



2019 TOLEDO AIR SHOW
SPONSORSHIP INFORMATION

EVENT DATE
JULY 13-14, 2019

INTRODUCTION

The Toledo Air Show is returning for another action-packed event in 2019. The show will feature renowned military and civilian aerobatic performances, aircraft on display and more—offering outstanding family-oriented entertainment and great exposure for your brand.

Partnering with the Toledo Air Show provides a unique setting to entertain clients or treat employees, while reaching thousands of spectators.

Finally, showing your support for the community does more than ensure that air shows return to our area in the future. A portion of the proceeds will be donated to local charities.



TOLEDO AIR SHOW INFORMATION

EVENT DATE

Saturday July 13, and Sunday July 14, 2019

LOCATION

Toledo Express Airport

TIME

Gates are open from 8 a.m. - 5 p.m. on both days.

PERFORMERS

Tora, Tora, Tora
Shockwave
Class Of '45
Jackie B
Rob Holland
Kent Pietsch
Ladies For Liberty
Black Daggers
180th Fighter Wing

STATIC DISPLAYS

Modern Military Aircraft
Classic Warbirds
General Aviation Aircraft and Helicopters

ADDITIONAL FEATURES

Kid Zone
Simulators
Interactive Exhibits
Fun Food and More

*Performers and static displays subject to change.



TORA TORA TORA

**DEMOGRAPHICS &
MARKETING REACH**

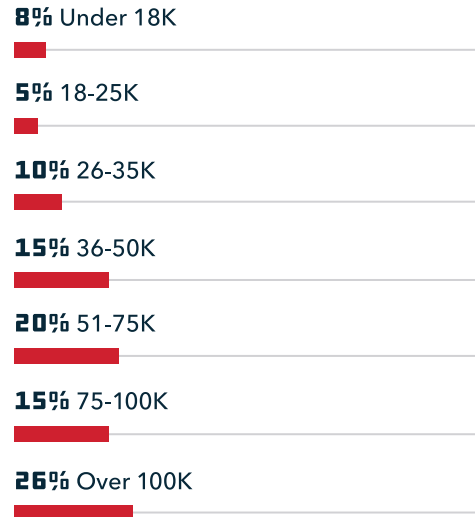


NATIONAL AIR SHOW DEMOGRAPHICS

GENDER



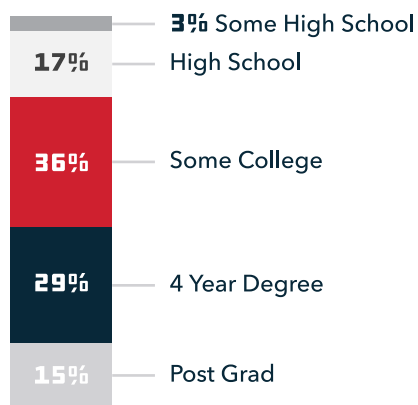
INCOME



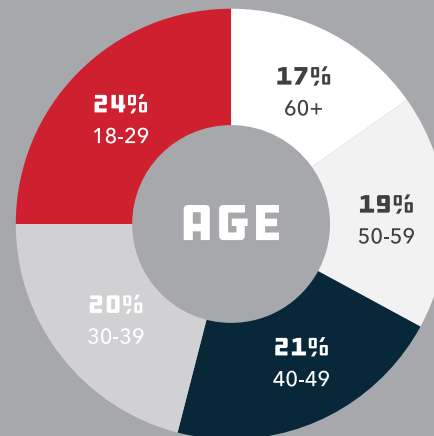
HOME OWNERSHIP



EDUCATION



AGE



SURVEY QUESTIONS

Do you currently hold a pilot's license?



Are you currently taking flying lessons?



*Information provided by the International Council of Air Shows (ICAS).

2016 TOLEDO AIR SHOW MARKETING REACH

GENERAL FACTS

50,000+ spectators over two days
660 volunteers putting in over 10,000 volunteer hours
\$50,000 donated to local charities

BRAND EXPOSURE

The 2016 Toledo Air Show garnered a significant number of marketing impressions. The following data was generated by Media Library as it tracked the Toledo Air Show and associated key words from July 1 - 24, 2016.

OVERALL TOTAL IMPRESSIONS

53,889,857

MEDIA COVERAGE

Toledo Blade
Toledo.com
WTVG - 13 ABC
WTOL - CBS
WUPU - FOX TV
WNWO - ABC
WSPD Radio
Buckeye Cable Sports Network
Kelley's Life Newspaper
World Air Show News
In Flight USA
Fulton County Expositor
iHeart Media
AirShowStuff.com

TELEVISION

11,704,381

WEB

36,750,927

PRINT

5,242,449

RADIO

192,100

CALCULATED PLACED AD VALUE

\$115,695

OVERALL PUBLICITY VALUE

\$347,101

FACEBOOK

10,400 Followers

TOLEDO AIR SHOW WEBSITE (JUNE 15, 2016-JULY 15, 2016)

61,674 Users

239,539 Pageviews



SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR—\$100,000	
Corporate name or brand incorporated into event logo and included in all event communications including television, radio, web, social, print, and press releases. (An estimated \$350,000 publicity value)	Y
Exclusivity in business segment	Y
Private hospitality chalet—fully catered for 200 persons per day	Y
VIP Parking Passes Per Day	100
Premium box seats per day for employee use	100
Square feet of prime exhibit space at the show if desired	10,000
VIP tickets to airshow performer reception	25
Corporate brand or logo on the official event website	Y
Corporate discount code provided for additional employee ticket purchases	Y
Prominent banner placement	20 Locations
Regular public address announcements during the event	Y
Preferred access to performers to include demonstration rides	Y

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR—\$50,000	
Corporate name or brand incorporated into event logo and included in all event communications including television, radio, web, social, print, and press releases. (An estimated \$350,000 value)	Y
Exclusivity in business segment	Y
Flightline Club Tickets	30
VIP Parking Passes Per Day	15
Square feet of prime exhibit space at the show if desired	5,000
Corporate brand or logo on the official event website	Y
Corporate discount code provided for additional employee ticket purchases	Y
Prominent banner placement	10 Locations
Regular public address announcements at the event	Y
Preferred access to performers to include demonstration rides	Y

SPONSORSHIP OPPORTUNITIES

MAJOR SPONSOR—\$25,000	
Corporate name or brand logo featured prominently in all event communications including television, radio, web, social, print, and press releases. (An estimated \$150,000 publicity value)	Y
Flightline Club Tickets	20
VIP Parking Passes Per Day	10
Square feet of prime exhibit space at the show if desired	1,000
Prominent banner placement	10 Locations
Up to 10 public address announcements per day at the event	Y
Preferred access to performers to include demonstration rides	Y

SPONSORSHIP OPPORTUNITIES

EVENT SPONSOR—\$5,000	
Company name included in print media and online	Y
Flightline Club Tickets	5
VIP Parking Passes Per Day	5
Prominent banner placement	5 Locations
Up to 5 public address announcements per day at the event	Y

ADDITIONAL SUPPORT OPPORTUNITIES

There are many other ways your organization can get involved. These include opportunities like sponsoring the performer reception, gaining visibility on the flight line including our VIP tent, food court or kids play zone.

We also welcome unique ideas and can customize sponsorship package around your specific needs. These might include giveaways, volunteer bag sponsorship, lanyards, performer sponsors, parking signage and more.

For additional sponsorship information contact:

Stephen Vasquez
s.vasquez@toledoairshow.com

Stephanie Holliday-Ball
s.holliday-ball@toledoairshow.com



CORPORATE HOSPITALITY

CORPORATE CHALETS

Looking to entertain a large group or outing? Chalets get you on the front line, and offer benefits like parking passes, shaded tents with tables and chairs and catering options for the perfect weekend.

LARGE CHALET- \$10,000

50 general admission tickets per day
25 VIP parking passes
VIP parking
Catering to be organized separately through Pinnacle based on your needs
Beverage service provider to be determined
Personalized beverage service for an additional fee

SMALL CHALET- \$5,000

25 general admission tickets per day
15 VIP parking passes
VIP parking
Catering to be organized separately through Pinnacle based on your needs
Beverage service provider to be determined
Personalized beverage service for an additional fee



EXHIBITS

EXHIBIT SPACE	
10 x 10	\$1,250
10 x 20	\$1,750
20 x 40	\$3,500
30 x 50	\$4,250

EXHIBIT SPACE INCLUDES
1 Tent, 1 Table, and 2 Chairs
2 Vehicle passes for set-up and event days
4 Access credentials for set-up and event days



TICKET INFORMATION

TICKET INFORMATION

The Toledo Air Show offers different ticket packages to meet spectator needs. Kids 15 and under and military in uniform get in free! Purchase before June 29 at midnight and realize significant cost savings!

You can purchase tickets online or by calling 419.386.2828 to purchase over the phone.

GENERAL ADMISSION TICKETS	TICKET PRICE	BEFORE JUNE 29
Kids 15 and under	Free	Free
Ages 16-64	\$50	\$35
Seniors 65+	\$30	\$20
Active and retired military, military dependents and first responders with I.D.	\$30	\$20
Military in uniform	Free	Free

*All general admission tickets include free parking in **bused lots**.

*Handicap parking will be made available at the main terminal at Toledo Express Airport.

VIP PAID PARKING	
VIP Parking at the Toledo Express Terminal	\$20

*VIP Paid Parking at the main terminal is limited and available for **purchase online**.

PREMIUM TICKET UPGRADES

FLIGHTLINE CLUB

Enjoy a VIP experience by purchasing Flightline Club tickets for an up-close view of performances. This limited opportunity offers a catered lunch, snacks and drinks. Patrons also have in-and-out access, shaded seating and private restroom access.

FLIGHTLINE CLUB	TICKET PRICE	BEFORE JUNE 29
Adults	\$125	\$100
Children	\$50	\$40

BOMBERS TENT

Reserved seating with chairs and shade inside a tent. You will have access to food and beverage (for purchase), in-and-out access and private restroom access.

BOMBERS TENT	TICKET PRICE	BEFORE JUNE 29
Adults	\$80	\$70
Children	\$30	\$20

PREMIUM TICKET UPGRADES

PREMIUM BOX SEATING

Pick the seat you want and, with Premium Box Seating, you guarantee its yours at the Toledo Air Show. You will have access to food and beverage (for purchase) and in-and-out access.

PREMIUM BOX SEATING	TICKET PRICE	BEFORE JUNE 29
Adults	\$60	\$50
Children	\$20	\$15

PHOTO PIT

Photographers can enjoy an exclusive tented area along the flightline. The Photo Pit includes a catered, buffet-style lunch. (Limited to 50 people per day)

PHOTO PIT	TICKET PRICE	BEFORE JUNE 29
Adults	\$75	\$50

VIP TENT

This is for air show staff, volunteers, performers and other discretionary audiences.