

# Air Show Sponsorship Levels

		General	Colonel	Major	Chief	Patriot
		★★★★★				
		\$10,000	\$6,000	\$3,000	\$1,500	\$750
Advertising & Publicity	Appearance in Air Show Program	Full Page	Half page	Logo	Name only	Name only
	Appearance on Air Show Website	Large Ad (320 x 300)	Medium Ad (320 x 200)	Logo	Name only	Name only
	Sponsor Mentions over PA System	8/day	6/day	4/day	-	-
	Sponsor Name and link on "I Heart TY" Facebook Page (3,500 Fans)	✓ (2 posts)	✓ (1 post)	✓ (1 post)	-	-
	Sponsor provided signage displayed on Flight line (up to 3' x 8')	✓ (3 signs)	✓ (2 signs)	✓ (1 sign)	-	-
	Sponsor Name on Entrance Board	✓	✓	✓	✓	✓
	Advertisement on Digital Photo Frames at 7 facilities throughout TAFB	✓ (2 months)	✓ (1 month)	-	-	-
	Exclusive Sponsorship of an Aerial Act	✓	-	-	-	-
	Large advertisement on 325FSS.com for 30 days	✓	-	-	-	-
	30 second radio spots identifying sponsor by name	✓	-	-	-	-
	Sponsor logo placed on five outdoor Air Show billboards in Bay County	✓	-	-	-	-
Permission to use TAFB Air Show logo and "TAFB Air Show General Sponsor" in advertising and promotion	✓	-	-	-	-	
On-Site Activation	Interaction with over 150,000 attendees	✓	✓	✓	✓	-
	Booth space for sampling, couponing or mutually agreed upon marketing activity	✓	✓	✓	✓	-
	Total footprint size	40' x 40'	20' x 20'	10' x 20'	10' x 10'	-
	Number of Tables (8 ft)	4	2	2	1	-
	Sponsor Area Parking Passes	8	6	4	2	2
Appreciation	Number of invitations to "Twilight Show" Pre-Airshow Party – April 21	6	4	2	-	-
	Exclusivity for next year's Air Show -- Right of First Refusal	✓	-	-	-	-
Post Event	Appreciation Certificate	✓	✓	✓	✓	✓
	Appreciation Plaque	✓	✓	-	-	-
	Framed Lithograph	✓	-	-	-	-