

SPONSORSHIP, BRANDING, AND MARKETING

**2022**

SEPTEMBER 24-25

9am – 5:30pm  
Free Admission  
& Parking

MCCONNELL  
AIR FORCE BASE

**FRONTIERS  
IN FLIGHT**


OPEN HOUSE  
& AIR SHOW






## MCCONNELL AIR FORCE BASE

### Commercial Sponsorship

 Cheryl Kellogg

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McConnell Air Force Base

# **WE ARE...A/R**

**We are Air Refueling**

As the "Home of Air Refueling," Team McConnell has made a name for itself within the "Air Capital of the World," supporting more than 5,000 refueling missions annually that sustain rapid global mobility to ensure airpower is delivered to those who threaten our freedoms. The character of our Airmen matches the quality of our Midwestern neighbors who have welcomed our team into their homes, communities and hearts. Your support of our Airmen and their families have made it possible for McConnell to become the most accomplished air refueling and intelligence units in the world. We value these partnerships and welcome you to join us to make Frontiers in Flight 2022 an incredible experience with amazing air performances, displays and exhibits along the flight line of McConnell Air Force Base.

# SPONSORSHIP

## *Chalet Premium Package*

**2 Day Chalet - Saturday & Sunday - \$20,000**

**1 Day Chalet - \$15,000**

- Covered and open air seating for 100 guests per day adjacent to the runway
- Air Show Deluxe Buffet from 11am – 3pm
- Assortment of alcoholic/non-alcoholic beverages and snacks available throughout the day
- 20 on-base parking passes
- VIP entrance (separate from general admission entrance)
- Deluxe Restrooms
- Commemorative Souvenir Medallion for each guest
- Personalize your chalet (no balloons or materials such as confetti due to proximity to aircraft)

### **On-Site Exposure**

- 6 Recognition Announcements throughout each day
- Reach 150K attendees with 10 x 20 Exhibit Space
- Distribute promotional materials, conduct demonstrations and customer drawings

### **Advertising**

- Company name recognition as Premiere Sponsor
- Frontiers in Flight 2022 logo usage permission
- Logo recognition on print and digital advertising
- Logo recognition prominently displayed among Community Partners in the Air Show Digital Program on [refuelmccconnell.com](http://refuelmccconnell.com)
- Active link on Air Show Event page of [refuelmccconnell.com](http://refuelmccconnell.com)
- 6 months Web Ad with link to your website on [refuelmccconnell.com](http://refuelmccconnell.com)

### **Hospitality**

- 12 Passes for Air Show Rehearsal & Friday Night Concert
- Meet and Greet the pilots at the Friday's event
- 12 on-base parking passes for Friday's event





## **Chalet Partners Package**

**2 Day Shared Chalet - Saturday & Sunday \$10,000**

**1 Day Shared Chalet - \$6400**

- Covered and open air seating for 40 guests per day adjacent to the runway
- Air Show Deluxe Buffet for each guest from 11am – 3pm
- Assortment of alcoholic/non-alcoholic beverages and snacks available throughout the day
- 8 on-base parking passes
- VIP entrance (separate from general admission entrance)
- Deluxe Restrooms
- Commemorative Souvenir Medallion for each guest
- Personalize your chalet (no balloons or materials such as confetti due to proximity to aircraft)

### **On-Site Exposure**

- 3 Recognition Announcements throughout the day
- Reach 150K attendees with 10 x10 Exhibit Space
- Distribute promotional materials, conduct demonstrations and customer drawings

### **Advertising**

- Company name recognition as Partner Sponsor
- Logo recognition on print and digital advertising
- Logo recognition displayed among Community Partners in the Air Show Digital Program on [refuelmccconnell.com](http://refuelmccconnell.com)
- Active link placed on Air Show Event page of [refuelmccconnell.com](http://refuelmccconnell.com)

### **Hospitality**

- 8 Passes with on base parking for the Air Show Rehearsal & Friday Night Concert
- Meet and greet the pilots at Friday's event

## **Chalet Supporter Package**

**2 Day Shared Chalet - Saturday & Sunday - \$5000**

**1 Day Shared Chalet - \$3200**

- Covered and open air seating for 16 guests per day adjacent to the runway
- Air Show Deluxe Buffet for each guest from 11am – 3pm
- Assortment of alcoholic/non-alcoholic beverages and snacks available throughout the day
- 4 on-base parking passes
- VIP entrance (separate from general admission entrance)
- Deluxe Restrooms
- Personalize your chalet (no balloons or materials such as confetti due to proximity to aircraft)

### **On-Site Exposure**

- Reach 150K attendees with 10 x 10 Exhibit Space
- Distribute promotional materials, conduct demonstrations and customer drawings

### **Advertising**

- Company name recognition as Supporter Sponsor
- Logo recognition on print and digital advertising
- Logo listed among Community Partners in the Air Show Digital Program on [refuelmccconnell.com](http://refuelmccconnell.com)
- 4 Passes with on base parking for Air Show Rehearsal & Friday Night Concert
- Meet and greet the pilots at Friday's event

## **Chalet Contributor Package**

**2 Day Shared Chalet - Saturday & Sunday - \$2500**

**1 Day Shared Chalet - \$1600**

- Covered and open air seating for 8 guests per day adjacent to the runway
- Air Show Deluxe Buffet for each guest from 11am – 3pm
- Assortment of alcoholic/non-alcoholic beverages and snacks available throughout the day
- 4 on-base parking passes
- VIP entrance (separate from general admission entrance)
- Deluxe Restrooms
- Personalize your chalet (no balloons or materials such as confetti due to proximity to aircraft)

### **On-Site Exposure**

- Company Logo displayed among Community Partners in the Air Show Digital Program on [refuelmccconnell.com](http://refuelmccconnell.com)
- Logo recognition on print and digital advertising
- 2 Passes with on base parking for Air Show Rehearsal & Friday Night Concert
- Meet and Greet the pilots at Friday's event



## Sponsor Exhibit Space and Kid Zone

Market your organization or company with an exhibit display. A limited number of sites are available on a first-come, first-served basis. Companies that are certified 501(c)(3) organizations agencies receive a discount. Sponsorship includes chairs as specified; canopy is provided by the sponsor. Exhibits may be located in the vicinity of the Kid Zone.

Size	Rate	*Includes
10'x10'	\$1,800	2 chairs
10'x20'	\$2,700	4 chairs
20'x20'	\$3,600	5 chairs

**Non Profit Rate:** 35% discount: 10' x 10' = \$1,170 \ 10' x 20' = \$1,755 \ 20' x 20' = \$2,340

\*Sponsor provides their own table(s)

### Exhibitor Benefits

- **On Site Exposure**
  - Reach 150K attendees with Exhibit Space
  - Distribute promotional materials, conduct demonstrations and customer drawings
  - 3 per day, on-base parking passes, near the flight line
- **Media Exposure**
  - Company Logo on promotional materials distributed throughout the base promoting this event (as deadlines permit). Posters and 4 TV Screens on base.
  - Company Logo listed in the Air Show Digital Program on the FSS website [refuelmccconnell.com](http://refuelmccconnell.com)

## **Donor Support**

Hundreds of military members and civilian employees will volunteer to work many hours per day in support of the air show. Many areas of the air show, Civilian Air Acts, STEM and Kid Zone, are not funded by the government but enhance the airshow experience. Donations of cash or product-in-kind and services are accepted to offset costs of providing these enhancements to the event.

**Patron: \$1,000 and up**

## **Air Show Rehearsal and Friday Night Concert**

When: Friday, Sept. 23, 2022

Time: 4:30pm – 7:30pm

Where: Dole Community Center

Who: Active Duty Military, Air and Army National Guard & Reserve, Retirees, DoD Employees and their families

Expected Attendance 1,200 - 1,500

The Air Show is a working weekend at McConnell! For our military, this means time away from family to work the big event. At the request of the Wing Commander, a Friday Night Event and Concert to follow the Air Show Rehearsal. The event will provide a time for our military members and base personnel to come together in comradery and fun to celebrate this outstanding community event and to hail the United States Air Force and aviation in our community. The evening includes Meet & Greet the Thunderbird pilots, free food and music. Sponsorships of Cash or Product-In-Kind will be accepted to enhance the event.

### **Pilot Sponsor: \$2,500**

- On-Site Exposure
  - Your company Banner placed in a prominent location at the event
  - 10 x 10 Exhibit Space at the event
  - Recognition Announcement at the event
  - 5 on-base, parking passes to the event
- Media Exposure
  - Company Logo on promotional materials distributed throughout the base promoting this event (as deadlines permit). Posters and FSS Website [refuelmccconnell.com](http://refuelmccconnell.com).
  - Company logo listed in the Air Show Digital Program on [refuelmccconnell.com](http://refuelmccconnell.com)

### **Co-Pilot Sponsor: \$1,000**

- On-Site Exposure
  - Your Company Banner placed in a prominent location at the event
  - Booth Space at the event
  - Recognition Announcement at the event
  - 3 on-base, parking passes to the event
- Media Exposure
  - Company Logo on promotional materials distributed throughout the base promoting this event (as deadlines permit). Posters and FSS Website [refuelmccconnell.com](http://refuelmccconnell.com)
  - Company logo listed in the Air Show Digital Program on [refuelmccconnell.com](http://refuelmccconnell.com)

### **Boom Operator Sponsor: \$500**

- On-Site Exposure
  - Booth Space at the event
  - 1 on-base parking pass to the event
- Media Exposure
  - Company logo on promotional materials distributed on base promoting this event (as deadlines permit).

# AIR SHOW DEMOGRAPHICS



## Attendance 2018

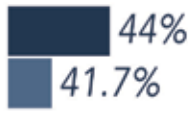
110,000

## Expected Attendance 2022

130,000

## Gender of Air Show Spectators 2018

● 2018 ● '98-2016 Average



## Distance Traveled 2018

● Drove less than 40 miles ● Drove less than 60 miles

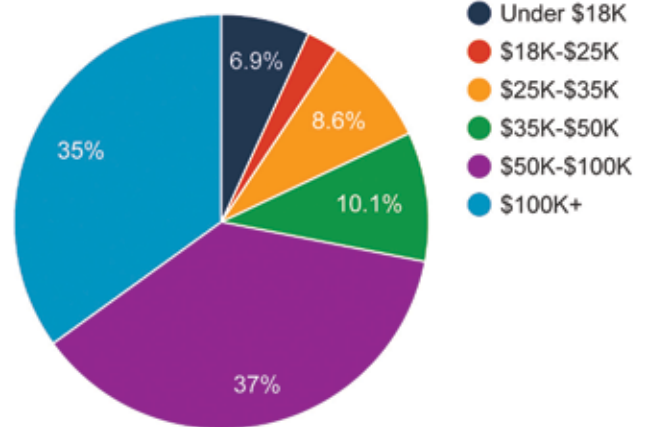


**63% of Air Show Spectators owned their own home 2018**

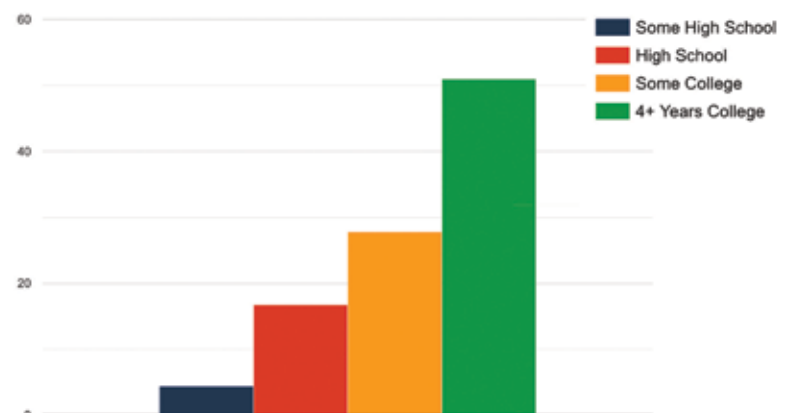


**45% of spectators attended with a child under 18 years of age 2018**

## Household Income Level of Air Show Spectator 2018



## Education Level of Air Show Spectators 2018 Responses



## Frontiers in Flight Open House and Air Show

- Sponsorship delivers marketing impact by aligning your branding with event attendees leading up to, during and after the event.
- One-on-one interaction with interested consumers of all ages through high-quality experiential marketing.
- Reaches event attendees that are representative of the highly diverse Midwest region marketplace in Kansas and surrounding states.



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