

FIESTA

of Flight



**MAR 09
2024**



**SPONSORSHIP
OPPORTUNITIES**

About Us

The 47th Flying Training Wing is the host wing for Laughlin Air Force Base, Texas. The Wing oversees base day-to-day operations and provides support for over 2,900 military, federal civilian, and contract personnel assigned to a 5426-acre installation.

The 47th Flying Training Wing conducts specialized undergraduate pilot training for the United States Air Force, Air Force Reserve, Air National Guard, and allied nation's air forces utilizing the T-6, T-38, and T-1A aircraft while deploying mission-ready Airmen as well as developing professional, disciplined leaders.

Today, our combined workforce is at the cutting edge of aviation technology - Laughlin AFB is the number one pilot-producing engine within the United States Air Force.

As aviation-friendly as our unique geographic location is, there is no more valuable asset than the people who live and work here. The nation's brightest minds make up a treasured national resource for developing and advancing aviation capabilities across all disciplines.

Valuable partnerships with the Air Force Reserve, Air National Guard, allied nations' air forces, and many others make Laughlin a center of excellence for America's aerospace future.



FIESTA

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Laughlin AFB is proud to announce the 2024 FIESTA OF FLIGHT! This event is affordable fun for the Del Rio Community! With an anticipated crowd of over 10,000 attendees, Laughlin AFB is thrilled to host one of the most dynamic events yet again in Del Rio, Texas with the help of our supporters, like you.

We invite you to partner with us through the FSS Commercial Sponsorship Program, which gives you marketing opportunities at varying levels, ranging from \$1,000-\$25,000. These high-value opportunities not only place you ahead of your competitors but also offer a cost-effective platform to promote your products and services while increasing the public's awareness of your partnership with our military community.

Contact us today to discuss how we can work together to promote your business or organization. We look forward to your participation in making positive, lasting impressions at the 2024 Laughlin Fiesta of Flight. We are ready to help! Sponsorship packages close on August 15th and vendor requests on August 31st.

Jamie Heinrich

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Daniela Espinoza

Vendor Opportunities
47 FSS NAF Accounting
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DEMOGRAPHICS

- Over 10,000 Fiesta of Flight attendees will see, hear, and enjoy your sponsored attraction.
- Large numbers of demographically attractive spectators, primarily with above average household income, attend air shows.
 - Air acts and ground displays provide quality entertainment for the entire family.
- Our Fiesta of Flight sponsors receive exclusive amenities and benefits, which result in a memorable experience for you and your special guests!
- Sponsors support overall military readiness, productivity, and morale for service members and their families.

SPONSORSHIP LEVELS

Presenting Sponsor \$25,000
Partner Sponsor \$10,000
Associate Sponsor \$2,500
Contributing Sponsor \$1,000

FOR MORE INFORMATION, CONTACT US AT (830) 298-5826
47SVS.MARKETING@US.AF.MIL



PRESENTING SPONSOR

\$25K

EXCLUSIVE INCENTIVES

- CATEGORY EXCLUSIVITY FOR A SPONSOR TO LOCK OUT BUSINESS COMPETITORS BY BECOMING THE ONLY BUSINESS IN THE SPONSOR'S INDUSTRY
- VIP PRIVATE CHALET: INCLUDES TENT, TABLES, AND LINENS TO COMFORTABLY SEAT 25 GUESTS. FEATURES UNRESTRICTED VIEWS OF THE SHOW CATERED FOOD AND BEVERAGES, AND WRISTBANDS FOR EASY ACCESS IN AND OUT OF THE CHALET DURING THE EVENT
- AIR & SPACE EXPO SOUVENIR GIFTS FOR VIP GUESTS

ON-SITE EXPOSURE

- INTERACTION WITH 10,000+ AIR & SPACE EXPO ATTENDEES
 - BOOTH SPACE ON THE FLIGHT LINE
 - ONE (1) 30X10 FOOTPRINT IN A HIGH-TRAFFIC LOCATION
 - LEAD GENERATION PERMITTED FOR DISPLAY, COUPON DISTRIBUTION, ETC.
- SPONSOR RECOGNITION OVER PA SYSTEM FIVE (5) TIMES DURING THE SHOW
- FIVE (5) SIGNAGE DISPLAYS IN HIGH-TRAFFIC LOCATIONS (SPONSOR PROVIDED)
- SPONSOR LOGO ON 'THANK YOU TO OUR SPONSORS' BANNERS DISPLAYED IN PROMINENT AREAS

HOSPITALITY

- SIX (6) VIP PARKING PASSES

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PRESENTING SPONSOR

\$25K

PRINTED MATERIAL

- PERMISSION TO USE FIESTA OF FLIGHT LOGO DESIGNATION IN SPONSOR'S ADVERTISING AND PROMOTION, EXPIRING AT THE END OF 2024
- SPONSOR LOGO DOUBLE THE SIZE OF OTHER SPONSOR CATEGORIES ON FIESTA OF FLIGHT PRINTED ADVERTISING
- TWO (2) MONTHS OF ADVERTISING IN THE FSS NEWSLETTER

DIGITAL MATERIAL

- SPONSOR NAME ON FSS DIGITAL MARQUEE BY MAIN GATE ENTRANCE TWO (2) MONTHS LEADING TO THE EVENT
- SPONSOR LOGO ON THE LAUGHLINFSS.COM WEBSITE TWO (2) MONTHS LEADING TO THE EVENT
- SPONSOR PERSONALIZED ADVERTISEMENT (8.5X11) ON FLAT SCREENS DISPLAYED AROUND BASE TWO (2) MONTHS LEADING TO THE EVENT



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Partner Sponsor

\$10K

ON-SITE ACTIVATION

- INTERACTION WITH 10,000+ AIR & SPACE EXPO ATTENDEES
 - BOOTH SPACE ON THE FLIGHT LINE
- ONE (1) 20X10 FOOTPRINT IN A HIGH-TRAFFIC LOCATION
 - LEAD GENERATION PERMITTED FOR DISPLAY, COUPON DISTRIBUTION, ETC.
- SPONSOR RECOGNITION OVER PA SYSTEM FOUR (4) TIMES DURING SHOW
- FOUR (4) SIGNAGE DISPLAYS IN HIGH-TRAFFIC LOCATIONS (SPONSOR PROVIDED)
 - SPONSOR LOGO ON 'THANK YOU TO OUR SPONSORS' BANNERS DISPLAYED IN PROMINENT AREAS

ADVERTISING & PUBLICITY

PRINTED MATERIAL

- PERMISSION TO USE FIESTA OF FLIGHT LOGO DESIGNATION IN SPONSOR'S ADVERTISING AND PROMOTION, EXPIRING AT THE END OF 2024
 - SPONSOR LOGO ON PRINTED ADVERTISING
- TWO (2) MONTHS OF ADVERTISING IN THE FSS NEWSLETTER

DIGITAL MATERIAL

- SPONSOR RECOGNITION ON FSS DIGITAL MARQUEE BY MAIN GATE ENTRANCE ONE (1) MONTH LEADING TO THE EVENT
- SPONSOR LOGO ON THE LAUGHLINFSS.COM WEBSITE ONE (1) MONTH LEADING TO THE EVENT
- SPONSOR PERSONALIZED ADVERTISEMENT ON FLAT SCREENS DISPLAYED AROUND BASE ONE MONTH LEADING TO THE EVENT

HOSPITALITY

- FIVE (5) VIP PARKING PASSES

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Associate Sponsor

\$2.5K

ON-SITE ACTIVATION

- INTERACTION WITH 10,000+ AIR & SPACE EXPO ATTENDEES
- BOOTH SPACE ON THE FLIGHT LINE

ADVERTISING & PUBLICITY

- SPONSOR LOGO ON 'THANK YOU TO OUR SPONSORS' BANNERS DISPLAYED IN PROMINENT AREAS
- SPONSOR LOGO ON THE LAUGHLINFSS.COM WEBSITE 14 DAYS LEADING TO EVENT
- SPONSOR RECOGNITION OVER PA SYSTEM ONE (2) TIMES DURING EVENT
- SPONSOR NAME RECOGNITION IN THE FSS NEWSLETTER

Contributing Sponsor

\$1K

ADVERTISING & PUBLICITY

- SPONSOR LOGO ON 'THANK YOU TO OUR SPONSORS' BANNERS DISPLAYED IN PROMINENT AREAS
- SPONSOR LOGO ON THE LAUGHLINFSS.COM WEBSITE 7 DAYS LEADING TO EVENT
- SPONSOR NAME RECOGNITION IN THE FSS NEWSLETTER

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