

BARO
34
67/35
K12



INNOVATION & TECH EXPO

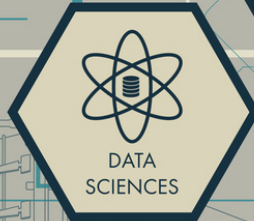


EMERGING
TECH

096 4321 5541



ENERGY



DATA
SCIENCES

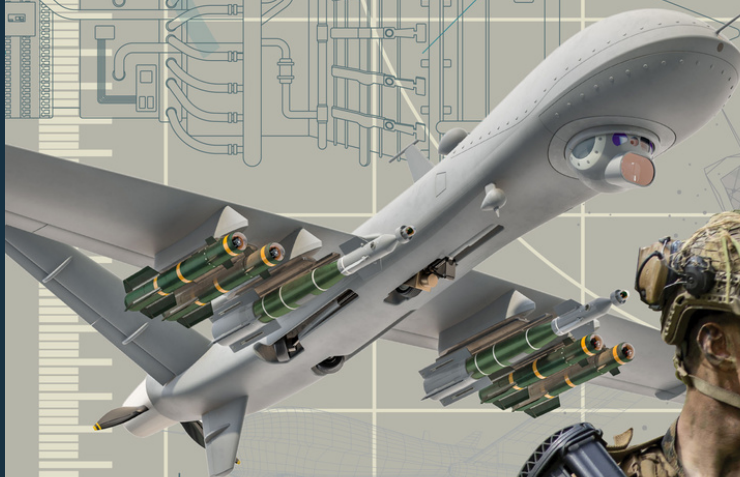


COMMS



UNMANNED
SYSTEMS

230 3212 45
345 4566 78
347 4543 21



MCAS Miramar
AirShow



THIS IS AMERICA'S AIR SHOW

MCAS MIRAMAR: JOIN THE WINNING TEAM

America's Air Show, presented by the United States Marine Corps at Marine Corps Air Station Miramar, will return September 27-29 to provide a unique flight line experience with immersive exhibits, static displays, and daytime shows. The power and precision of the Joint Forces will be showcased through military demonstrations, including an expanded Marine Air Ground Task Force demonstration, the US Navy Blue Angels, and the USAF F-22 Demo Team.

Position your company at the forefront of this impressive aviation experience and gain exclusive access to a large audience through immersive exhibits, dynamic displays, and exhilarating shows. Don't miss your chance to join the returning San Diego corporate sponsors who have leveraged success with America's Air Show sponsorship opportunities. Secure your position inside the ITE and elevate your brand with an unforgettable experience that resonates long after the jets have landed.



EVENT HIGHLIGHTS

This is your opportunity to be a part of the team that provides constant and unwavering support to the ones who deserve it the most. By leveraging the Miramar Air Show's established marketing assets, your company will reach a targeted market of 300,000+ individuals with the potential of creating strong connections, driving sales, and increasing overall brand loyalty.

- 300K+ LOCAL AND INTERNATIONAL ATTENDEES
- 20+ EMERGING TECHNOLOGIES SHOWCASED
- 3 MILES OF SPONSORSHIP SPACE AVAILABLE
- 200+ LOCAL AND NATIONAL BUSINESSES ON-SITE
- GENERAL OFFICERS, LOCAL, STATE, NATIONAL AND INTERNATIONAL DIGNITARIES IN ATTENDANCE



EVENT DETAILS

For three days, more than 300,000 individuals, including local residents and visitors from beyond, will gather at Miramar. They'll have the chance to witness the outstanding capabilities of the base and the military, celebrating the strength of their armed forces. Be prepared to witness the strength of Miramar and its armed forces as they showcase the true meaning of collaboration and excellence. This is not just an event; it's a powerful statement about the resilience and impact of a united base, military, and community.



LOCATION

Marine Corps
Air Station Miramar



DATES

September 27 - 29



TIMES

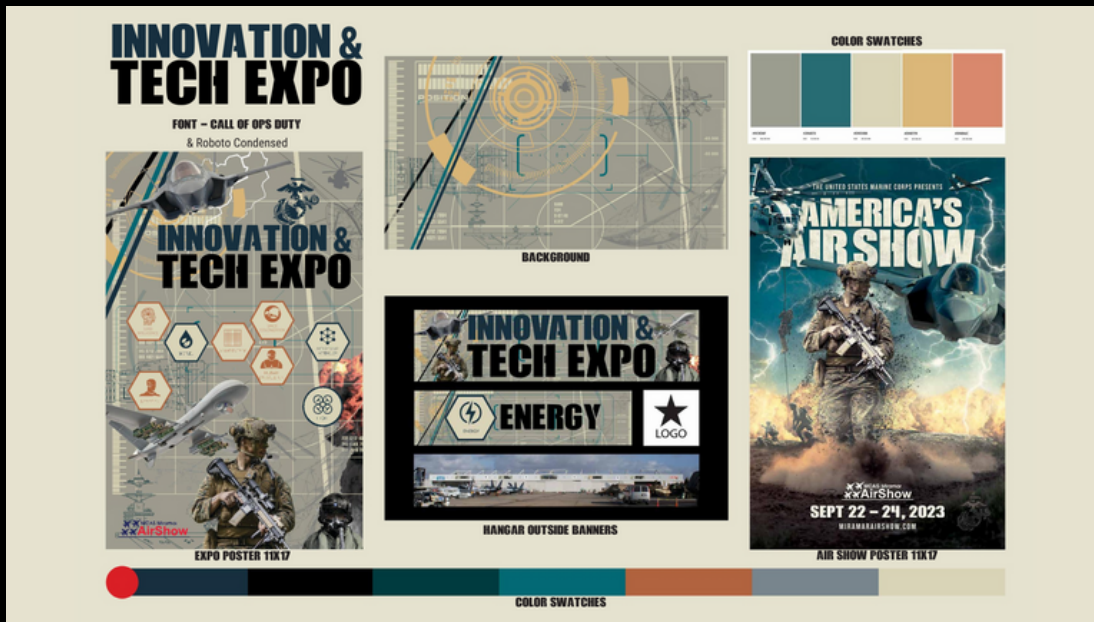
Gates open at 8:00am
Last performance ends
around 4:30pm



BASE ACCESS

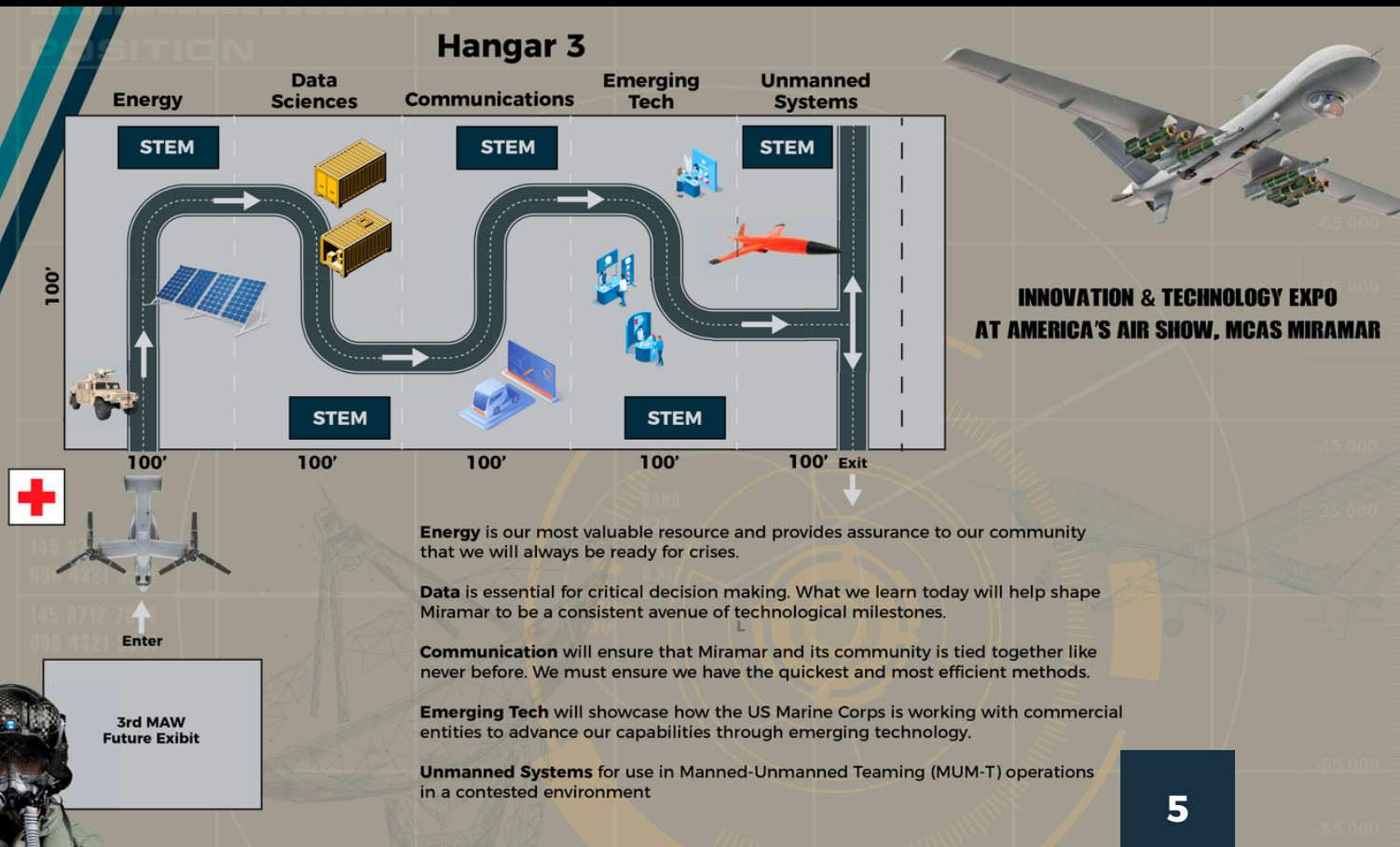
Open to the general public
300,000 approx. attendance





LOOKING AHEAD TO 2024

Marine Corps Air Station Miramar has a long-standing tradition of hosting the Air Show as a Community Relations and recruiting event. Opening the base to the public allows countless people a glimpse “behind the curtain” into Miramar’s operations and gives back to the community that deals so often with noise from air operations. The ITE provides the public with the opportunity to get up close and personal to the people and planes who keep them safe and gives the public a glimpse into the battlefield of tomorrow.



INNOVATION & TECHNOLOGY EXPO AT AMERICA'S AIR SHOW, MCAS MIRAMAR

- Energy** is our most valuable resource and provides assurance to our community that we will always be ready for crises.
- Data** is essential for critical decision making. What we learn today will help shape Miramar to be a consistent avenue of technological milestones.
- Communication** will ensure that Miramar and its community is tied together like never before. We must ensure we have the quickest and most efficient methods.
- Emerging Tech** will showcase how the US Marine Corps is working with commercial entities to advance our capabilities through emerging technology.
- Unmanned Systems** for use in Manned-Unmanned Teaming (MUM-T) operations in a contested environment

WHERE INNOVATION MEETS OPPORTUNITY

Tailor your success with our flexible sponsorship packages, designed for your specific goals. Our pre-event promotion boosts awareness of on-site offerings, driving increased traffic. We're dedicated to enhancing on-site experiences, adding real value to every sponsorship opportunity.



KRATOS DEFENSE: SOFT LAUNCH OF USMC'S ACQUISITION OF THE XQ-58A VALKYRIE

Kratos Defense announced the display of its two complete full-scale families of tactical and target unmanned jet drones at the Marine Corps Air Station Miramar Air Show in 2023. The Miramar Air Show welcomed both domestic and international visitors, where they were able to view full-scale Kratos tactical and target UAS on display. These Kratos systems represent the future of uncrewed air systems and offer an affordable solution to the mass production, deployment, and engagement of military defense.

INDIAN ENERGY: MOBILE MICROGRID SENT POWER TO THE ENTIRE ITE FOR 3-DAYS

Building on a successful 2023, Indian Energy is finalizing plans now for bigger involvement at this year's event, bringing in their main partner, the State of California, who has agreed to participate and help make the energy portion of the tech expo something even more exemplary than it had in 2023.

DELOREAN AEROSPACE: PROTOTYPE'S FIRST REVEAL

The DeLorean Company is an early-stage startup with a mission to offer improved air transportation with a first-of-its-kind electric passenger aircraft. Called the DR-7, this highly efficient aircraft requires no runway, may be flown with minimal operator training, and uses existing charging methods. The DR-7 was exhibited for the first reveal at America's Air Show in 2023 providing the opportunity for DeLorean to exhibit their product in front of the Defense Department and others who could appreciate its potential as a commuter/medevac/first-response vehicle.



BRAND EXPOSURE



WEBSITE

1,000,000+
website views
mid July - Sept



E-NEWSLETTER

48,000+
subscribers with a
52% open rate



SOCIAL MEDIA

478,000+ accounts
reached in 2023



TICKET SALES

89% of 2023 ticket
sales were
processed online



SCHOOLS

60 schools visited
the ITE in 2023

Miramar Air Show Innovation & Tech Expo
Hangar 3: September 22 - 24

Take a trip into the future of flight in our all-new Innovation and Technology Expo at the Miramar Air Show. You'll get a glimpse into the battlefields of tomorrow as you journey through the emerging technologies your United States Marine Corps is exploring. This is an immersive experience - one prepared for hands-on demonstrations, virtual reality and STEM exhibits. You'll also have the opportunity to interact with Marines and onsite industry partners.

General Admission to the Miramar Air Show is FREE. Tickets for preferred seating areas are available!

Innovation & Tech Expo
Top Exhibits To See

***Flying Car* Makes Debut At Miramar Air Show**

KRITOS
America's Air Show: Innovation & Tech Expo Sponsored by Kratos

THANK YOU TO OUR ASSOCIATE AND PRESENTING SPONSORS

IE INDIAN ENERGY LLC
KRITOS RESISTOR FOR WEAPONS
aws
DELORMAN AEROSPACE **LOCKHEED MARTIN**
LG **Schneider** **HAIKU** **VerizonFrontline**

Miramar Air Show
Marine Corps Air Station Miramar
www.miramarairshow.com

Follow Us



AMERICA'S AIRSHOW

Innovation and Tech Expo

Presenting Sponsor - \$35,000

100x100 ft space inside Hangar 3 on the Flight Line

- 1 10'x20' Banner on the top of Hangar 3, facing the Flight Line
- Logo use and recognition on the event website
- 12 PA mentions
- 14 Patriot Chalet tickets
- Logo included on (10) Digital Displays throughout the Air Show

Digital Package

- 1 E-Blast spotlight which includes a two sentence blurb supplied by the sponsor.
- Inclusion in the 'Top Exhibits to See' outline blog with logo recognition.
- Instagram - MCCS Miramar & Air Show Platforms
 - Inclusion in the Presenting Sponsor 10 second reel, as a pinned post for two weeks preceding the Air Show.
 - 1 static post with copy provided by sponsor that will be added to the Air Show platform guide
 - Inclusion in the 'Thank You' sponsor carousel
 - 1 Instagram story linking to the 'Top Exhibits to See' outline blog.
 - 1 Air Show related post uploaded and tagged by sponsor will be added to platform story
- Facebook - MCCC Miramar & Air Show Platforms
 - Inclusion in the Presenting Sponsor 10 second Facebook Story
 - 1 static post with copy provided by sponsor
 - 1 Facebook post linking to the 'Top Exhibits to See' outline blog.
 - Inclusion in the 'Thank You' sponsor photo post
 - 1 Air Show related post uploaded and tagged by sponsor will be added to platform story
 - :10 Theater Commercial shown at Bob Hope Theater 18 times.

Associate Sponsor - \$20,000

75x100 ft space inside Hangar 3 on the Flight Line

- Logo use and recognition on the event website
- 9 PA mentions
- 12 Patriot Chalet Tickets
- Logo included on (10) Digital Displays throughout the Air Show

Digital Package

- Logo inclusion in 2 E-blasts
- Inclusion in the 'Top Exhibits to See' outline blog
- Instagram - MCCC Miramar & Air Show Platforms
 - Inclusion in the 'Thank You' sponsor carousel
 - 1 static Instagram post with copy provided by sponsor.
 - 1 Instagram story linking to the 'Top Exhibits to See' outline blog.
- Facebook - MCCC Miramar & Air Show Platforms
 - 1 Facebook post linking to the 'Top Exhibits to See' outline blog
 - Inclusion in the 'Thank You' sponsor photo post
 - 1 static post with copy provided by sponsor
 - Static ad shown at the Bob Hope Theater 12 times

Supporting Sponsor - \$10,000

50 x100 ft space inside Hangar 3 on the Flight Line

- Logo use and recognition on the event website
- 6 PA Mentions
- 9 Patriot Chalet Tickets

Digital Package

- Static ad shown at the Bob Hope Theater 6 times
- Logo inclusion in 1 E-Blast
- Instagram - MCCC Miramar & Air Show Platforms
 - Inclusion in the 'Thank You' sponsor carousel
 - 1 static image Instagram story provided by sponsor
- Facebook - MCCC Miramar & Air Show Platforms
 - Inclusion in the 'Thank You' sponsor photo post
 - 1 static image Facebook story provided by sponsor

2023 KEY PERFORMANCE INDICATORS



IMPRESSIONS

Each post generates 2,494 impressions on average



SOCIAL MEDIA REACH

478,000+ accounts reached in 2023



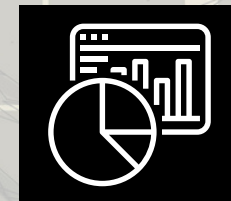
ENGAGEMENT RATE

6.21% engagement rate on sponsored social media posts



GROWTH

Our social media platforms grew by 3,600+ in 2023



2023'S UNMANNED SYSTEMS PRESENTING SPONSOR

ENGAGEMENT RATE: 7.16%

IMPRESSIONS: 1,981



STEM & STUDENT DAY



2023

Exhibits

- Fundamental Circuit Theory
- Robotics
- Data Collection

Schools

Exhibitors connected with 60+ K-12 schools

Attendance

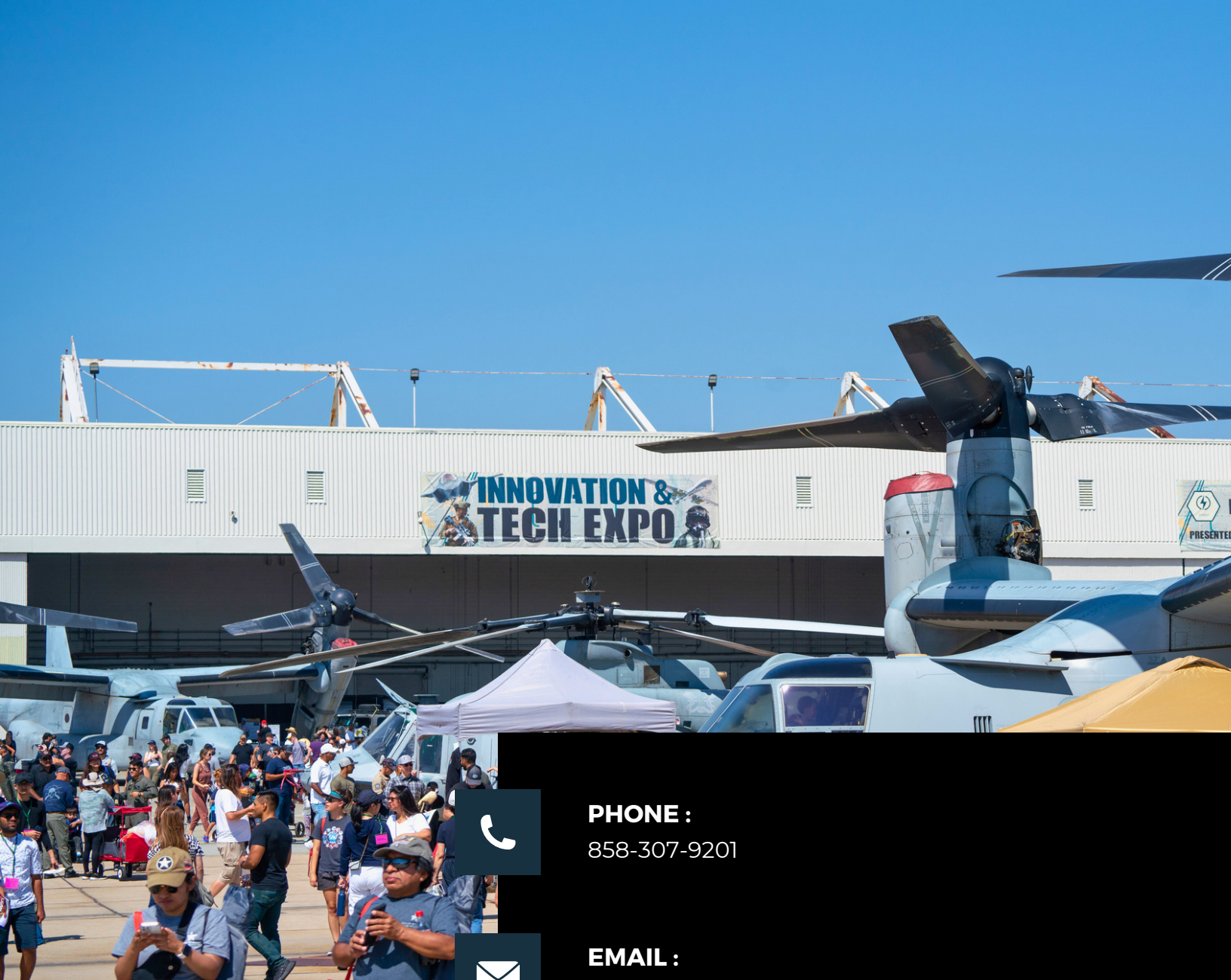
40,000 attendee increase from 2022, totaling more than 304,000 attendees



WHERE INNOVATION MEETS IMPACT

Throughout the ITE, patrons also found Science, Technology, Engineering and Mathematics exhibits. People of all ages learned the basics of fundamental circuit theory in the energy section, robotics in our emerging technologies section, and data collection as part of the data science section. In each area of the Innovation and Tech Expo, every effort was made to engage all segments of the population to enhance interest and nurture and expand learning within younger generations while solidifying recruiting efforts and ensuring the air show's relevancy for years to come. Exhibitors connected with more than 60 schools throughout the weekend.





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**CONTACT US FOR
MORE INFORMATION**

