



## **2018 COMMUNITY CHARITY AIRSHOW**

[www.communitycharityairshow.com](http://www.communitycharityairshow.com)

**Wednesday, August 29, 2018**

The Rotary Club of Brantford and Canadian Warplane Heritage Museum are proud to present the 17<sup>th</sup> annual Community Charity Airshow at the Brantford Municipal Airport. We need your help to present one of the marquee local events in Brantford and the County of Brant. The Community Charity Airshow attracts 10,000+ spectators each year. Kids and adults alike come to watch the show's top-quality performers. At the Community Charity Airshow, fans get up close and personal with aircraft and performers.

The Community Charity Airshow has included the following performers:

- The Canadian Forces Snowbirds
- CF-18 Hornet pilots thundering through the sky
- The Canadian Warplane Heritage Museum
- Aerobatic and stunt pilots
- B-29 FIFI
- Bone Shaker Jet Truck

### **Sponsorship Opportunities**

#### **Who benefits?**

The Community Charity Airshow can only be a success with financial support from our sponsors and the efforts of more than 250 volunteers. When all is said and done, the show is about raising funds to benefit children in our community. Funds raised go to support the Rotary Club of Brantford ([www.brantfordrotary.com](http://www.brantfordrotary.com)), as well as the Canadian Warplane Heritage Museum ([www.warplane.com](http://www.warplane.com)).

#### **Marketing opportunities for your business**

The Community Charity Airshow provides a great opportunity to showcase your business to the Brantford-Brant community. While 10,000+ people attend the airshow each year, media exposure prior to and on the day of the show gives your business exposure to more than 45,000 people.

#### **How can your business be recognized?**

- Media advertising in the months and weeks leading up to the airshow.
- Online on the official Community Charity Airshow website.
- Recognition at the airshow dinner and in the VIP tent.
- Announcements during the performance.

## Summary of cash sponsorship levels

- **Elite** Sponsor—\$10,000
- **Premium** Sponsor — \$7,500
- **Community Champion** Sponsor — \$5,000
- **Community Leader** Sponsor—\$2,500
- **Flight Leader** Sponsor— \$1,000
- **Event** Sponsor —\$500

Note: Many local businesses provide valuable support in the form of products and services donated to the airshow. In those cases, the committee will work with you to establish the appropriate value and recognition. Items identified with \*\* are not applicable to sponsorship made through in-kind products or services.

### Elite Sponsor

**\$10,000**

- One seat on the Lancaster flight being held on the evening of the Air Show Dinner.
- 8 complimentary tickets to spend an evening with the performers prior to the airshow. A chance to meet, greet and eat with the pilots.
- 12 complimentary tickets to the VIP tent on the day of the show and VIP parking.
- Space provided for a vendor or information booth on the tarmac on show day \*\*
- Company logo displayed prominently near the main entrance. \*\*
- Prominent placement of company logo on the official Community Charity Airshow website, with a link to corporate website, before and after the show.
- Prominent placement of company logo in print media advertising.
- Company logo on banner in VIP tent.
- Recognition through announcements on the day of the show
- Company name included on T-shirts supplied to more than 250 volunteers on the day of the show.
- Recognition at the Community Charity Airshow dinner.

### Premium Sponsor

**\$7,500**

- 8 complimentary tickets to spend an evening with the performers prior to the airshow. A chance to meet, greet and eat with the pilots.
- 12 complimentary tickets to the VIP tent on the day of the show and VIP parking.
- Company logo displayed prominently near the main entrance. \*\*
- Prominent placement of company logo on the official Community Charity Airshow website, with link to corporate website, before and after the show.
- Prominent placement of company logo in print media advertising.
- Company name included on T-shirts supplied to more than 250 volunteers on the day of the show.
- Company logo on banner in VIP tent.
- Recognition through announcements on the day of the show.
- Recognition at the Community Charity Airshow dinner.

## Community Champion Sponsor

**\$5,000**

- 6 complimentary tickets to spend an evening with the performers prior to the airshow. A chance to meet, greet and eat with the pilots.
- 6 complimentary tickets to the VIP tent on the day of the show and VIP parking.
- Company logo displayed prominently near the main entrance. \*\*
- Company logo on the official Community Charity Airshow website, with link to corporate website, before and after the show.
- Company logo on banner in VIP tent.
- Recognition through announcements on the day of the show
- Company name included on T-shirts supplied to more than 250 volunteers on the day of the show.
- Company logo in print media advertising

## Community Leader Sponsor

**\$2,500**

- 4 complimentary tickets to spend an evening with the performers prior to the airshow. A chance to meet, greet and eat with the pilots.
- 4 complimentary tickets to the VIP tent on the day of the show and VIP parking.
- Company logo displayed prominently near the main entrance. \*\*
- Company logo on the official Community Charity Airshow website, with link to corporate website, before and after the show.
- Company logo on banner in VIP tent.
- Recognition through announcements on the day of the show
- Company name included on T-shirts supplied to more than 250 volunteers on the day of the show.
- Company logo in print media advertising.



## **Flight Leader Sponsor**

**\$1,000**

- 2 complimentary tickets to spend an evening with the performers prior to the airshow. A chance to meet, greet and eat with the pilots.
- 4 complimentary tickets to the VIP tent on the day of the show and VIP parking.
- Company logo displayed prominently near the main entrance. \*\*
- Company logo on the official Community Charity Airshow website, with link to your corporate website, before and after the show.
- Company logo on VIP tent banner
- Recognition through announcements on the day of the show.

## **Event Sponsor**

**\$500**

- Admission for 2 guests into the VIP tent, with food included.
- Company logo prominently displayed near the main entrance. \*\*
- Company logo on the official Community Charity Airshow website, with link to corporate website, before and after the show.
- Recognition through announcements on the day of the show.