



SEPTEMBER
21-22
2024

SPONSORSHIP
OPPORTUNITIES



COLUMBUS AIR FORCE BASE
FORCE
SUPPORT SQUADRON



WELCOME

Gear up for an exhilarating journey as we prepare for the 2024 Thunder Over Columbus Airshow at Columbus Air Force Base! We're extending an invitation to both businesses in the vicinity of the base and national and international businesses, urging you to be a vital part of the high-flying excitement, while supporting the United States Air Force. Your sponsorship won't just be a financial contribution - you'll become a key player in making the Thunder Over Columbus Airshow an unforgettable experience of support, innovation, and shared success, all while assisting the morale and welfare of the American military!

Columbus Air Force Base, with its history of training world class pilots, is the perfect backdrop for a spectacular event that not only entertains, but also strengthens the ties between military and the community. We're seeking partners who understand the thrill of aviation and the impact it can have on a community, as well as the vital role the United States Air Force plays in our national security.

YOUR BUSINESS WILL BECOME A VALUABLE PARTNER IN HELPING CREATE AN AIR SHOW THAT SOARS TO NEW HEIGHTS AND DIRECTLY CONTRIBUTES TO THE MORALE AND WELL BEING OF THE UNITED STATES AIR FORCE.

Commercial sponsorship is a thrilling experience for both sides - elevating your brand's visibility while contributing to the awe-inspiring moments of Thunder Over Columbus. From thrilling civilian aerobatics to explosive pyrotechnics, your support propels positive experiences for attendees and gives you the opportunity to interact directly with tens of thousands of potential customers. We recognize the unique needs of businesses, offering tailored sponsorship packages, that promise not just brand recognition but also a sense of fulfillment in contributing to the national defense of America.

Join us in shaping a future where your sponsorship isn't just a contribution; it's an investment in both your business and the exhilarating success of the Thunder Over Columbus Airshow at Columbus Air Force Base. Together, let's create a spectacle of collaboration, innovation, and community spirit that leaves an indelible mark for years to come.

WELCOME ABOARD!



DEMOGRAPHICS

COLUMBUS AIR FORCE BASE IS GIVING YOU THE OPPORTUNITY TO INTERACT WITH TENS OF THOUSANDS OF POTENTIAL NEW CUSTOMERS AND CLIENTS!

WOC 2022 SAW **OVER ITS**
60,000+ **3 DAY**
ATTENDEES | RUN TIME

Airshows draw **BIG** crowds, attract *MEDIA COVERAGE*, STRENGTHEN COMMUNITY RELATIONS, and are **GREAT MARKETING OPPORTUNITIES!**

Air shows draw large numbers of demographically attractive spectators, a well-educated, affluent group of men, women and children of all ages. More than 70 percent of the audience at an air show has had some college education. Three quarters report household income of \$35,000 or more. The average adult spectator is just under 39 years of age, but more than 53 percent of spectators are between 30 and 50.

-International Council of Air Shows

ANALYTICS

600,000+ WEBSITE TRAFFIC MEANS MORE THAN 600,000 CHANCES FOR A POTENTIAL CLIENT OR CUSTOMER TO CONNECT WITH YOUR BUSINESS FROM THUNDER OVER COLUMBUS AND COLUMBUSAFBLIVING WEBSITES.

170,000+ SOCIAL MEDIA IMPRESSIONS THE MONTH OF THE AIRSHOW AND MORE IN THE MONTHS LEADING UP.

AND AFTERWARDS

84,000+ FACEBOOK ENGAGEMENTS ON COLUMBUSAFBLIVING & **137,000+** POTENTIAL PAGE VIEWS ON COLUMBUSAFBLIVING.COM

MEANS YOUR COMPANY GETS POST-AIRSHOW ACCESS TO ADVERTISE TO

12,000+ BASE POPULACE, SERVICE MEMBERS, EMPLOYEES, RETIREES, AND THEIR FAMILIES.



On Site Presence and Recognition	PRESENTING SPONSORS	SUPPORTING SPONSORS	CONTRIBUTING SPONSORS	PREMIER PARTNERS	CONTRIBUTING PARTNERS
60K+ POTENTIAL CUSTOMER INTERACTIONS	✓	✓	✓	✓	✓
Mutually Agreed Branded Products	✓	✓	✓	✓	✓
Interactive Exhibition Space	10'x30' Premium Traffic Location	10'x30' Premium Traffic Location	10'x20' Premium Traffic Location	10'x10'	10'x10'
Static Display Area	✓				
Company Usage of Thunder Over Columbus 2024 Airshow Logo	✓	✓	✓		
Sponsor Recognition on ALL Thunder Over Columbus Promotional Materials	✓	✓	✓	✓	✓
PA Announcements	30 (15 per day)	20 (10 per day)	10 (5 per day)		
Sponsor Digital Display Advertising in high traffic areas across base	12 months SEP-SEP	4 Months SEP-DEC	2 Months SEP-OCT		
Advertising space on ColumbusAFBLiving Base Website	12 months SEP-SEP	4 Months SEP-DEC	2 Months SEP-OCT		
Hospitality					
Parking Pass Access	10	5	3	2	1
Premium Private Chalet Location	150 Guests	75 Guests			
Private Transportation from Premium Lot	✓				
Access to General Sponsorship Tent	✓	✓	✓	✓	✓
Invite to PreShow Event Friday, 20 Sept	30 Guests	15 Guests	6 Guests		
Catered gourmet meals	✓	✓	✓		
Snacks & Refreshments	✓	✓	✓		
Sponsor Appreciation Gift	✓	✓	✓		
Private restroom facilities, tables, and chairs	✓	✓	✓	✓	✓

Our Sponsorship Experts will match you with the best acts that fit your business' image! ————— If you have special requirements in order to sponsor, we will work to suit your needs.

PRESENTING SPONSORS

INVESTMENT: \$50,000

On-Site Presence and Recognition

- Access to a targeted market of 60,000+ individuals with the potential of creating strong connections, driving sales, and increasing overall brand loyalty.
- Mutually agreed upon branded products, no more than \$20 in value (information only, sales not permitted).
- 10'x30' interactive exhibition space in a premium traffic location with tent, tables, and chairs for you and your team.
- Static Display Area that allows attendees to get up close and appreciate the details of your company's aircraft.
- Usage of the Thunder Over Columbus 2024 Airshow logo on your website and social media.
- Sponsorship recognition on all Thunder Over Columbus promotional materials including social media, website, flyers, posters, entrance banners, and local media stations, etc.
- 30 PA Announcements (15 per day).
- 12 months of sponsor advertisements on digital displays in high traffic areas across the base.
- Sponsor advertisement on ColumbusAFBLiving.com for 12 months (September 2024 - September 2025).

Hospitality

- 10 parking passes with private transportation to and from the premium parking lot.
- Invitation for up to 30 guests to the Friday Night Preshow Event on September 20th with meet & greet opportunities and a live concert.
- Premier Chalet location for up to 150 people with a private restroom facility, tables, and chairs with catered gourmet food, chilled refreshments, and adult beverages.
- Sponsor Appreciation Gift - TBD

SUPPORTING SPONSORS

INVESTMENT: \$25,000

On-Site Presence and Recognition

- Access to a targeted market of 60,000+ individuals with the potential of creating strong connections, driving sales, and increasing overall brand loyalty.
- Mutually agreed upon branded products, no more than \$20 in value (information only, sales not permitted).
- 10'x30' interactive exhibition space in a premium traffic location with tent, tables, and chairs for you and your team.
- Usage of the Thunder Over Columbus 2024 Airshow logo on your website and social media.
- Sponsorship recognition on all Thunder Over Columbus promotional materials including social media, website, flyers, posters, entrance banners, and local media stations, etc.
- 20 PA Announcements (10 per day).
- Four months of sponsor advertisement on digital displays in high traffic areas across the base.
- Sponsor advertisement on ColumbusAFBLiving.com for four months (September 2024 - December 2024).

Hospitality

- 5 parking passes
- Invitation for up to 15 guests to the Friday Night Preshow Event on September 20th with meet & greet opportunities and a live concert.
- Chalet location for up to 75 people with a private restroom facility, tables, and chairs with catered gourmet food, refreshments, and adult beverages.
- Sponsor Appreciation Gift - TBD

ELITE SPONSORS

INVESTMENT: \$10,000

On-Site Presence and Recognition

- Access to a targeted market of 60,000+ individuals with the potential of creating strong connections, driving sales, and increasing overall brand loyalty.
- Mutually agreed upon branded products, no more than \$20 in value (information only, sales not permitted).
- 10'x20' interactive exhibition space in a premium traffic location with tent, tables, and chairs for your and your team.
- Usage of the Thunder Over Columbus 2024 Airshow logo on your website and social media.
- Sponsorship recognition on all Thunder Over Columbus promotional materials including social media, website, flyers, posters, entrance banners, and local media stations, etc.
- 10 PA Announcements (5 per day).
- Two months of sponsor advertisement on digital displays in high traffic areas across the base.
- Sponsor advertisement on ColumbusAFBLiving.com for two months (September 2024 - October 2024).

Hospitality

- 3 parking passes
- Invitation for up to 6 guests to the Friday Night Preshow Event on September 20th with meet & greet opportunities and a live concert.
- Access for 6 guests to General Sponsorship Tent with a private restroom facility, tables, chairs, snacks, and refreshments.
- Sponsor Appreciation Gift - TBD

PREMIER PARTNERS

INVESTMENT: \$5,000

On-Site Presence and Recognition

- Access to a targeted market of 60,000+ individuals with the potential of creating strong connections, driving sales, and increasing overall brand loyalty.
- Mutually agreed upon branded products, no more than \$20 in value (information only, sales not permitted).
- 10'x10' sponsor display area with tent, table, and 4 chairs for you and your team.
- Sponsorship recognition on all Thunder Over Columbus promotional materials including social media, website, flyers, posters, entrance banners, etc.

Hospitality

- 2 parking pass
- Access for 4 guests to General Sponsorship Tent with private restroom facility, tables, chairs, snacks, and refreshments.

CONTRIBUTING PARTNERS

INVESTMENT: \$2,500

On-Site Presence and Recognition

- Access to a targeted market of 60,000+ individuals with the potential of creating strong connections, driving sales, and increasing overall brand loyalty.
- Mutually agreed upon branded products, no more than \$20 in value (information only, sales not permitted).
- 10'x10' sponsor display area with tent, table, and 2 chairs for you and your team.
- Sponsorship recognition on all Thunder Over Columbus promotional materials including social media, website, flyers, posters, entrance banners, etc.

Hospitality

- 1 parking pass
- Access for 2 guests to General Sponsorship Tent, with private restroom facility, tables, chairs, snacks, and refreshments.





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