

2023

PARTNERSHIP

OPPORTUNITIES

GARMIN

20 KC AIR SHOW 23

\*\*\*

AUGUST 19-20



Featuring:

# U.S. Navy Blue Angels F-22 Raptor Demo Team F-35B Lightning II



## FEEL THE POWER. SEE THE WONDER. HEAR THE ROAR.

Experience the region's premiere aviation event and join us for the 2023 Garmin KC Air Show featuring the U.S. Navy Blue Angels, the F-22 Raptor Demo Team, and the F-35B Lightning II.

Produced by KC Air Show Charities, Inc., a Kansas City based 501(c)3, the Garmin KC Air Show features first-class aerobatics, military jets and displays, interactive exhibits, and entertainment for the whole family!

Previously named "Air Show of the Year" by the Blue Angels, this heart-pounding, thrill-of-a-lifetime event offers top-shelf hospitality, premium exhibitor displays, and excellent on-site partnership opportunities.

Come see the world's most famous jet team, the Blue Angels, and get involved with the the Garmin KC Air Show today!

**AUGUST 19-20 | NEW CENTURY AIRCENTER, KANSAS**



**KCAIRSHOW.ORG**

# “To the Stars” with the Garmin KC Air Show

In supporting KC Air Show Charities, a 501c3 not-for-profit event, you support a unique attraction that welcomes visitors from near and far AND give back to the community

## Sponsorship Opportunities

Connect with a passionate fan base through on-site opportunities, VIP hospitality, and community engagement.

## Local Business Support

We love local. Assist the KC Air Show with food & beverage needs, show expenses, and other support services.

## The Place to Be

Join our partners listed below. The 2023 Garmin KC Air Show is one of only two shows **in the entire country** featuring the U.S. Navy Blue Angels, F-22 Raptor Demo Team, and the F-35.

**GARMIN**<sup>®</sup>

JOHNSON COUNTY  
KANSAS  
Airport Commission



# GARMIN KC AIR SHOW - Tourism Impact

## Out of State visitors from 35 states in 2022

Including California, Texas, and Florida

## 10% of attendees traveled to the show

from Arkansas, Colorado, Iowa, Nebraska, Oklahoma, and Texas

## 301 Different Zip Codes

represented by KS & MO ticketholders

## 3,689 Estimated Overnight Attendees (in 2022)

According to Destination International's Event Impact Report

## 507,559 Pageviews

On KCAirShow.org from January 1, 2022 - September 7, 2022, including 71,000 pageviews during the show weekend

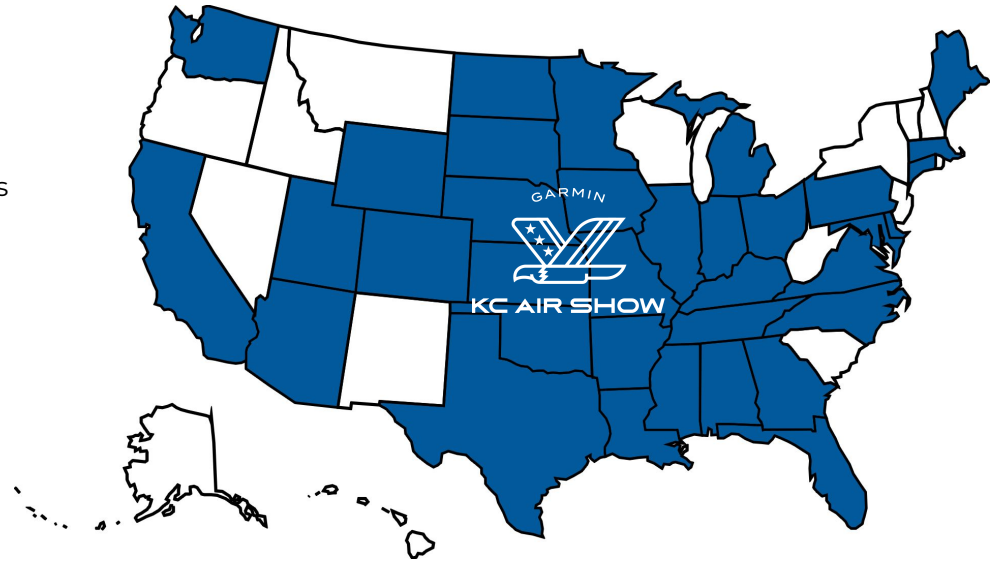
## 728,413 Impressions on Facebook and Instagram

On air show social media pages from June 1 - Labor Day Weekend

## \$81,255 in estimated Local Taxes generated (Sales, Bed, Misc.)

## 1,914 estimated Jobs Supported

Across retail, lodging, F&B, transportation, and business service industry



**\$4.371MM**

**estimated Total Economic Impact**

in the surrounding community

## Presenting Sponsor (\$75,000)

Brand recognition across every channel of the Garmin KC Air Show, including the name and logo. Every mention will include the Garmin KC Air Show presented by ...

### Marketing & Promotional Exposure

- Presenting sponsor Name/Logo across all brand channels
- Presenting sponsor Name/Logo featured on print-at-home digital tickets
- Presenting sponsor Name/Logo recognition and link on KCAirShow.org
- Presenting sponsor Name/Logo recognition on Garmin KC Air Show mobile app
- Presenting sponsor of all Garmin KC Air Show insider digital newsletters (16,000+ subscribers)

### Venue Exposure

- Choice of (1) premium 20x30 sponsor space sponsor spaces in highly trafficked location
- Name recognition in all public address mentions throughout the show weekend (25+ per day)
- Name/Logo on all “Thank You” sponsor signs at event
- Placement of up to (6) Sponsor Signs at entry/exit of event (Sponsor to design and provide)

### Hospitality Amenities

- One (1) private chalet for Sponsor for up to 50 guests on Saturday and Sunday
- Six (6) VIP Parking Passes per day
- Agreed upon number of General Admission passes
- Agreed upon number of Vendor passes



## Featured Partner (\$25,000)

### Marketing & Promotional Exposure

- Logo featured on KCAirShow.org
- Logo featured on event mobile app
- Logo featured on print-at-home digital tickets
- Logo featured on souvenir poster
- Inclusion in Garmin KC Air Show digital newsletter

### Venue Exposure

- 20x20 sponsor exhibit space in featured area
- Name recognition in all public address mentions throughout the show weekend (8+ per day)
- Name/Logo on all “Thank You” sponsor signs

### Hospitality Amenities

- (6) Gold Club Passes per day
- (2) VIP Parking Passes per day
- (4) Sponsor + Vendor Parking Passes per day
- (25) General Admission Passes per day
- Agreed upon number of Vendor passes
- Agreed upon number of Vendor parking passes

## Performer & Hospitality Sponsor (\$25,000)

### Marketing & Promotional Exposure

- Logo featured on KCAirShow.org
- Logo featured on event mobile app
- Logo featured on print-at-home digital tickets
- Opportunity to host ticket giveaway to Performer VIP social event at Chicken N Pickle before show

### Venue Exposure

- Logo/Name featured in backstage Performer Hospitality catering area at Garmin KC Air Show as provider of all meals, drinks, and refreshments
- Name/Logo on all “Thank You” sponsor signs

### Hospitality Amenities

- (4) Invitations to private Performer VIP social event at Chicken N Pickle on Friday night before show
- (4) Gold Club Passes per day
- (2) VIP Parking Passes per day



## Gold Club & Flight Line Club (\$25,000)

- Logo/Name as featured sponsor of Gold Club & Flight Line Club, the Garmin KC Air Show's private, seated club experiences
- Logo/Name on all Gold Club and Flight Line Club tickets on website and on print-at-home tickets
- Logo/Name on website
- Logo/Name on mobile app
- Logo/Name on club signage
- (4) Gold Club Passes per day
- (2) VIP Parking Passes per day

## Volunteer Program (\$20,000)

- Logo featured on all Volunteer T-Shirts
- Logo/Name mentioned in all Volunteer Program social media posts
- Logo/Name included on Volunteer website
- Logo/Name included on all Volunteer concession tickets distributed to Volunteers for Free Lunch
- 10x10 Exhibit Space or Volunteer Space
- (10) General Admission passes per day
- (4) Sponsor + Vendor Parking Passes per day
- (2) Gold Club Passes per day
- Volunteer Sponsor recognition in public address mentions throughout the show weekend

## Supporting Partner (\$15,000)

- Logo featured on KCAirShow.org
- Logo featured on event mobile app
- Logo on print-at-home digital tickets
- 10x10 Sponsor Exhibit Space
- Partner recognition on public address mentions
- Name/Logo on all "Thank You" sponsor signs
- (6) General Admission Passes per day
- (3) Sponsor + Vendor Parking Passes per day
- (2) Gold Club Passes per day

## Exhibitor Space

- 10 x 10 (Non-Profit) \$950
- 10 x 10 (Standard) \$3,500
- 10 x 20 (Standard) \$5,500
- 20 x 20 (Standard) \$7,500

***Let us know what you are looking for and we can find a way to customize a package for you!***



## VIP Chalets

- Private chalet for entertaining clients, employees, families, and friends
- Located in premier location on the show line
- Includes a mix of shaded tent seating plus open-air patio style viewing
- Includes private portable shared restrooms for chalet area only
- Sponsor Name on chalet entrance
- Available in following ticketed guest sizes:
  - 50 Guests (\$8,500 for 1 Day || \$13,500 for 2 Days)
  - 100 Guests (\$10,000 for 1 Day || \$15,000 for 2 Days)

## Top Deck Spectator Suites

- Private air-conditioned suite located in VIP Village
- Top Deck Veranda for unparalleled 360° views
- Outdoor social area with retractable awning
- Sponsor Name on top deck railing
- Seat up to 10 guests inside inside
- Seat up to 15 guests on top deck
- Includes private portable restroom
- Suite comes with 25 total guest admissions
  - \$15,000 for 1 Day || \$20,000 for 2 Days
  - Opportunity to expand for larger group accommodations

**Talk to us about customized food, beverage, and guest packages to complete your VIP experience!**





## A la Carte Opportunities

Add these to an existing package or consider them on their own!

### Hydration Station Partner (\$10,000)

Help guests stay hydrated at our FREE water hydration station thanks to YOU! Guests can fill up their water bottles for free all weekend long.

Includes custom branded signage at the hydration station and sponsor mentions before and during the show.

### Billboard Advertising Partner (\$10,000)

Be the official billboard partner of the Garmin KC Air Show. Includes (6) digital billboards in the KC Metro one month prior to the show. Your name/logo will be included as the official billboard partner.

### Mobile Charging Station Partner (\$7,500)

Give guests an opportunity to power up at our mobile charging kiosks during the show. Includes (6) charging stations, custom branded with your logo.

### Garmin KC Air Show Lanyard Sponsor (\$3,500)

Your logo/name on all of our performer lanyards; Created and customized to your brand colors.

These lanyards are distributed to our performers with their performer credentials for the show.

### On-Site Banners (\$1,000)

You will receive placement of (4) on-site banners at the Garmin KC Air Show. Each banner is 5' W x 3' H.





**LET US CUSTOMIZE A PACKAGE FOR YOU!**



**CONTACT US SO WE CAN CREATE A PACKAGE THAT WORKS FOR YOU!**

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PHONE: 816.217.7324

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