



2022 ALBERTA INTERNATIONAL AIRSHOW

SPONSORSHIP

PACKAGES

VILLENEUVE AIRPORT, STURGEON COUNTY

NETWORKING PREVIEW EVENT

FRIDAY, AUGUST 12

PUBLIC AIRSHOW EVENT

SATURDAY, AUGUST 13

+ SUNDAY, AUGUST 14



**WE'RE BACK &
REVVING UP
OUR ENGINES
FOR 2022!**



This year, the Alberta International Airshow brings the noise with world-class headliners and an all-new aviation career Expo! There's no other event of its kind in Northern Alberta!

IN THE AIR

➤ **RCAF Snowbirds**

➤ **Canadian Forces Skyhawks Parachute Team**

More military acts will be announced soon. Please stay tuned!

HUGE STATIC DISPLAYS

➤ **Vintage Airplanes**

➤ **Helicopters**

➤ **Military**

GROUND LEVEL ENTERTAINMENT

➤ **Motocross**

➤ **Tradeshaw**

➤ **Beer Tent**



Many aviation pilots, maintenance engineers, and aerospace professionals will be retiring in the near future. Our goal is to inspire the next generation of aviators! We aim to educate individuals and propel them into careers that exist in the air and on the ground.



FACEBOOK

**16K**
FOLLOWERS**737k** IMPRESSIONS
5.7K ENGAGEMENTS

TWITTER

**1.3K**
FOLLOWERS**100K** IMPRESSIONS

INSTAGRAM

**1.7K**
FOLLOWERS**2.3K** IMPRESSIONS

WEBSITE

**87K**
USERS**242K** PAGEVIEWS
2.18 PAGES/SESSION

NEWSLETTER

**12.7K**

SUBSCRIBERS

For the past six years, the Alberta International Airshow has been building a passionate fan base on social media channels and through newsletters. With fun contests and exciting announcements, our fans are both receptive and engaged.

The Alberta International Airshow is an all-family event, for everyone from six-year-olds to those 60 years of age and beyond!

Parents 30-44 are the primary purchasers. These individuals typically buy three to five tickets for the entire family.

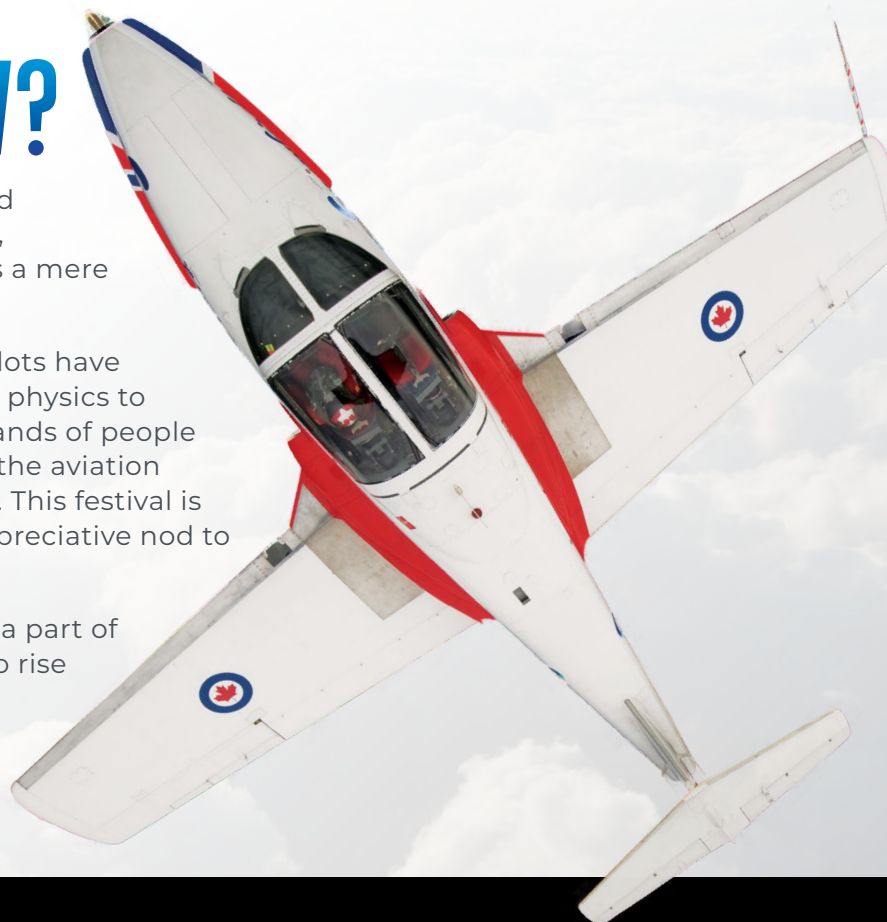
WHY AN AIRSHOW?

There isn't much that stops us in our tracks and makes us stare in awe these days. But massive, beautiful aircraft in the sky, flying like gravity is a mere idea? That'll do it!

Alberta has a long history with aviation. Our pilots have defied gravity and pushed through the laws of physics to create incredible shows for hundreds of thousands of people over the years. This event raises awareness for the aviation industry and elevates our local history of flight. This festival is proudly produced by RWE Events and is an appreciative nod to our brave and courageous military.

Come experience the rush of the show and be a part of the excitement in the air! This is your chance to rise above the rest.

The Alberta International Airshow is a preferred destination for the US Air Force.



LEVELS AT A GLANCE

Value	\$30,000		\$25,000	\$15,000		\$10,000		\$6,500	\$5,000	
Packages Available	Premium Lounge	Park and Ride	Warbirds	FMX	Static Line	Premier Performer	Plus lounge	Basic Performer Sponsor	Volunteer Sponsor	Autograph Tent
Sponsored Area Naming Rights*	✓	✓	✗	✗	✗	✗	✗	✗	✗	✗
Banners	7	5	5	6	✗	6	6	4	4	4
Large On-Line Program Ad	✓	✓	✓	✓	✓	✗	✗	✗	✗	✗
Medium On-Line Program Ad	✗	✗	✗	✗	✗	✓	✓	✓	✓	✓
Live PA Announcements	6	6	6	6	6	3	✗	4	4	6
GA Passes (per day)	40	40	40	40	40	40	40	20	20	20
Premium Lounge Passes (per day)	14	14	10	6	6	6	6	4	2	2
Networking Preview Event Passes	30	30	20	10	10	4	4	2	2	2
VIP Plane Ride	✓	✓	✓	✗	✗	✗	✗	✗	✗	✗
Additional Package Specific Perks*	✓	✓	✗	✗	✓	✓	✓	✗	✓	✓

*Please refer to sponsor level description for full details.

BASE PERKS

ALL SPONSORSHIP LEVELS INCLUDE THE FOLLOWING:

- Logo on the website with Link.
- Limited rights to all images, photos, and photography assets. To include, but not limited to, event pictures, feature plane or performer images, or other custom content.
- First right of refusal for future.
- Tailored social media content – Facebook, Twitter, Instagram prior to and after the show.
- International exposure for the Trade Expo

\$5,000

VOLUNTEER SPONSOR

- Logo on all volunteer shirts
- Medium ad in the on-line program
- 4 on-site banners
- 4 live PA announcements per day
- General Admissions passes 10 per day
- Premium lounge passes 2 per day
- Friday Networking Preview event passes 2

AUTOGRAPH TENT

- Logo banner on Autograph tent
- Medium ad in the on-line program
- 4 on-site banners
- 6 live PA announcements per day
- General Admissions passes 10 per day
- Premium lounge passes 2 per day
- Friday Networking Preview event passes 2

\$6,500

BASIC PERFORMER SPONSOR

- | | | |
|------------------------------------|--|--|
| ➤ Medium ad in the on-line program | ➤ 4 live PA announcements per day | ➤ Premium lounge passes 4 per day |
| ➤ 4 on-site banners | ➤ General Admissions passes 10 per day | ➤ Friday Networking Preview event passes 2 |

\$10,000

PREMIER PERFORMER

- Logo on the website with Link
- Medium ad in the on-line program
- Logo on performer page
- 6 on-site banners
- 3 live PA announcements per day with act
- General Admissions passes 20 per day
- Premium lounge passes 6 per day
- Friday Networking Preview event passes 4

PLUS LOUNGE

- Logo on the website with Link
- Logo banners on Plus lounge
- Medium ad in the on-line program
- 6 on-site banners
- General Admissions passes 20 per day
- Premium lounge passes 6 per day
- Friday Networking Preview event passes 4

\$15,000

FMX

- 4 Logo banners on FMX Area Fence
- Large ad in the on-line program
- 6 live PA announcements per day 2 per show
- General Admissions passes 30 per day
- Premium lounge passes 6 per day
- Friday Networking Preview event passes 8

STATIC LINE

- 6 - 4' by 4' A Frame Signs along the Static Line
- Large ad in the on-line program
- 6 live PA announcements per day
- General Admissions passes 30 per day
- Premium lounge passes 6 per day
- Friday Networking Preview event passes 8

FAMILY FUN ZONE

- 4 Logo banners on FMX Area Fence
- Large ad in the on-line program
- 6 live PA announcements per day
- General Admissions passes 30 per day
- Premium lounge passes 6 per day
- Friday Networking Preview event passes 8

\$25,000

WARBIRDS (two sponsorships available)

- 6 banners by Entrances
- Large ad in the on-line program
- 6 live PA announcements per day
- General Admissions passes 40 per day
- Premium lounge passes 10 per day
- Friday Networking Preview event passes 15
- VIP Plane Ride with Performer or on historic aircraft

\$30,000

PREMIUM LOUNGE

- _____ Premium Lounge naming right for the lounge for the weekend
- 8 banners by Entrances and 1 large on the Premium lounge
- Referred to in all materials as the _____ Premium lounge
- Large ad in the on-line program
- 6 live PA announcements per day
- General Admissions passes 40 per day
- Premium lounge passes 14 per day
- Friday Networking Preview event passes 20
- VIP Plane Ride with Performer or on historic aircraft

PARKING LOT SPONSOR

- Branded page on the website
- 4 banners on-site
- 4 banners at Park and Ride locations
- Referred to in all materials as the _____ Park and Ride
- Large ad in the on-line program
- 6 live PA announcements per day
- General Admissions passes 40 per day
- Premium lounge passes 14 per day
- Friday Networking Preview event passes 20
- VIP Plane Ride with Performer or historic aircraft



- ➔ Become a Sponsor
- ➔ Buy Tickets
- ➔ Volunteer
- ➔ Host a Table
- ➔ Host an Exhibit
- ➔ Take part in our Career Expo
- ➔ Plan for our Trade Expo in 2023

Thousands of families, thrill seekers, and aviation historians enjoy the Alberta International Airshow every year. Because your company is just as diverse as our audience, we've created unique sponsorship passes.

You choose an experience that delivers sky high results.

This festival is proudly produced by RWE Events and is an appreciative nod to our brave and courageous military.

**Get in touch with our crew at
info@ABAirshow.com
and we'll set up your Sponsorship Boarding Pass.**