



SPONSORSHIP PACKAGE – 2011

The \$500 Sponsor

- Three (3) passes each day (6 total) allowing for entry into VIP Chalet (offering Hors d'oeuvres, legal beverage, flight line seating).
- Recognition in Air Show Schedule of Events.
- Display space for banner hung at the Air Show (to be provided by sponsor).
- VIP Reception – 2 invitations to one of the VIP Receptions.

COLONEL BRIAN A. TRUMAN
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NIC DIEHL

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THUNDER OVER THE BLUE RIDGE, INC
218 WEST KING STREET
MARTINSBURG, WV 25401
WWW.MARTINSBURGAIRSHOW.COM



SPONSORSHIP PACKAGE – 2011

The \$1000 Sponsor

- Four (4) passes each day (8 total) allowing for entry into VIP Chalet (offering Hors d'oeuvres, legal beverage, flight line seating).
- VIP Parking passes for one (1) vehicle each day (2 total).
- A One-Eighth (1/8) page ad in Air Show Schedule of Events.
- Space for a banner to be hung at the Air Show (to be provided by sponsor).
- Display space at the Air Show for business and/or product promotion and sales.
- VIP Reception – 4 invitations to one of the VIP Receptions.

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SPONSORSHIP PACKAGE – 2011

The \$2500 Sponsor

- Ten (10) passes each day (20 total) allowing for entry into VIP Chalet (offering Hors d'oeuvres, legal beverage, flight line seating).
- VIP Parking passes for four (4) vehicles each day (8 total).
- A One-Quarter (1/4) page advertisement in Air Show Schedule of Events
- Space for a banner to be hung at the Air Show (to be provided by sponsor).
- Display space at the Air Show for business and/or product promotion and sales.
- One PA announcement each day of the event.
- VIP Reception – Ten (10) invitations to one of the VIP Receptions

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SPONSORSHIP PACKAGE – 2011

The \$5000 Sponsor

- Twelve (12) passes each day (24 total) allowing for entry into VIP Chalet (offering Hors d'oeuvres, legal beverage, flight line seating).
- VIP Parking passes for four (4) vehicles each day (8 total).
- Private 20' x 20' chalet with seating for 25 people for one day
- One Half page advertisement in Air Show Schedule of Events and one (1) one-quarter (1/4) page ad in the Air Show commemorative program
- Logo added to Air Show Posters
- Logo added to Air Show website.
- Space for a banner to be hung at the Air Show (to be provided by sponsor).
- Display space at the Air Show for business and/or product promotion and sales.
- Two (2) PA announcements each day of the event.
- VIP Reception – 10 invitations to one of the VIP Receptions

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SPONSORSHIP PACKAGE – 2011

The \$10,000 Silver Partner

- Silver Partnership - The Silver Partner will be showcased in Air Show's print advertising (posters and other print as opportunities present).
- Fifteen (15) passes each day (30 total) allowing for entry into VIP Chalet (offering Hors d'oeuvres, legal beverage, flight line seating).
- VIP parking passes for Eight (8) vehicles each day (16 total).
- Private show-line chalet with seating for 50 people for two (2) days
- Silver Partner full-page color advertising in Air Show Schedule of Events and one (1) half-page (1/2) ad in the Air Show commemorative program .
- Logo added to Air Show website.
- Space for two (2) banners to be hung at the Air Show (to be provided by Silver Partner).
- Display space at the Air Show for Silver Partner business and/or product promotion and sales.
- Three (3) PA Announcements each day of the event.
- VIP Reception – 15 invitations to one of the VIP Receptions.
- Other considerations as negotiated.

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SPONSORSHIP PACKAGE – 2011

The \$25,000 Gold Partner

- Gold Partnership - The Gold Partner will be showcased in Air Show's advertising, marketing, and promotion (television, radio, and print).
- Twenty Five (25) passes each day (50 total) allowing for entry into VIP Chalet (offering Hors d'oeuvres, legal beverage, flight line seating).
- VIP parking passes for fifteen (15) vehicles each day (30 total).
- Gold Partner full-page, full-color advertisement in Air Show Schedule of Events with placement preference on a first come, first serve basis.
- Preferred Display space for Gold Partner banners hung at the Air Show (to be provided by Gold Partner).
- Display space at the Air Show for Gold Partner business and/or product promotion and sales.
- Private show-line chalet, catered with seating for 75 people for two days
- PA Announcements – PA Announcements throughout the Show, at least five per day.
- VIP Reception – 30 invitations to one of the VIP Receptions.
- Other considerations as negotiated.

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SPONSORSHIP PACKAGE – 2011

The \$50,000 Platinum Partner

- Exclusive Platinum Partnership - The Platinum Partner is limited to a single organization and will be showcased in Air Show's name and logo for all advertising (television, radio, print) including the website as the host partner.
- Right of first refusal for the next air show.
- Gated private flight-line chalet, catered with covered tables and chairs in private viewing area for up to 100 Platinum Partner guests (Support Personnel provided).
- Twenty five (25) passes each day (50 total) allowing for entry into VIP Chalet (offering Hors d'oeuvres, legal beverage, flight line seating).
- VIP parking passes for twenty five (25) vehicles each day (50 total).
- Literature about the Platinum Partner's company will be distributed at the gate (as supplied by the sponsor).
- Platinum Partner branding on front cover of Air Show Schedule of Events as well as full-page, full-color, back or inside front cover advertisement.
- Preferred Display space for Platinum Partner banners hung at the Air Show.
- First choice for display space at the Air Show for Platinum Partner business and/or product promotion and sales.
- PA Announcements – PA Announcements throughout the show. At least 10 a day.
- Performer appearances – Performer appearances by civilian acts in private chalet area for autographs and photo sessions.
- VIP Reception – 50 invitations to one of the VIP Receptions.
- Other considerations as negotiated.

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Added Value Opportunities

- **Ad Space in Free Air Show Schedule of Events**
 - Back cover 3000.00
 - Inside cover 2000.00
 - Full page 1500.00
 - Half page 800.00
 - Quarter page 400.00
 - Eighth page 200.00
 - Recognition 100.00

- **Ad Space in Commemorative Air Show Program** – Same as in Free Program and offered as a bonus for sponsors at the 5000.00 levels and above

- **Logos**
 - Website Home page and sponsor page 1000.00
 - Website Sponsor page 400.00
 - Air Show Poster 1000.00

- **VIP Chalet passes for one (1) day** – 50.00 each

- **VIP parking for one (1) day** - 50.00 each

- **Friday/ Saturday night reception** – 100.00 and 75.00 each

- **Private Chalet**
 - 20' x 20' - 2500.00 for two days, 1500.00 one day
 - Larger sizes as negotiated

- **Catering** -750.00 and up

- **PA announcements** - 100.00 per announcement

- **Banner placement provided by sponsor** - 100.00 per banner

- **Display space** - 500.00 and up

- **Friends of the Air Show tickets** - 25.00

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