



2025
SPONSOR
PACKAGE



2025 TOLEDO AIR SHOW

MAY 10-11, 2025

@TOLEDO EXPRESS AIRPORT

INTRODUCTION

The Toledo Air Show is returning for another action-packed event in 2025 featuring the world-famous USAF Thunderbirds. 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 this community event 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 that support veterans in need.



TOLEDO AIR SHOW INFORMATION

EVENT DATE

Saturday May 10, and Sunday May 11, 2025

LOCATION

Toledo Express Airport

TIME

Gates are open from 9 a.m. - 5 p.m. on both days.

PERFORMERS

USAF Thunderbirds
US Navy F18 Demo Team
180th Fighter Wing
Class Of '45
Redline Airshows
Rob Holland Airshows
Smoke & Thunder Jet Truck
US Army Golden Nights

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.



DEMOGRAPHICS & MARKETING REACH



NATIONAL AIR SHOW DEMOGRAPHICS

GENDER

55%
MALE

45%
FEMALE

INCOME

8% Under 18K

5% 18-25K

10% 26-35K

15% 36-50K

20% 51-75K

15% 75-100K

26% Over 100K

HOME OWNERSHIP

67%
OWN

26%
RENT

8%
OTHER

EDUCATION

17%

3% Some High School
High School

36%

Some College

29%

4 Year Degree

15%

Post Grad

AGE

24%
18-29

17%
60+

19%
50-59

20%
30-39

21%
40-49

SURVEY QUESTIONS

Do you currently hold a pilot's license?

90%
NO

10%
YES

Are you currently taking flying lessons?

60%
NO

40%
YES

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

TOLEDO AIR SHOW MARKETING REACH

GENERAL FACTS

50,000+ spectators estimated over two days
900+ volunteers putting in over 10,000 volunteer hours
Thousands of dollars donated to local charities

BRAND EXPOSURE

The Toledo Air Show generates a significant number of marketing impressions. The following data was generated by Media Library as it tracked the 2016 Toledo Air Show (Toledo's last show with the USAF Thunderbirds) 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
iHeart Media
Cumulus Media

TELEVISION

11,704,381

RADIO

192,100

WEB

36,750,927

CALCULATED PLACED AD VALUE

\$115,695

PRINT

5,242,449

OVERALL PUBLICITY VALUE

\$347,101

FACEBOOK

11,000+ Followers

TOLEDO AIR SHOW WEBSITE

61,674 Users
239,539 Pageviews



SPONSORSHIP OPPORTUNITIES

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PRESENTING SPONSOR—\$75,000	
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 50 persons per day	Y
VIP Parking Passes Per Day	25
Square feet of prime exhibit space at the show if desired	10,000
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

GOLD SPONSOR—\$50,000	
Corporate name or brand 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

SPONSORSHIP OPPORTUNITIES

SILVER SPONSOR—\$25,000	
Corporate name or brand logo featured prominently in 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

SPONSORSHIP OPPORTUNITIES

BRONZE SPONSOR—\$10,000	
Corporate name or brand logo featured prominently in event communications including television, radio, web, social, print, and press releases. (An estimated \$150,000 publicity value)	Y
Flightline Club Tickets	10
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

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:

Wendy Gramza

wendy.gramza@toledochamber.com

Mike Mori

MikeMMori@gmail.com



FLIGHTLINES PACKED WITH SPECTATORS

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 organized separately based on need
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 organized separately based on need
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

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The Toledo Air Show offers different ticket packages to meet spectator needs. Kids 5 and under and military and first responders in uniform get in free! Purchase early and realize significant cost savings!

Tickets can be purchased online at toledoairshow.com.

GENERAL ADMISSION TICKETS	TICKET PRICE	BEFORE JANUARY 1
Kids 5 and under	Free	Free
Ages 6-12	\$15	\$10
Adults 13-64	\$35	\$30
Seniors 65+, active and retired military, military dependents and first responders with I.D.	\$10	\$10
Military and first responders in uniform	Free	Free

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

PARKING	TICKET PRICE
VIP Parking at the Toledo Express Terminal	\$20
General parking	\$10

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

A parking pass is **required for each vehicle. Shuttle service will be provided from general parking lots to the gates before, during and after the show.

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
Adults	\$185
Children 4-12	\$50

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
Adults	\$60

PREMIUM TICKET UPGRADES

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
Adults	\$75

VIP TENT

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





TOLEDOAIRSHOW.COM