

MIRAMAR AIR SHOW

# SPONSORSHIP



**SEPTEMBER 27 - 29, 2024**



# THIS IS AMERICA'S AIR SHOW

PHOTO BY LARRY GRACE

## 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 on the flight line and elevate your brand with an unforgettable experience that resonates long after the jets have landed.





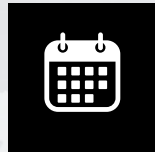
# EVENT DETAILS

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 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.



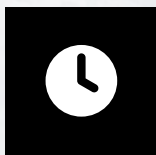
## LOCATION

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







## 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**



# STANDARD BOOTH

Unlock exposure for your brand at the Air Show – where your booth is set to captivate over 300,000+ attendees across a 3-day experience. Our expansive outdoor exhibition spaces open the door to a vast demographic, providing a unique platform for mobile marketing, product sampling, and lead generation. Tailor your impact with customizable booth sizes, ensuring your brand stands out in the crowd. Don't miss the chance to leave a lasting impression at one of the most anticipated events of the year!

**10'X10'**

**\$4,500**

No additional branding or deliverables included

**10'X20'**

**\$8,550**

No additional branding or deliverables included

**20'X20'**

**\$16,200**

No additional branding or deliverables included



# SUPPORTING SPONSOR

**\$12,000 (VALUED AT \$13,600)**



## SPONSORSHIP DELIVERABLES

- (1) 10x10 booth
- (3) PA Mentions

### Digital Package

- Logo use and recognition on the event website
- Static Ad Shown at the Bob Hope Theater (6) Times
- Logo Inclusion in (1) E-Blast
- Instagram
  - Inclusion in the 'Thank You' Sponsor Carousel
  - (1) Static Image Instagram Story provided by Sponsor
- Facebook
  - Inclusion in the 'Thank You' Sponsor photo post
  - (1) Static image Facebook Story provided by Sponsor



# ASSOCIATE SPONSOR

**\$20,000 (VALUED AT \$23,400)**



## SPONSORSHIP DELIVERABLES

- (1) 10x10 booth
- (9) PA Mentions
- (4) Sponsor Signs - 4'x10'
- (3) Patriot Chalet Tickets

### Digital Package

- Logo use and recognition on the event website
- Logo inclusion in (2) E-Blasts
- Static Ad shown at the Bob Hope Theater (12) times
- Instagram
  - Inclusion in the 'Thank You' Sponsor Carousel
  - (1) Static Instagram post with copy provided by sponsor
- Facebook
  - Inclusion in the 'Thank You' sponsor photo post
  - (1) Static Facebook post with copy provided by sponsor





# PARTNER SPONSOR

## \$45,000 (VALUED AT \$51,500)



### SPONSORSHIP DELIVERABLES

- Half Page Miramar Air Show Program Ad
- (1) 20x20 Display Space
- (6) Sponsor Signs (4x10)
- (12) PA Mentions
- (6) Patriot Chalet Tickets
- Logo inclusion on the 10 sponsor signs located throughout the Air Show

#### Digital Package

- Logo use and recognition on the event website
- (1) E-Blast Spotlight which includes a two sentence blurb supplied by the sponsor
- :10 Second Theater Commercial shown at the Bob Hope Theater
- Inclusion in the Air Show resource event guide
- Instagram
  - Inclusion in the Partner / Presenting Sponsor 10 second reel, as a pinned post for two weeks preceding the Air Show.
  - Inclusion in the 'Thank You' sponsor carousel
  - (1) Instagram story taken on site at the event
  - (1) Air Show related post uploaded and tagged by sponsor will be added to platform story
- Facebook
  - Inclusion in the Partner / Presenting Sponsor 10 second Facebook Story
  - (1) Static post with copy provided by the sponsor
  - Inclusion in the 'Thank You' sponsor photo post
  - (1) Facebook story taken on site at the event
  - (1) Air Show related post uploaded and tagged by sponsor will be shared on the platform



# PRESENTING SPONSOR

## \$70,000 (VALUED AT \$80,200)



### SPONSORSHIP DELIVERABLES

- Full page Miramar Air Show Program Ad
- (2) 20'x20' Display Spaces
- (10) Sponsor Signs (4x10)
- (15) PA Mentions
- (10) Patriot Chalet Tickets
- Logo inclusion on the 10 Sponsor signs located throughout the Air Show

### Digital Package

- Logo use and recognition on the event website
- Logo inclusion in (2) E-Blasts
- (1) E-Blast Spotlight which includes a short narrative supplied by the sponsor
- :30 Second Theater Commercial shown at the Bob Hope Theater
- Inclusion in the Air Show resource event guide
- Instagram
  - Inclusion in the Presenting Sponsor 10 second reel, as a pinned post for two weeks preceding the Air Show
  - Inclusion in the 'Thank You' sponsor carousel
  - (1) Instagram story taken on site at the event
  - (1) Air Show related post uploaded and tagged by sponsor will be added to platform story
- Facebook
  - Inclusion in the Presenting Sponsor 10 second Facebook video
  - (2) static posts with copy provided by sponsor
  - Inclusion in the 'Thank You' sponsor photo post
  - (1) Facebook story taken on site at the event
  - (1) Air Show related post uploaded and tagged by sponsor will be shared on platform



# À LA CARTE PRICING

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## INSTAGRAM

INCLUSION IN THE "THANK YOU SPONSOR CAROUSEL	\$500/POST
STATIC IMAGE ON IG STORY	\$500/POST
AIR SHOW-RELATED POST UPLOADED TO STORY WITH SPONSOR TAG	\$750/POST
STATIC IG POST	\$750/POST
PARTNER/PRESENTING SPONSOR :10 REEL - PINNED FOR 2 WEEKS	\$1000/POST
ON-SITE STORY WITH SPONSOR TAG	\$1500/POST

## FACEBOOK

INCLUSION IN THE "THANK YOU SPONSOR PHOTO POST	\$500/POST
STATIC IMAGE ON FACEBOOK STORY	\$500/POST
AIR SHOW-RELATED POST UPLOADED TO STORY WITH SPONSOR TAG	\$750/POST
STATIC IG POST	\$750/POST
PARTNER/PRESENTING SPONSOR :10 REEL - PINNED FOR 2 WEEKS	\$1000/POST
ON-SITE STORY WITH SPONSOR TAG	\$1500/POST

## EMAILS

LOGO INCLUSION IN E-BLAST	\$2000/EMAIL
E-BLAST SPOTLIGHT	\$5000/EMAIL

## AIR SHOW WEBSITE

LOGO USE & RECOGNITION ON	\$ 3000
OFFICIAL AIR SHOW WEBSITE	
FROM JULY-SEPTEMBER	



# SPONSOR SUCCESS STORIES

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.



## PRECISION EXOTICS

In 2023, Precision Exotics achieved a record-breaking sales year at the Miramar Air Show by harnessing the impact of a social media contest. The strategic move significantly boosted digital exposure, directly translating into increased on-site sales during the event.



## MONSTER ENERGY

Leading up to the 2023 Air Show, Monster Energy chose a package with four targeted social media posts, resulting in over 8,000 impressions and obtaining an impressive 13.89% engagement rate.

## 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



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**CONTACT US FOR  
MORE INFORMATION**