



# ALBERTA INTERNATIONAL **AIRSHOW**

# 2024 SPONSORSHIP PACKAGES

NETWORKING PREVIEW EVENT  
**FRIDAY, AUGUST 16**  
PUBLIC AIRSHOW EVENT  
**SATURDAY, AUGUST 17**  
**+ SUNDAY, AUGUST 18**  
VILLENEUVE AIRPORT, STURGEON COUNTY

**WE'RE BACK  
& REVVING UP  
OUR ENGINES  
FOR 2024!**



The Alberta International Airshow is set to feature an exciting array of military and private aircraft, promising to thrill aviation enthusiasts across Alberta.

## HUGE STATIC DISPLAYS

➤ Vintage Airplanes

➤ Helicopters

➤ Military

## GROUND LEVEL ENTERTAINMENT

➤ Motocross

➤ Vendor Village

➤ Beer Tent

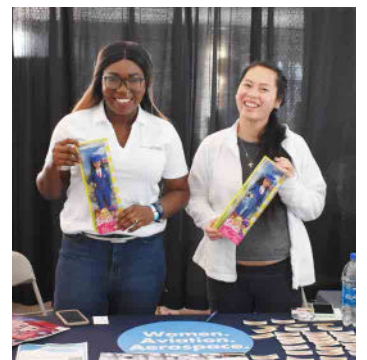
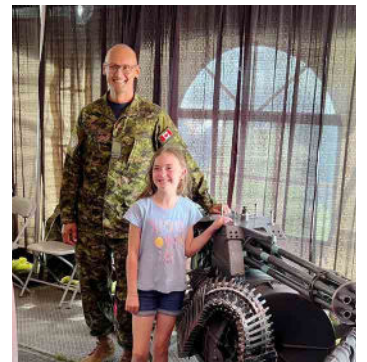
➤ Career Expo



As part of the VilleAero & Logistics Exposition, the 2024 Alberta International Airshow will feature an Aerospace and STEAM Career Exposition on site August 17+18.

Learn about opportunities in aviation, engineering, drone and maintenance professions and get hands-on with some of the hardware used in the field!

Many employers who participated in last year's Career Expo discovered fresh talent to bolster their organizations and are eagerly returning for the 2024 event.



Produced as part of



Visit us at [ABAirshow.com](http://ABAirshow.com)



## FACEBOOK



**16.5K**  
FOLLOWERS

**1M** POST REACH  
**66.3K** ENGAGEMENT

## X (TWITTER)



**1.3K**  
FOLLOWERS

**66.9K** POST REACH  
**569** ENGAGEMENT

## INSTAGRAM



**2.1K**  
FOLLOWERS

**41.6K** POST REACH  
**3.6K** ENGAGEMENT

## WEBSITE



**90K**  
NEW USERS

**41.6K** PAGE VIEWS  
**3.6K** PAGES/SESSION

## NEWSLETTER



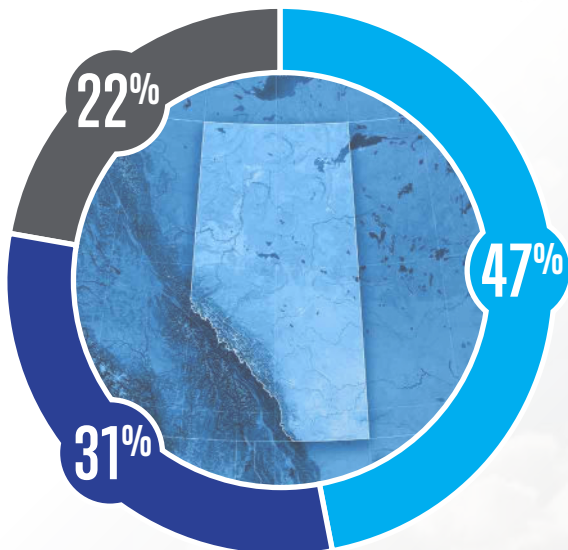
**15.9K**  
SUBSCRIBERS

**44.8%** OPEN RATE  
**6.1%** CLICK RATE

For the past seven 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.



## TICKET PURCHASER GEOGRAPHICS

- 47% Edmonton Region
- 31% Within 100km radius of Edmonton
- 22% Non-Edmonton Region

## LEVELS AT A GLANCE

Value	\$30,000	\$15,000		\$10,000	\$5,000	
Packages Available	Premium Lounge	FMX	Static Line	Plus lounge	Volunteer Sponsor	Autograph Tent
Sponsored Area Naming Rights*	✓	✓	✓	✓	On Shirts	✓
Banners	6	6	6	4	4	4
Large On-Line Program Ad	✓	✓	✓	✗	✗	✗
Medium On-Line Program Ad	✗	✗	✗	✓	✓	✓
Live PA Announcements	6	6	6	4	4	6
GA Passes (per day)	40	30	30	20	10	10
Premium Lounge Passes (per day)	10	6	6	4	2	2
Networking Preview Event Passes	20	8	8	4	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.

## \$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

## \$10,000

### 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 4 per day
- Friday Networking Preview event passes 4

## \$15,000

### FMX MOTOCROSS SHOW

- 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

### FAMILY FUN ZONE

- 4 Logo banners on Family Fun Zone 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

### 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



## \$30,000

### PREMIUM LOUNGE

- \_\_\_\_\_ Premium Lounge naming right for the lounge for the weekend
- 6 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 10 per day
- Friday Networking Preview event passes 20
- VIP Plane Ride with Performer or on historic aircraft



# READY TO GET ONBOARD?



- ➔ Become a Sponsor
- ➔ Buy Tickets
- ➔ Volunteer
- ➔ Host a Table
- ➔ Take part in our Career Expo
- ➔ Join Vendor Village



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 options.

You choose an experience that delivers sky high results.

Get in touch with our crew at  
[info@ABAirshow.com](mailto:info@ABAirshow.com)  
and we'll set up your Sponsorship Boarding Pass.



Produced as part of



Visit us at [ABAirshow.com](http://ABAirshow.com)