



2025

AIR POWER

over Hampton Roads


..... APRIL 26 - 27



SPONSORSHIP OPPORTUNITIES

REV 22APR24



A person wearing a dark blue baseball cap with a red logo and a bright green jacket is seen from the back, looking out over a grassy field under a clear sky. The person is positioned on the left side of the page, with the field and sky extending to the right.

Joint Base Langley-Eustis (JBLE) consists of more than 20,000 Air Force, Army & civilian personnel serving in more than 60 organizations. JBLE provides both mission-ready airmen & soldiers who deploy at a moment's notice to support Combatant Commanders engaged in expeditionary, joint & coalition operations worldwide.

ABOUT JBLE

The major components of JBLE provide combat airpower to America's warfighting commands; develop, educate & train airmen, soldiers, civilians & leaders; provide installation support; operate & maintain F-22 Raptor & T-38 Talon; operate & maintain the Air Force Distributed Common Ground System; transport & facilitate critical expeditionary mission assets; command, control & defend the Eastern region of the LandWarNet; also plan & execute the surface delivery of equipment & supplies.

JBLE continually liaises with the surrounding community. The 17 counties, cities & towns in the Hampton Roads region, along with numerous private & public organizations, provide JBLE with an outstanding community network. Our community partners provide tremendous support in countless ways through awards & recognition programs on & off base, military appreciation events & scholarships. In turn, JBLE remains a strong partner within the area, with many of our airmen, soldiers and civilians providing hundreds of volunteer hours to local organizations & becoming strong ambassadors within the community. Locally, JBLE accounts for thousands of jobs in the Commonwealth of Virginia.

JBLE remains an economic engine and continues to strengthen & build community relationships for our airmen, soldiers, civilians & Hampton Roads families.

2023 AIR SHOW PLATINUM PINNACLE AWARD

The 633d Force Support Squadron promotes readiness for worldwide warfighting missions by providing superior military and civilian support, youth services, lodging, food service, airmen & family reintegration support, education counseling, enlisted professional military education, manpower resource control and leisure & recreation.

In 2023, Joint Base Langley-Eustis hosted the Air Power of Hampton Roads. The installation hosted over 60,000 attendees from over 400 zip codes, serving as the only air show that featured the following flying acts:

- USAF Thunderbirds
- F-22 Demo Team
- F-35 Demo Team
- Fifteen aerial acts
- Twenty-seven static displays
- Twenty-two non-aerial displays

This full lineup insured for eight uninterrupted hours of showtime over the weekend. Through accolades across the community, the Air Show shined, most notably from the Federal Aviation Administration (FAA), when Mr. Mike Dows, the Principal Operations Inspector from the FAA, stated, "It was a great show! I think this is the first time in my 13 years of doing this that I literally have nothing to debrief for improvement. Everything was set up where it needed to be, the procedures were set up right & execution went off great." The partnership of innovation & excellence set this air show apart from all others! From the community partnerships, the STEM and Gold Star Day, the successful off-site parking plans & finally the overwhelming number of highlights, no other air show could compare to what Joint Base Langley-Eustis brought to the air show community.

At the 2023 International Council of Air Shows, Joint Base Langley-Eustis was awarded the Air Show Platinum Pinnacle Award for professionalism, innovation, problem solving, building community relationships & overall excellence in air show operations and management.



The Air Force hosts open houses to enhance the public awareness of Air Force preparedness, to demonstrate modern weapon systems and capabilities, to promote positive community and international relations, to showcase our Airmen and to support Air Force recruiting and retention.



DEMOGRAPHICS

JOINT BASE LANGLEY-EUSTIS

Active Duty	13,437
DoD Civilians	5,827
Guard/Reservists	1,233
Dependents	18,924
Retirees	164,084

GREATER HAMPTON ROADS*

Regional Population	1,729,000
Average Household Income	\$79,540

*Includes other local service branches and mission partners

AIR POWER

over Hampton Roads

SATURDAY & SUNDAY, APRIL 26 - 27, 2025



75,000 ATTENDEES

Military and the Greater Hampton Roads Community

IN-PERSON INTERACTIONS

Exhibition Booth Space in High Traffic Areas

PRODUCT PLACEMENT

Product Samples | Promotional Materials

2025 **ATTRACTIONS**

USAF THUNDERBIRDS

F-22 FLIGHT DEMO TEAM

CIVILIAN AIR ACTS

STEAM EXHIBITS

KIDS PLAY AREA

**EXCLUSIVE
WELCOME
PARTY**

**PREFERRED
SEATING**

BEER GARDEN

CONCESSIONS

Full lineup coming soon!





APoHR & STEAM

SPONSORSHIP OPPORTUNITIES

APRIL 25 - 27, 2025

The JBLE Air Power over Hampton Roads (APoHR) Air Show established its first ground-breaking partnership with Virginia & North Carolina schools, & educational organizations to create a one-of-a-kind "Outdoor STEAM Experience" on an unparalleled scale in 2023. A dedicated partnership between Joint Base Langley-Eustis & regional schools brought approximately 2500 PK-12th grade public, private & homeschool students, teachers & chaperones to the installation to engage in the STEAM Experience on the Friday of APoHR Weekend.

The outdoor STEAM Experience provides immersive, developmentally appropriate, hands-on activities that engage & inspire students for possible careers in STEAM. Maintaining appropriate students to chaperone ratios allow full participation in the activities & challenges offered by STEAM professionals & volunteer organizations. The STEAM Experience remains in place on Saturday & Sunday, making STEAM education & engagement available to the hundreds of thousands of families, children & community members that attend Air Power over Hampton Roads!

Exposing students to STEAM opens a door to incredible possibilities. A vast majority of the students attending do not have any military affiliation even though their daily lives may experience the sound of jet noise over their schools or homes. By inviting PK-12th grade students onto Joint Base Langley-Eustis, they get a glimpse of the Air Force behind the fence line & the incredible opportunities that exist within.

Significant partnerships, across multiple STEAM disciplines, support this event to include post-secondary institutions, state organizations & military commands, as well as local & national industry leaders.

In 2025, we look forward to expanding these opportunities to more students, teachers & families from additional local municipalities.



AIR & SPACE
STEM Outreach
Langley Air Force Base



THE RAPTOR

\$5,000 Investment

- Two (2) promotional announcements at STEAM event
- Two (2) banners 3' x 6' displayed at the Air Show
- Logo on FSS Air Show website
- One (1) 10' x 10' promotional display space, to include two tables and four chairs, for the duration of the Air Show
- Logo on digital STEM information guides
- One (1) Thank you post on social media outlets

THE CROSSBOW

\$2,500 Investment

- One (1) promotional announcements at STEAM event
- One (1) banner 3' x 6' displayed at the Air Show
- Logo on FSS Air Show website
- One (1) 10' x 10' promotional display space, to include one tables and two chairs, for the duration of the Air Show

THE NOSE DIVE

\$1,000 Investment

- One (1) promotional announcement at STEAM event
- One (1) banner 3' x 6' displayed at the Air Show
- Logo on FSS Air Show website



STEAM

Science, Technology, Engineering, Arts, Mathematics

FACE-TO-FACE ENGAGEMENT



BENEFITS OF SPONSORSHIP

MEET A LOYAL CONSUMER BASE

- Promotional Opportunities
 - Establish Brand Loyalty
 - Direct exposure to military community and the greater Hampton Roads
 - On-site product sampling and demonstrations
 - Company logo display on promotional materials
 - Pre-event publicity
 - Event recognition
 - Social media exposure
 - Exhibition space
- 

PREFERRED SPONSOR

\$25,000 Investment

ON SITE EXPOSURE

- One (1) 30' x 40' exhibit space
- Four (4) 15' x 15' tents, six (6) tables & twelve (12) chairs
- Company logo prominently displayed on sponsor "Thank You" banners (2)
- Opportunity to display six (6) 3' x 6' banners at FSS featured areas provided by sponsor
- Six (6) Welcome Party tickets
- Six (6) Saturday & Sunday FSS Chalet tickets
- Five (5) tagged Social Media posts on Saturday & Sunday each day on the FSS & Community Programs Facebook Page
- Display two (2) vehicles in your exhibit space
- Four (4) PA announcements per day recognizing your company as a preferred exhibitor
- Ten (10) parking passes per day

MEDIA COVERAGE

- Company logo displayed on print & digital advertising for FSS elements of Air Power over Hampton Roads
- Ad placement on FSS digital monitors two (2) months prior and two (2) months after APoHR
- Six (6) Social Media posts before event with link to company social media
- Logo with link to company website on event page of jbleforcesupport.com
- One (1) post-event recognition on FSS website for 1 month after APoHR



ASSOCIATE SPONSOR

\$20,000 Investment

ON SITE EXPOSURE

- One (1) 20' x 40' event space
- Four (4) 10' x 10' tents, six (6) tables, twelve (12) chairs
- Company logo on sponsor "Thank You" banners (2)
- Opportunity to display four (4) 3' x 6' banners at FSS featured areas
- Three (3) tagged social media posts during event
- Four (4) public announcements on Saturday & Sunday
- Four (4) Welcome Party tickets
- Four (4) Saturday & Sunday FSS Chalet tickets
- Six (6) parking tickets per day

MEDIA COVERAGE

- Company logo displayed on print and digital advertising for FSS elements of APoHR
- Paid ad placement on FSS digital monitors two (2) months prior to APoHR
- Four (4) Social Media posts before event with link to company website
- One (1) post-event recognition on FSS website for 1 month after APoHR





SUPPORTING SPONSOR

\$15,000 Investment

ON SITE EXPOSURE

- One (1) 10'x 20' event space
- Two (2) 10'x10' tents, four (4) tables, eight (8) chairs
- Company logo on sponsor "Thank You" banners (2)
- Opportunity to display one (1) 3' x 6' banner at an FSS featured area
- Two (2) Public announcements on Saturday & Sunday
- Two (2) tagged social media posts during event
- Two (2) Welcome Party tickets
- Two (2) Saturday & Sunday FSS Chalet tickets
- Four (4) parking tickets per day

MEDIA COVERAGE

- Company logo displayed on print advertising for FSS elements of APoHR
- Two (2) Social Media posts before the event
- Paid ad placement on FSS digital monitors one (1) month prior to APoHR
- One (1) post-event recognition on FSS website for 1 month after APoHR



CONTRIBUTING SPONSOR

\$10,000 Investment

ON SITE EXPOSURE

- One (1) 10'x 20' event space, two (2) 10' x 10' tents, four (4) tables and eight (8) chairs
- Company logo on sponsor "Thank You" banners (2)
- One (1) tagged social media post during event
- One (1) public announcement on Saturday & Sunday
- Two (2) Saturday & Sunday FSS Chalet tickets
- Two (2) parking tickets per day

MEDIA COVERAGE

- Company logo displayed on print advertising for FSS elements of APoHR
- One (1) Social Media shout-out before the event
- Paid ad placement on FSS digital monitors one (1) month prior to APoHR
- Post-event recognition on FSS website for 2 weeks after APoHR

EXHIBITING SPONSOR

\$5,000 Investment

ON SITE EXPOSURE

- One (1) 10'x10' event space
- Company logo on sponsor "Thank You" banners (2)
- One (1) tagged social media post during event

MEDIA COVERAGE

- Company logo displayed on print advertising for FSS elements of APoHR
- Paid ad placement on FSS digital monitors two (2) weeks prior to APoHR
- Two (2) weeks post-event recognition on FSS website





A LA CARTE

If you're interested in supporting your military & civilian aviation history, then these advertising options are perfect for you & your company!

OPTION 1 \$1,500 | ON-SITE VISIBILITY

- One (1) 10' x 10' event space

OPTION 2 \$1,000 PER MONTH | WEBSITE

- Logo with link to company website on event page of jbleforcesupport.com

OPTION 3 \$500 | ANNOUNCEMENT AT EVENT

- Verbal recognition during announcements. Limit of 5 announcements. First come first served.

OPTION 4 \$500 | BANNER AT EVENT

- Banner size not to exceed 3' x 6'.

OPTION 5 \$250 | FACEBOOK POST

- Two (2) Social Media posts before event with link to company social media





Contact us before these opportunities take off:

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