sunday | Unrestricted viewing for 100 guests
 - Sign displaying sponsors name | Catered food (including non-alcoholic beverages)
- Twelve Wristbands to Tarmac Terrace Chalet per day on Saturday and Sunday
- Eight Invitations (sixteen people) to Air Show Social
- Six Air Show T-shirts
- Ten Air Show Parking Passes
- Ten Air Show Posters



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MACH II - \$10,000

PARTNER RECOGNITION

- Permission to use and associate with official MCAS Cherry Point Air Show Logo
- Sponsor Logo w/link to be listed on Sponsor page of MCAS Cherry Point Air Show Website
- Sponsor Logo to be included on Sponsor Page of Air Show Program Tri-fold
- Sponsor Logo to be included on Air Show Poster

ON-SITE PRESENCE

- Interaction with Air Show Attendees
- One 15' x 15' Exhibit Space on flight line (includes canopy, tables, chairs)
- Four Sponsor provided Banners (up to 3' x 8' with ties/grommets) displayed on event fencing

HOSPITALITY

- Ten Wristbands to Tarmac Terrace Chalet per day on Saturday and Sunday
- Four Invitations (eight people) to Air Show Social
- Two Air Show T-shirts
- Four Air Show Parking Passes
- Four Air Show Posters



MACH I - \$5,000

PARTNER RECOGNITION

- Permission to use and associate with official MCAS Cherry Point Air Show Logo
- Sponsor Logo w/link to be listed on Sponsor page of MCAS Cherry Point Air Show Website
- Sponsor Logo to be included on Sponsor Page of Air Show Program Tri-fold
- Sponsor Logo to be included on Air Show Poster

ON-SITE PRESENCE

- Interaction with Air Show Attendees
- One 15' x 15' Exhibit Space on flight line (includes canopy, tables, chairs)
- Two Sponsor provided Banners (up to 3' x 8' with ties/grommets) displayed on event fencing

HOSPITALITY

- Ten Wristbands to Tarmac Terrace Chalet per day on Saturday and Sunday
- Two Invitations (four people) to Air Show Social
- One Air Show T-shirt
- Two Air Show Parking Passes
- Two Air Show Posters

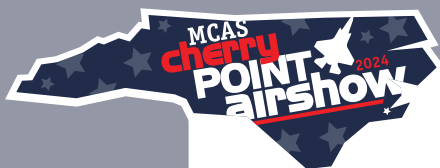


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SPECIAL OPPORTUNITIES

AIR SHOW SOCIAL - \$5,000

Sponsor the Air Show Social! The Social is where the performers gather together for a meet & greet with special sponsors and military guests.

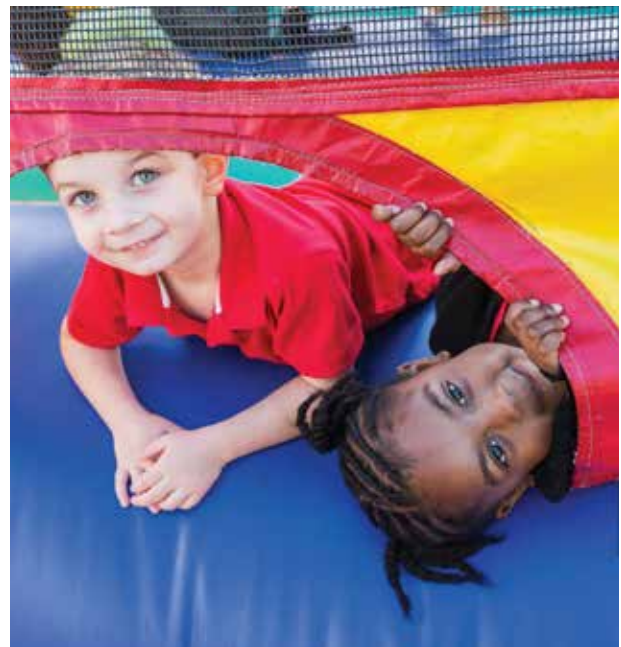
This package also includes:

- Sponsor recognition on Air Show website, Program Tri-Fold and Poster
- Sponsor recognition at the Social to include on-site logo and verbal recognition
- Sponsor logo to be included on Social invitation
- Four Invitations (eight people) to the Social
- Ten wristbands to the Tarmac Terrace Chalet on Saturday and four on Sunday
- Two Air Show Parking Passes

KIDS FUN ZONE - \$5,000

Sponsor the Kids Fun Zone and reach our littlest Air Show attendees and their families! The Kids Fun Zone is located directly on the flightline and gives the kids the opportunity to burn excess energy while their families don't miss any performer action! This package includes:

- Sponsor recognition on Air Show website, Program Tri-Fold and Poster
- Banners displayed on the Fun Zone fencing
- Sponsor recognition by Air Show Announcer throughout weekend
- Two Invitations (four people) to the Social
- Ten wristbands to the Tarmac Terrace Chalet on Saturday and Sunday
- Two Air Show Parking Passes



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TARMAC EXHIBIT SPACE

Tarmac Exhibit Spaces are stand-alone opportunities for interaction with over 100,000 Air Show attendees. All exhibit spaces will be set up outdoors, directly on the tarmac throughout the Air Show venue. These high profile exhibit spaces afford an ideal opportunity for mobile marketing, product sampling and lead-gathering. This is an ideal program for measuring product awareness and/or surveying the thousands of daily event attendees.

Exhibitors will be set up in a key location determined by MCCS. We provide the event, attendees and space and you set your booth in a designated location. Exhibitors are given space only, neither hospitality nor branding are provided. Exhibitors must supply their own rental needs including tents, tables and chairs. Exhibitors must provide all staffing, literature, signage and table cloth(s) needed for the exhibit space.

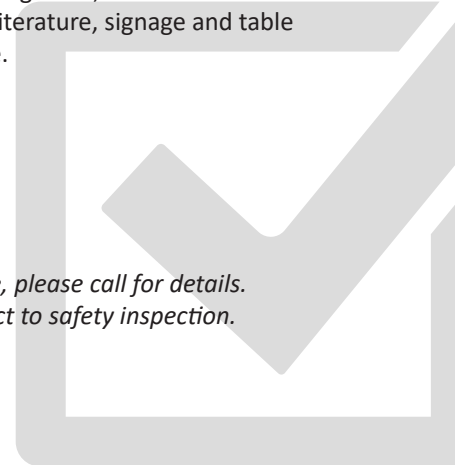
PRICING (Includes both shows)

10'x10' Footprint - \$1,250

10'x20' Footprint - \$2,000

20'x20' Footprint - \$3,000

*Custom footprints are available, please call for details.
Space and set up will be subject to safety inspection.*



ACE

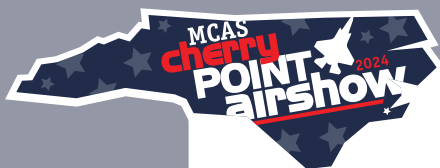


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PREMIER HOSPITALITY CHALET

An MCCS Corporate Hospitality Chalet at the 2024 MCAS Cherry Point Air Show can help your business soar to new heights. Chalets provide your friends, relatives, employees and business associates with entertainment in ultimate Air Show style.

Located show center on the MCAS Cherry Point Air Show line, our chalets offer a VIP experience for your guests. Witness the excitement and continuous Air Show action from exclusive front row seating.

BOOK A CHALET FOR ONE OR BOTH AIR SHOW PERFORMANCES...

20 x 20 Chalet - \$6,000 per day (discount provided for multiple days)
Each day, your Chalet will include the following;

VIP TREATMENT

- Special front row seating
- Exclusive experience for your guests
- Chalet attendant
- 100 Air Show program tri-folds
- Four invitations (eight people) to Social
- VIP restroom facilities
- 20 preferred parking passes
- Four wristbands to Tarmac Terrace Chalet

AMENITIES

- Private 20'x20' tent with patio-style seating for 100 guests
- Spacious and exceptional viewing area with theater style seating
- Catered food
- Non-alcoholic beverages
- Sign displaying company name created by MCCS Marketing
- Permission to display corporate banner (up to 4'x10') in your chalet
- Tables, chairs, table covers
- Logo to be included in Air Show Trifold

SPACE IS LIMITED, BOOK TODAY!



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