

22ND BRECKENRIDGE AIRSHOW

25-26th MAY

2024

MARKETING PROSPECTUS

Prepared for Samira Hadid



We are thrilled to announce the continued partnership of Ezell Aviation and the Breckenridge Airshow!



The **22nd BRECKENRIDGE AIRSHOW** returns in 2024... situated in the heart of the Big Country! 45 minutes from Abilene, TX, and 1.5 hours from Fort Worth this airshow is sure to bring in the crowds.

Featuring Warbirds, Bomber Nerf Ball Drop, Frontline Military Hardware, Joy Flights, and a stack of STEM entertainment for all ages.

MAY 2024

25TH & 26TH

KBKD - STEPHENS COUNTY AIRPORT

#breckenridgeairshow2024

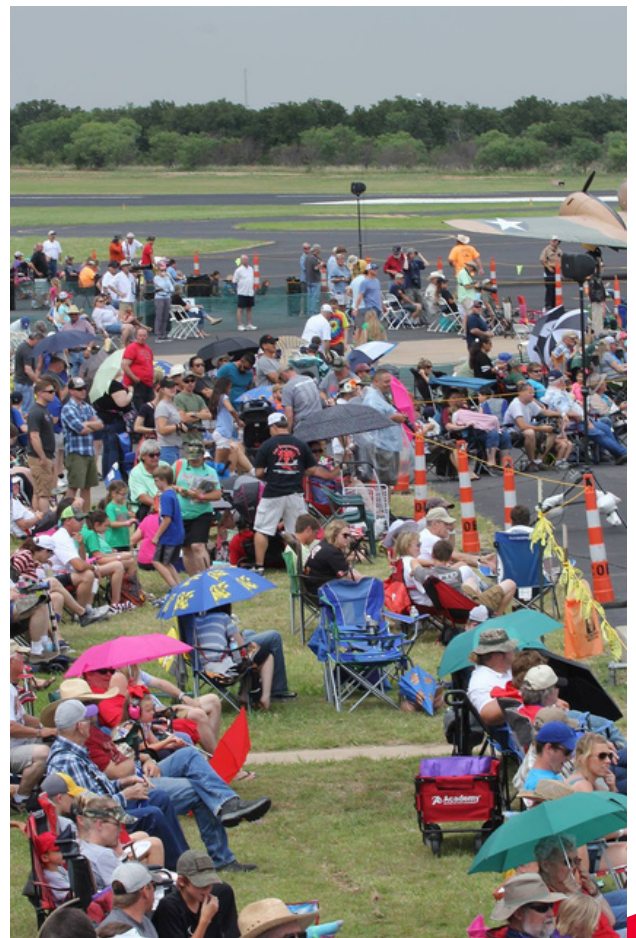
#warbirdgathering2024



A THRILLING EVENT FOR THE WHOLE FAMILY!

We invite you to explore the unique opportunities an airshow such as this presents. As you know, marketing investment is a key component to enhancing your company's public profile and maintaining business growth. Whether you are looking to broaden your customer base, maximize brand exposure, or engage your employees; supporting/partnering with '22nd BRECKENRIDGE AIRSHOW' will help you achieve this while earning the respect and appreciation of your community.

We encourage you to consider participation as a sponsor and hope you see the potential we do in the many possibilities outlined in this prospectus.



Why sponsor the Breckenridge Airshow?

Airshows provide impressive and often nostalgic entertainment in a festival environment, organized by locals for the community. This allows for marketing potential lasting hours not seconds or minutes.








'Devil Dog' Nerf Ball Drop!



The front-page newspaper articles, high-profile television and radio coverage, aviation, and travel magazine articles along with endless social media outlets take advantage of the outstanding photo and video opportunities that airshows present both during and in the run-up to the event. This unmatched density of positive and memorable exposure is a must-have for companies looking to increase their brand awareness and cultivate credibility.



Sponsorship Levels








































	TITLE	\$20,000
	PRESENTING	\$10,000
	WING COMMANDER	\$5,000
	COMMANDER	\$2,500
	SQUADRON	\$1,500
	SUPPORTING	ANY AMOUNT*

***WE CAN HELP YOU REACH YOUR MARKETING GOALS AT ANY RATE.**

The following pages will outline the full range of sponsorship opportunities available for the 22ND BRECKENRIDGE AIRSHOW.


















Partner Recognition Prior to Airshow

Sponsorship Type	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Exclusive naming rights					
Permission to use the airshow logo					
Social media announcement of sponsorship					
Sponsor name on television adverts					
Sponsor logo on television adverts					
Sponsor name in radio adverts					
Sponsor logo on header of all airshow webpages					
Sponsor logo on footer of all airshow webpages					
Sponsor logo and info on sponsors webpage					
Sponsor logo on print at home e-tickets					
Sponsor logo on print media adverts/posters					



Airshow Day Promotion

Sponsorship Type					
Sponsor logo on gate-issued, printed tickets					
Advert space in Official Souvenir Program	1 I Cover	1 Page	1/2 Page	1/3 Page	1/4 Page
Sponsor logo on program map					
Sponsor logo on program sponsors page					
Sponsor logo on VIP passes					
Exhibit space allowance (*marquee not included)	6x6	6x6	6x6	6x6	6x6
Sponsor name and logo on live social media coverage					
Sponsor name in all relevant PA announcements					
15 second "live read" sponsor ads on PA system	8	6	4	3	2
Fence signage spaces	10	8	6	4	2
VIP area banners / Flags	5/3	3/0	1/2		
Promotional merchandise in VIP welcome bags					

TITLE Sponsorship

PARTNER RECOGNITION PRIOR TO AIRSHOW

- Exclusive naming rights - Your company name will be included in the title of the airshow
- Permission to use the AIRSHOW logo
- Inside Cover, full page Official Souvenir Program
- Sponsor name and logo on television adverts, program map and VIP passes
- Sponsor name in radio adverts
- Sponsor logo on header of all 'Breckenridge Airshow' website pages
- Sponsor logo and information on sponsors webpage
- Sponsor logo on print at home e-tickets
- Sponsor logo on print media adverts/posters and official airshow t-shirt

AIRSHOW DAY PROMOTION

- Exclusive naming rights - Your company name will be included in the title of the airshow
- Permission to use the AIRSHOW logo
- Social media announcement of your sponsorship
- Sponsor name and logo on television adverts
- 20X20 Exhibit Space
- Sponsor name in radio adverts
- Sponsor logo on header of all 'Breckenridge Airshow' website pages
- Sponsor logo and information on sponsors webpage
- Sponsor logo on print at home e-tickets
- Sponsor logo on print media adverts/posters

AIRSHOW DAY HOSPITALITY

- 16 VIP PASSES
- 6 VIP PARKING PASSES
- 75 General Admission Tickets
- 45 Preferred Seating
- 10 PILOT CREDENTIALS (ACCESS TO RESTRICTED PILOT AREA)
- AC RESTROOMS & OUTDOOR SEATING

PRESENTING Sponsorship

PARTNER RECOGNITION PRIOR TO AIRSHOW

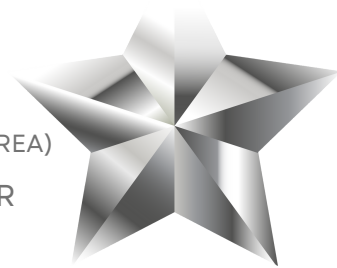
- Permission to use the AIRSHOW logo
- Sponsor logo on header of all 'Breckenridge Airshow' website pages
- Sponsor logo on print at home e-tickets
- Social media announcement of your sponsorship
- Sponsor logo and information on sponsors webpage
- Sponsor logo on print media adverts/posters and official airshow t-shirt
- Sponsor name and logo on television adverts, program map and VIP passes

AIRSHOW DAY PROMOTION

- Sponsor logo on gate-issued, printed tickets
- Sponsor logo on VIP passes
- 15 Fence banner spaces
- One full page of advert space in Official Souvenir Program
- 10x10 of exhibit space
- 3 VIP area banners
- Sponsor logo on program map and sponsors page
- 6 x 15 second "live read" sponsor ads on PA system
- Entrance sign space

AIRSHOW DAY HOSPITALITY

- 10 VIP PASSES
- 4 PILOT CREDENTIALS (ACCESS TO RESTRICTED PILOT AREA)
- 4 VIP PARKING PASSES
- AC RESTROOMS & OUTDOOR SEATING
- 25 GENERAL ADMISSION PASSES
- 35 PREFERRED SEATING PASSES



WING COMMANDER Sponsorship

PARTNER RECOGNITION PRIOR TO AIRSHOW

- Permission to use the AIRSHOW logo
- Sponsor logo on footer of all 'Breckenridge Airshow' website pages
- Sponsor logo on print at home e-tickets
- Social media announcement of your sponsorship
- Sponsor logo and information on sponsors webpage
- Sponsor name and logo on television adverts, program map and VIP passes

AIRSHOW DAY PROMOTION

- Sponsor logo on gate-issued, printed tickets
- Sponsor logo on VIP passes
- 10 Fence banner spaces
- 1/2 page of advert space in Official Souvenir Program
- 6m x 6m of exhibit space
- 2 VIP area banners
- Sponsor logo on program on sponsors page
- 4 x 15 second "live read" sponsor ads on PA system
- Entrance sign space

AIRSHOW DAY HOSPITALITY

- 6 VIP PASSES
- 20 PREFERRED SEATING PASSES
- 2 VIP PARKING PASSES
- 25 GENERAL ADMISSION PASSES



COMMANDER Sponsorship

PARTNER RECOGNITION PRIOR TO AIRSHOW

- Permission to use the AIRSHOW logo
- Social media announcement of your sponsorship
- Sponsor logo on footer of all 'Breckenridge Airshow' website pages
- Sponsor logo and information on sponsors webpage
- Sponsor logo on print at home e-tickets
- Sponsor logo on print media adverts/posters

AIRSHOW DAY PROMOTION

- Third page of advert space in Official Souvenir Program
- Sponsor logo on program on sponsors page
- 6m x 6m of exhibit space
- 3x 15 second "live read" sponsor ads on PA system
- 4 Fence banner spaces

AIRSHOW DAY HOSPITALITY

- 4 VIP PASSES
- 1 VIP PARKING PASSES
- 10 GENERAL ADMISSION PASSES
- 6 PREFERRED SEATING PASSES



SQUADRON Sponsorship

PARTNER RECOGNITION PRIOR TO AIRSHOW

- Permission to use the AIRSHOW logo
- Sponsor logo on footer of all 'Breckenridge Airshow' website pages
- Sponsor logo on print at home e-tickets
- Social media announcement of your sponsorship
- Sponsor logo and information on sponsors webpage
- Sponsor logo on print media adverts/posters

AIRSHOW DAY PROMOTION

- Quarter page of advert space in Official Souvenir Program
- 6m x 6m of exhibit space
- 2 Fence banner spaces
- Sponsor logo on program on sponsors page
- 2 x 15 second "live read" sponsor ads on PA system

AIRSHOW DAY HOSPITALITY

- 2 VIP PASSES
- 5 PREFERRED SEATING PASSES
- 1 VIP PARKING PASSES
- 4 GENERAL ADMISSION PASSES



Work with us !

info@breckenridgeairshow.com

(254) 294-7393

With over 10,000 expected to attend the BRECKENRIDGE AIRSHOW, and visitors ranging from senior citizens through to young families this show is a huge opportunity for companies to reach new customers and markets.

The 2018 'Breckenridge Airshow' saw visitors from the AROUND THE WORLD.



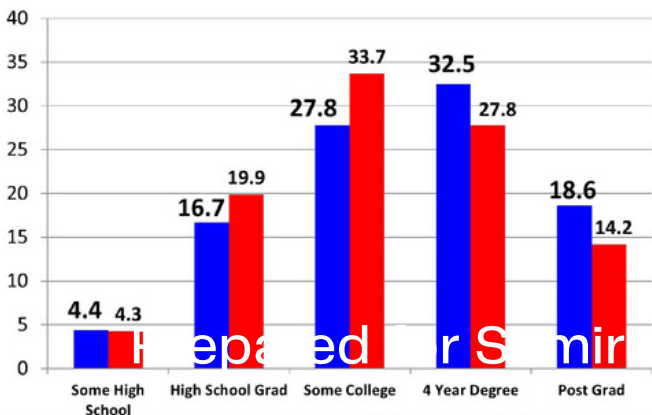
Intense *FAN* loyalty Ideal consumer *DEMOGRAPHICS* One of a kind *VIP*



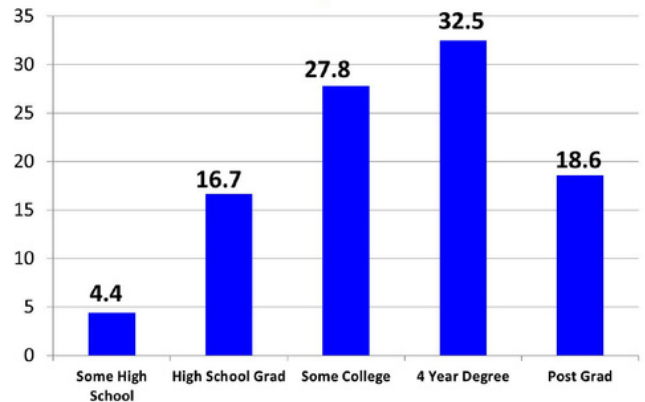
www.breckenridgeairshow.com

2018 International Council of Air Show Statistics

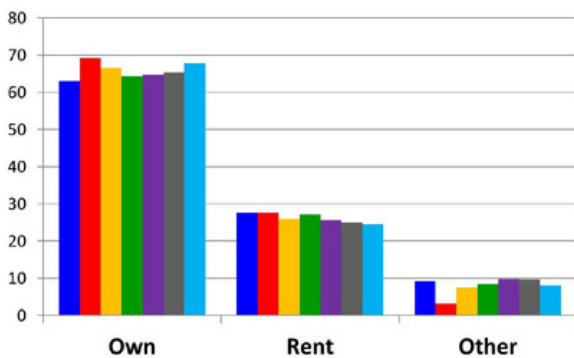
Education Level of Air Show Spectators, 2018 responses vs. 1998 – 2016 average



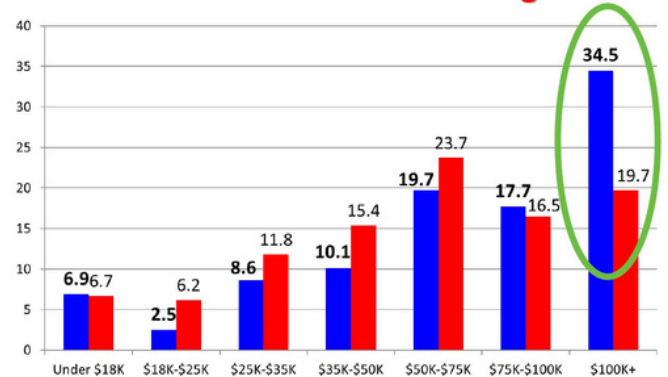
Education Level of Air Show Spectators, 2018 responses



Home Ownership of Air Show Spectators, 2018 vs. 2016 vs. 2014 vs. 2012 vs. 2010 vs. 2008 vs. 2006



Household Income Level of Air Show Spectators, 2018 vs. 1998-2016 average



BRECKENRIDGE AIRSHOW

We hereby commit our sponsorship and support of the *22nd Annual Breckenridge Airshow, and authorize the event's planning and marketing committee to use our name and logo in marketing efforts prior to the event.*

*I will make sure my organization will provide sponsorship funding on or before the date of event.

*My organization will provide a digital copy of our logo, if applicable.

Name: _____ Title: _____

Organization: _____

Sponsorship Level/Amount: _____

Phone: _____ Email: _____

Address: _____ City: _____ Zip Code _____

Signature: _____ Date: _____

_____ **I have enclosed a check**

_____ **I would like to commit today and receive an invoice
from the Breckenridge Chamber of Commerce**

Make Checks Payable to: Breckenridge Chamber of Commerce
PO BOX 1466 * Breckenridge, Texas * 76424

EMAIL: info@breckenridgeairshow.com
FAX: (254) 559-7104

Thank you for your SPONSORSHIP and SUPPORT!

