

**STUART AIR SHOW**

# Mission Driven

Celebrating aviation - honoring its past and inspiring the future.

In 2022 the Stuart Air Show a 501 (C)(3) nonprofit, presented it's 33<sup>rd</sup> airshow and celebration of the history of aviation and veterans.

Despite Hurricane Nicole, with the support of sponsors and hundreds of volunteers the show continued.

🌀🌀🌀 Better than ever!



STUART AIR SHOW

# Long History

- 30+ years
- Representation from all branches of service
  - Aircraft, performers, static displays, recruiters
- Growing programs for next generation
  - Education, STEM, post secondary pathways
- Community partnerships
  - EAA, Sea Cadets, United Way, Buffalo Soldiers, Southeast Florida Honor Flight and many more



**SUA**  
WITHAM FIELD  
MARTIN COUNTY



**STUART AIR SHOW**

# 2022 Highlights



## Thursday, Nov. 10

(Cancelled due to Hurricane Nicole)

- STEM programming
- School visits

## Friday, Nov. 11

- Friday Night Twilight & Fireworks Show
  - Concert by Rotor heads
- Dirty Flight Suit Party, presented by TD Bank



# STUART AIR SHOW



**NOV. 11-13**  
STUART, FLORIDA  
VETERANS DAY WEEKEND

**GET TIX NOW!**

# Highlights

**Saturday, Nov. 12 – Sunday, Nov. 13**

- 75<sup>th</sup> Anniversary of the Air Force
- USAF A-10 & F-16 Demo teams & USAF Heritage Flight
- USN F-18 Demo team “Rhino” & USN Tailhook Legacy Flight
- Aeroshell Aerobatic Team
- Qyon Aerosports
- Yunkin Airshows and Vertigo Airshows
- Rob Holland and Kevin Coleman w/Red Bull
- AFTERSHOCK Jet Truck
- ...hundreds of vendors, attractions and more!

**NOV. 11-13, 2022**  
**★ STUART, FLORIDA ★**  
**VETERANS DAY WEEKEND**

# Impact Report & Results

STUART AIR SHOW

## OUR DIGITAL TRANSFORMATION



**3 million**  
IMPRESSIONS



**2 million**  
REACHED



**26K**  
social followers



**54K**  
email opens



**80%**  
e-tickets

# Impact Report & Results

STUART AIR SHOW

## BY THE NUMBERS



Donated  
**\$40K**  
to local nonprofits



Guests  
**30K+**  
over 3 days



Visitors  
**18%**  
out of market

More than 21 local nonprofits were involved in airshow.

Benefits were wide ranging and included: community service and volunteer hours, exhibitor booths, marketing and awareness, recruitment and, friend and fundraising.

# Impact Report & Results

## DISCOVERING THE TREASURE COAST

### Top 3 regions beyond the Treasure Coast

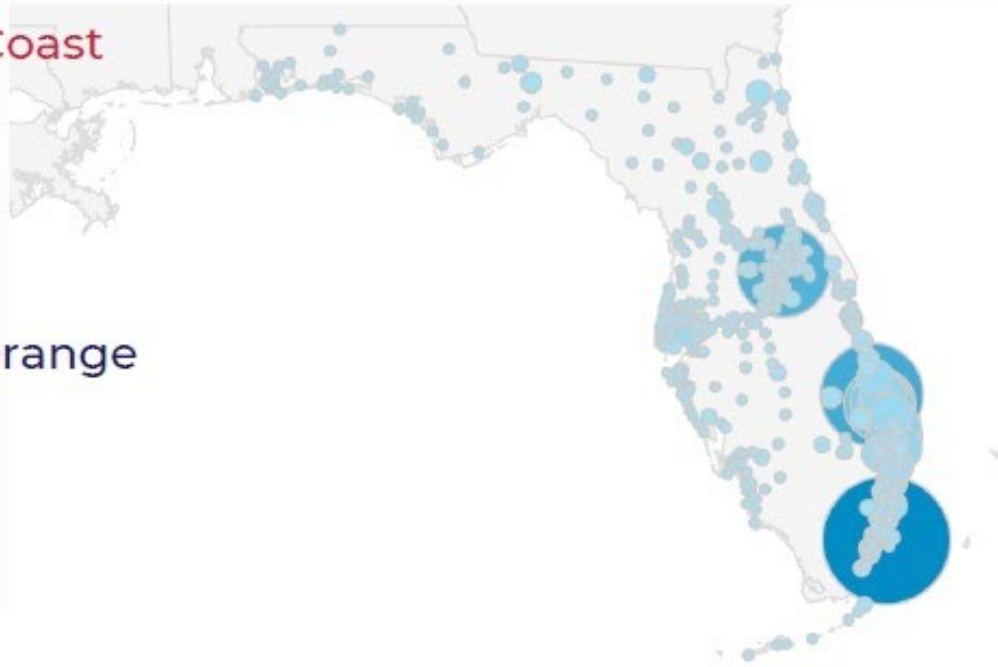
#### 1. South Florida

Broward & Dade Counties

#### 2. The Palm Beaches

#### 3. Central & Central East Florida

Brevard, Lake, Marion, Osceola, Orange



### Top 3 states beyond Florida

- Texas
- New York
- California

 **500+**  
Hotel nights

 **300+**  
car rentals

 **10,000+**  
gallons of gas

STUART AIR SHOW



# The Results



# STUART AIR SHOW

# Sponsor Marketing

Depending on sponsor level

## **MARKETING:**

- Logo on printed materials and advertising, including poster and VIP/special event step 'n repeat
- Logo on printed and digital tickets
- Logo on website – home, ticket, sponsor, and/or vendor pages
- Logo included in email blasts, digital and external banners
- Dedicated social media posts and shares
- Inclusion and mentions at Chamber, Community and VIP events and presentations
- Inclusion in press releases and announcements
- Unique ticket promotions

**STUART AIR SHOW**

# Sponsor Experience

Depending on sponsor level

- Underwriting or naming opportunities
- Banners and public announcements at the airshow
- Exhibitor booth space(s)
- Dirty Flight Suit Party sponsored by TD Bank tickets
- VIP tickets and VIP parking passes
- General admission tickets
- Chalet experience and tickets
- Sightseeing flights
- Signed and framed souvenir presentation poster
- Invitations to other airshow events and celebrations
- Ticket discounts for employees

**STUART AIR SHOW**

# 2023 Premium Sponsor Offerings

## Diamond \$50,000+

- Naming and underwriting opportunities
- Logo on ALL collaterals including website Home page, digital & printed tickets, poster, print ads, all email blasts and most broadcast as available
- 6+ banners on site and public announcements
- 3+ dedicated social media posts and shares
- 50 Dirty Flight Suit Party tickets sponsored by TD Bank
- 50 One-day VIP tickets
- 25 One-day VIP parking passes
- 300 General admission tickets
- Discounts & special promotions
- Chalet experience for 3 days
- One X-LARGE premium exhibitor booth
- 3 Sightseeing flight opportunities

## Platinum \$25,000+

- Naming and underwriting opportunities
- Logo on most collaterals including website Ticket page, digital & printed tickets, poster, print ads, all email blasts and most broadcast as available
- 4+ banners on site and public announcements
- 2+ dedicated social media posts and shares
- 25 Dirty Flight Suit Party tickets sponsored by TD Bank
- 25 One-day VIP tickets
- 14 One-day VIP parking passes
- 200 General admission tickets
- Discounts & special promotions
- Chalet experience for 2 days
- One LARGE premium exhibitor booth
- 2 Sightseeing flight opportunities

# 2023 Premium Sponsor Offerings

## Gold \$15,000+

- Naming and underwriting opportunities
- Logo on many collaterals including website Performer page, digital & printed tickets, poster, print ads, all email blasts
- 4 banners on site and public announcements
- 2 dedicated social media posts
- 15 Dirty Flight Suit Party tickets sponsored by TD Bank
- 15 One-day VIP tickets
- 8 One-day VIP parking passes
- 100 General admission tickets
- Discounts & special promotions
- Chalet experience for 2 days
- One std size premium exhibitor booth
- 2 Sightseeing flight opportunities

## Silver \$10,000+

- Logo on many collaterals including website Show Location page, digital tickets, poster, print ads, and most email blasts
- 3+ banners on site and public announcements
- 1 dedicated social media post
- 10 Dirty Flight Suit Party tickets sponsored by TD Bank
- 10 One-day VIP tickets
- 5 One-day VIP parking passes
- 75 General admission tickets
- Discounts & special promotions
- Chalet experience for 1 days
- One std size premium exhibitor booth
- 1 Sightseeing flight opportunities

# Sample Logo Positioning

Depending on sponsor level

**STUART AIR SHOW**  
 NOVEMBER 11-13, 2022 ★ STUART, FLORIDA  
 VETERANS DAY WEEKEND

1

See a full list of sponsors at [stuartairshow.com/our-sponsors](http://stuartairshow.com/our-sponsors)

Providing lift to the Stuart Air Show are these generous Diamond and Platinum sponsors.

More information:  
[www.stuartairshow.com](http://www.stuartairshow.com)

Location:  
 Witham Field  
 1895 SE Flying Fortress Lane,  
 Stuart, FL 34996

Box office for phone orders:  
 772-237-9957

2



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3

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4

Celebrate aviation and the 75th anniversary of the US Air Force in the best way possible at an air show!

Presale tickets are ONLY \$25 now through September 30. (\$10 off the gate price.)

- 2022 performers include:
- US Air Force F-16 Demonstration Team "Viper"
  - US Air Force A-10 Demonstration Team "Warthog"
  - US Air Force Herd Rage Flight, 25th Anniversary
  - A twin ship P-51 Team "Mad Max" and "Little Witch"
  - US Navy F-18 Demonstration Team "Rhino"
  - US Navy Legacy Flight featuring Jim "Tiger" Toulou and his rare Corsair
  - Aerotech Aerobatic Team, a precision multi-ship 1-6 formation team
  - Rob Holland, an international award-winning aerobatic "athlete" who defies gravity with every flight
  - Kevin Coleman with his high-performance extra 300 in striking Red Bull colors
  - Cyon AeroSports, jet demonstration in the L-39 Albatross
  - Yourkin Airshows returns with the meticulously restored 1943 Twin Beech 18
  - Vertigo Airshows, an aerobatic ballet in a Jet Sailplane named Salto
  - Helicopter rides in a Huey UH1 by Friends of Army Aviation

Jumping into the show are the:

- All Veteran Group Parachute Team
- Round Canyon Parachute Team-USA

- On the ground:
- AFTERSHOCK Jet Fire Truck
  - Born to Fly, a 16-air Force virtual experience
  - DreamBig Entertainment, a "Top Gun" themed cockpit experience
  - Cyon virtual simulator
  - Static aircraft, both historical and futuristic
  - Vietnam reenactment
  - Military displays and encampments
  - Dozens of exhibitors, vendors, and concessions

More aircraft and attractions confirm almost every day!

**BUY TICKETS TODAY & SAVE BIG!**

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- Examples of:
1. Poster
  2. E-ticket banner
  3. Digital ads & banners
  4. Tickets
  5. Email blasts



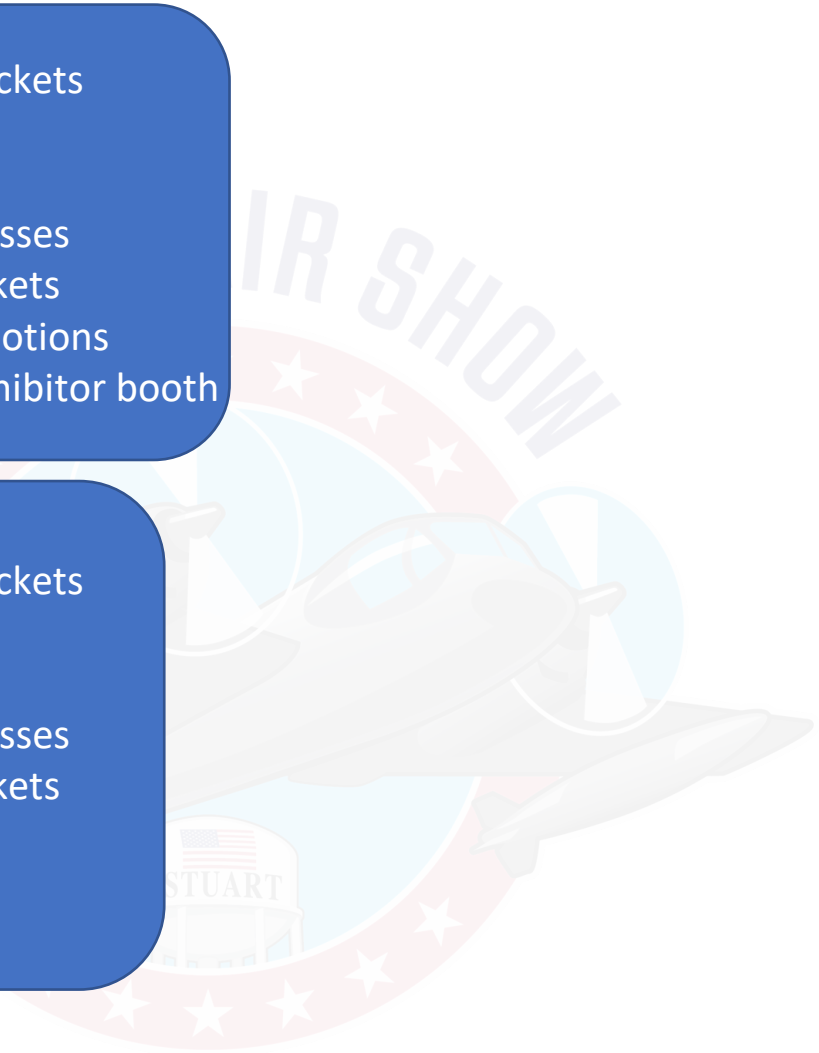
# 2023 Intermediate Sponsor Levels

## Bronze \$5,000+

- Logo on website sponsor page
- 2+ banners on site and public announcements
- 1 social media share
- 6 Dirty Flight Suit Party tickets sponsored by TD Bank
- 6 One-day VIP tickets
- 3 One-day VIP parking passes
- 30 General admission tickets
- Discounts & special promotions
- One std size premium exhibitor booth

## Supporting \$2,500+

- Logo on website sponsor page
- 2 banners on site & public announcements
- 4 Dirty Flight Suit Party tickets sponsored by TD Bank
- 4 One-day VIP tickets
- 2 One-day VIP parking passes
- 15 General admission tickets
- One exhibitor booth



# 2023 Entry Level Sponsorships

Friends of  
\$1,500+

- Logo on website sponsor page
- 1 banner on site & public announcements
- 10 General admission tickets
- One exhibitor booth

Banner only  
\$600+

- 1 banner on site
- 4 General admission tickets





# 2023 Overview

		Diamond \$50,000	Platinum \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$5000	Support \$2500	Friends \$1500	Banner \$600
MARKETING	Naming & Underwriting Opportunities <i>(Restrictions may apply)</i>	★	★	★					
	Logo on all marketing collaterals - tickets, poster, post card, fliers, advertisement etc.	★	★	★					
	Logo on SAS website	Home page	Ticket page	Performer page	Show Location page				
	Logo or mention in braodcasting advertising <i>(Restrictions may apply)</i>	★	★	★	★				
	Banners and Public Announcements	6+	4+	4	3+	3	2	1	1
	Social media posts	3 posts & shares	2 posts & shares	2 posts	1 post	1 share			
	Logo in email blasts	All	All	All					
TICKETS	Dirty Flight Suit Party	50	25	15	10	6	4		
	VIP	50	25	15	10	6	4		
	General admission	300	150	100	75	30	15	10	2
	50% Discount on additional tickets <i>(Restrictions may apply)</i>	★	★	★	★	★			
ONSITE	Customized chalet	40x40 (3-Day)	20x40 (3-Day)	20x40 (2-Day)	20x40 (1-Day)				
	Chalet capacity	100 per day	50 per day	50 per day	50 per day				
	Exhibitor booth location	Premium	Premium	Premium	Premium	Premium	General	General	
	Sponsor flight slots	4	2	1					
	Invitation to SAS events and activities	★	★	★					