

**2023
AIRFEST
SPONSORSHIP
INFORMATION**

**OCTOBER
14 & 15, 2023**

HOSTED BY THE:



PLANES OF FAME

PRESENTS

CENTRAL COAST

AIRFEST





Dear Sponsors & Community Members,

First off, I would like to say thank you again to our previous sponsors! It has been a pleasure getting to know you all and working together to create a wonderful community event for Santa Maria. The 2022 Central Coast AirFest was a record-breaking event and a huge success!

The Central Coast AirFest will be returning October 14th & 15th, 2023 under the direction of Planes of Fame Air Museum! With two jet demo teams, USN F-18 and USAF A-10, world class performers, vintage and military aircraft as well as exciting aerobatic displays, this years event will be one you won't want to miss.

Sponsorship is hugely important to the event and ensures admission prices are as low as possible for families and community members. Also, being a sponsor is fun! We hope you will enjoy the Sponsor Flightline Reception on Friday night, VIP Tent over the weekend and other perks. We look forward to partnering with you for the 2023 Central Coast AirFest.

Thank you,

Jim Bray
Sponsorship Coordinator
Planes of Fame Air Museum

CENTRAL COAST AIRFEST 2023 ESTIMATED IMPACT

Community Benefit

Estimated Attendance	18,000 - 23,000
Estimated Local Visitors	90%
Estimated Tourist Visitors	10%

Direct AirFest Operational Impact	\$540,000.00
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On-Site Attendee Spending Impact	\$208,000.00
<i>Spending Categories:</i>	
- Food & Beverage	
- Shopping	

Tourist Off-Site Economic Impact	\$415,000.00*
<i>Spending Categories:</i>	
- Food & Beverage	
- Transportation	
- Shopping	
- Recreation	
- Accommodations	

**tourist impact estimate provided by the Santa Maria Valley Chamber of Commerce*

TOTAL ECONOMIC IMPACT	\$1,163,000.00
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2023 Estimated Attendance: 18,000 - 23,000





SPONSORSHIP PACKAGES

	TITLE	ASSOCIATE	DIAMOND	PLATINUM	GOLD	SILVER
	\$75,000	\$50,000	\$25,000	\$10,000	\$5,000	\$2,500
Number Available	1	1	2	5	10	20
MARKETING & MEDIA EXPOSURE						
Title Sponsor Recognition	YES	YES*	-	-	-	-
Recognition on Airshow Poster	Premium	Premium	Standard	Standard	Standard	-
Recognition on Website	Homepage	Homepage	Homepage	Sponsor Page	Sponsor Page	Sponsor Page
Recognition in Print Ads	YES	YES	YES	YES	YES	-
Recognition in Radio Ads	YES	YES	YES	-	-	-
Recognition in Press Releases	YES	YES	-	-	-	-
Recognition on General Admission Tickets	YES	YES	-	-	-	-
Recognition on Volunteer T-Shirts	YES	YES	YES	YES	-	-
Recognition on Social Media	Museum Primary	Museum Primary	Museum Primary	AirFest Event Page	AirFest Event Page	AirFest Event Page
* Associate Title Sponsor recognition to be negotiated, example: "Central Coast AirFest powered by Lucas Oil"						
VENUE EXPOSURE						
Exhibit Space	Custom	Up to 30 x 30	Up to 20 x 20	10 x 10	10 x 10	10 x 10
Recognition on Welcome Banners	YES	YES	YES	YES	YES	YES
Large Individual Sponsor Banner in VIP Tent	YES	YES	YES	YES	-	-
Individual Sponsor Banner in General Public Area	Premium	Premium	Premium	Premium	Standard	Standard
Ad in Souvenir Program	Premium	Premium	Premium	Full	Half	Quarter
Recognition at Friday Night Sponsor Reception	YES	YES	YES	YES	YES	YES
Airshow Announcement Mentions (Per Day)	10	10	6	4	2	1
HOSPITALITY						
General Admission One Day Tickets	250	150	100	50	25	10
VIP Tent Ticket (Per Day Saturday & Sunday) *	30	20	16	8	6	4
Flightline Sponsor Reception (Friday Night)	30	20	16	8	6	4
Flightline Sponsor Reception Assigned Table	3	2	1	-	-	-
VIP Parking Passes (Per Day)	15	10	8	4	3	2
* A Private Chalet can be requested instead of VIP Tent Passes for Title, Associate, and Diamond Sponsors - please ask for details.						
ADDITIONAL BENEFITS						
VIP Warbird Flight	2	1	1	-	-	-
Planes of Fame Air Museum Membership	1 Lifetime	1 Lifetime	1 Lifetime	1 Platinum	1 Gold	1 Silver
Airshow Souvenir T-Shirts	30	20	10	5	3	2
Airshow Souvenir Programs	15	10	5	3	2	1

TAX DEDUCTION INFO: Planes of Fame Air Museum is a 501 (c)(3) organization, Tax I.D. #95-6092771, eligible to receive tax deductible donations. Sponsorships to the Central Coast AirFest through Planes of Fame may be fully or partially deductible. Please consult a tax professional regarding the deductibility of your donation.

SPECIAL OPPORTUNITIES

VIP TENT BRANDING: \$12,500

VIP Tent Branded Signage & 3 Flightline Banners
Exhibit space in the VIP Tent & Giveaway Opportunity
All Benefits of a Gold Sponsor

PRIVATE CHALET: \$7,500*

50 guests a day for two days
20'x20' private chalet w/ outdoor box seating in prime viewing area
Includes tent, chairs, tables, table coverings
Sponsor signage at chalet entrance (provided by sponsor)
One Preferred Parking Pass for every two admission tickets
Private restroom facilities
**Food and beverage service are available at an additional cost*

EMPLOYEE LODGE: \$22,500*

Lodge for 300 guests per day for a total of 600 guests over the weekend
Logo on sponsor page of website
Sponsor signage on chalet (provided by sponsor)
30'x30' private chalet w/ outdoor box seating in prime viewing area
Private restroom facilities
**Food and beverage service are available at an additional cost*

CAR SHOW EXHIBITION: \$12,500

Premium placement of 40'x100' exhibit space for Car Show Exhibit
All Benefits of a Gold Sponsor

EXTRAS & ADD ONS

Exhibit Space 10 x 10	\$400.00
VIP Tent One Day Pass	\$250.00
VIP Tent Weekend Pass	\$350.00
VIP Tent One Day Pass - Add On to Sponsorship*	\$150.00
VIP Tent Weekend Pass - Add On to Sponsorship*	\$200.00
Friday Flightline Sponsor Reception Ticket	\$350.00
Friday Flightline Sponsor Reception Ticket - Add On to Sponsorship*	\$250.00
Friday Flightline Sponsor Reception Table - Add On to Sponsorship**	\$2,000.00

* Discount available to current sponsors

** Table of up to 10 in addition to sponsor package, subject to availability





Central Coast AirFest is now under the direction of Planes of Fame Air Museum!

Planes of Fame Air Museum (POF), a 501(c)(3) nonprofit, is developing a new Museum Campus at the Santa Maria Airport (SMX Campus). Founded in 1957, the mission of Planes of Fame is to **preserve aviation history, inspire interest in aviation, educate the public, and honor our veterans and pioneers of aviation.**

"We are thrilled to have Planes of Fame expanding to the Santa Maria Airport," said Kerry Fenton, Interim Airport Manager. "We partnered with Planes of Fame last year to bring back the Central Coast AirFest and look forward to continuing to work with them on future air shows and educational programs."

The museum's community outreach and public flight demonstrations touch the lives of millions of spectators every year. Annually, the museum's 25 flight program aircraft perform in over a dozen air shows, provide memorial fly-overs, give rides, and are regularly used in photography and film work, such as the recently released films "Top Gun: Maverick" and "Devotion".

"We believe flying our historic aircraft is a great way to honor our veterans and inspire young people's interest in aerospace and the importance it has played in world history," said Steve Hinton, Museum President.

The development of Planes of Fame Air Museum at SMX will offer STEM educational opportunities, tourist appeal, and revenue generation for the region. The museum's year round educational programs will spark interest in aviation and encourage young people to pursue careers in science, technology, engineering, and history.

For more information about the project, sign up for updates, or to make a donation in support of the museum, visit:

WWW.POFSANTAMARIA.ORG



SANTA MARIA EXPANSION





OCTOBER 14 & 15, 2023
WWW.CENTRALCOASTAIRFEST.COM

FOR FURTHER INFORMATION:

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