



# Taking your brand to new heights





## Airshow sponsorship

With the endless array of marketing options available, deciding how to get the best value from your marketing dollar can be challenging. But when it comes to connecting with target markets, influencing stakeholders or engaging employees, nothing provides deeper, longer lasting connections than a well-chosen and leveraged event sponsorship.

### But which event?

In human history few quests have captured imaginations, stirred passions, fostered creativity and inspired innovation like man's desire to fly. Today the miracle of flight continues to bring people together from all walks of life – provoking amazement, passion, curiosity, and investment.

Sponsoring an airshow provides significant and measurable results for every marketer, whether pursuing sales across a broad customer base, engaging niche markets or building a brand profile.

An event such as Wings Over Illawarra is more than just an airshow, encompassing many aspects of the aviation industry. The event appeals to a very broad audience via its ability to showcase the latest drone technology and flight simulation developments through to recreational and general aviation pursuits and of course the finest military and historic aircraft displays.

Whatever your marketing objective, sponsoring an airshow such as Wings Over Illawarra can help you achieve it.

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## The Sydney Airshow

Sydneysiders love big events and Sydney's event calendar is as diverse as it is plentiful; offering everything from concerts, festivals and culture to cricket, football and car racing.

Yet, there is one event that stands out...

- One event that stirs passions, captures imaginations and excites people like no other.
- One event that is unique, spectacular and appealing to all generations, genders and backgrounds.
- One event that Sydneysiders have had to travel long distances at great expense to enjoy ... until recently.

That event is Wings Over Illawarra – The Sydney Airshow.

Sydney's busy airspace and heavily populated suburbs make a metropolitan airshow impossible, but Sydneysiders have a first-class airshow right on their

doorstep - just a short drive or easy train ride away.

From humble beginnings as a local volunteer-run community event, Wings Over Illawarra has grown to become the largest annual airshow in Australia.

It attracts Australia's most popular aircraft and aerobatic pilots to offer air and ground displays that rival internationally acclaimed airshows.

With the addition of The NSW Drone Expo, Oz Flight Sim Expo and a General Aviation Precinct to the already outstanding list of attractions, Wings Over Illawarra is set to increase its footprint and awareness in the Sydney and NSW markets and in 2021 will give you the chance to build your brand in partnership with Sydney's only airshow.

Don't let this opportunity fly by!





## About Wings Over Illawarra

Wings Over Illawarra is Australia's largest annual airshow, and is held at the Shellharbour Airport, Albion Park Rail in Shellharbour City, 80kms south of Sydney, on the second weekend in November.

Its diverse program includes:

- modern military aircraft
- rare historical warbirds
- aerobatics by professional performers, military aviators and warbirds
- the NSW Drone Expo showcasing the latest in UAV technology.
- the Oz Flight Sim Expo
- a general aviation precinct showcasing all aspects of the light to medium sectors of the aviation market.
- free carnival rides for the whole family
- static displays of aircraft, simulators, memorabilia, the latest aviation technology and more!

## The Perfect Location

Being located at the picturesque Shellharbour Airport means Wings Over Illawarra is:

- the only airshow within easy reach of metropolitan Sydney and Canberra
- the only airshow directly accessible via the Sydney Trains network and the M1
- the only airshow held at the home of Australia's premier historic aircraft collection
- located at the gateway to NSW's most popular tourism region and Sydney's favorite family getaway destination; and
- surrounded by rapidly expanding residential suburbs filled with young, affluent and aspiring families

Wings Over Illawarra offers a large population an affordable, conveniently-located family airshow experience in a picturesque coastal setting.



“Sponsorship of an airshow offers a unique, passionate environment to help achieve your marketing objectives”



## Key Airshow facts

- There is an even level of support amongst white and blue-collar workers with 63% of airshow attendees in the mid to high income level bracket.
- Almost 50% of airshow attendees are between the ages of 30 – 50 years old.
- 87%, of airshow attendees agree that airshow events make a great family day out.
- 89% of patrons agree that airshow events cater for the needs of both men and women.
- Airshows attract a spectator base unlike that of any other motor sport event. Surveys have consistently shown that the average airshow attendee spends more than 4 hours at the airshow walking, talking, listening and buying.
- 80% of patrons agree that airshow pilots are good role models for children.
- 68% of airshow attendee's household income levels are greater than \$80,000.

## Wings Over Illawarra key facts

- Wings Over Illawarra has grown from a simple airport open day to an internationally recognised airshow.
- More than 180,000 people have attended Wings Over Illawarra since its humble beginnings in 2007, making it Australia's largest annual airshow.
- The Wings Over Illawarra website received 193,860 unique visitors in the twelve months prior to the 2019 event.
- The number of followers of the Wings Over Illawarra Facebook site has grown from 8,000 in 2016 to almost 30,000 in 2021, and continues to grow.



“Connect  
your brand  
with Sydney's  
airshow and  
watch it soar!”





## Why Sponsor Wings Over Illawarra?

### Be part of a continuing success story

Wings Over Illawarra is a unique, exciting, popular and well-located airshow that is poised for significant growth in 2021 and beyond. Sponsoring Wings Over Illawarra can help you build your organisation's brand, connect with target markets, and attract attention from a growing audience - all while being associated with a source of enjoyment.

### Build your brand

What you associate your brand with speaks volumes about your business.

Sponsoring Wings Over Illawarra associates your brand with a dynamic, action-packed event that is growing in popularity, scale and professionalism.

Sponsoring an airshow provides a unique platform for bold and ambitious brands.

### Connect with your markets

Wings Over Illawarra appeals to five key visitor segments with attendees ranging from:

- senior citizens basking in the nostalgia of vintage aircraft
- affluent 'baby boomers' enjoying their passion for aviation and adventure
- young families sharing positive experiences
- teenagers dreaming of an aviation career and experiencing the latest technologies.
- pilots and aviation industry members.

A partnership with Wings Over Illawarra can help you change the behavior and perception of these target markets to your brand. We will work with you to offer your customer an enhanced visitor experience with your brand or products generating a solid return for your investment and on your objectives.

“More than 180,000 people have attended Wings Over Illawarra since its humble beginnings in 2007”



## Business to business

Wings Over Illawarra can facilitate introductions & communications for business-to-business opportunities via the following close working partnerships:

- Australian Aviation Industry
- Australian Defence Force.
- NSW State Government - Destination NSW
- Shellharbour, Wollongong and Kiama Councils.
- The UAV Industry

Wings Over Illawarra also incorporates three large business sectors:

### **The Drone/UAV Industry**

The rapidly expanding UAV industry will be well represented at the The NSW Drone Expo. Exhibitors include manufacturers, retailers, flying schools, service providers, government regulators and industry associations.

### **The General Aviation Industry.**

Primarily aimed at the small to medium sectors of the aviation industry, the GA Precinct will include a large range of exhibitors, including aviation businesses and associations. Exhibitors include commonwealth government departments through to small business and aircraft manufacturers and importers, along with training organisations, parts suppliers and charter companies.

### **Flight Simulation Industry**

The Oz Flight Sim Expo will feature a wide variety of exhibitors, including software developers and retailers, hardware suppliers, organisations and groups developing and providing virtual simulation platforms.



“Wings Over Illawarra can facilitate introductions & communications for business-to-business opportunities”







## Raise your profile

Wings Over Illawarra will see continued growth well into the future.

Since its early beginnings, attendance has grown from 5,000 patrons to 35,000 and looks set to continue to increase. Attendance at the 2021 event is expected to be in excess of 35,000.

Most of this growth has come from, and will continue to come from, tapping into the huge markets of Sydney, the Illawarra, the NSW South Coast, Southern Highlands and Canberra and will deliver sponsors a large and growing audience.

A well leveraged sponsorship with the right benefits, inclusions and activations will:

- demonstrate your point of difference,
- build your database and generate sales leads,

- educate your market about your latest products and sell to them,
- reward existing customers,
- raise brand and product awareness to a hard to reach audience,
- generate media exposure, social and all media,
- position yourself as a market leader.

Along with prominent brand recognition commensurate with your investment, sponsor benefits can include:

- exciting airborne experiences
- premium airshow viewing positions
- exclusive access to displays and performers
- hospitality opportunities
- access to the exhibitor database.
- media/photo opportunities



“Attendance has grown from 5,000 to over 35,000 in just over 5 years and looks set to continue growing.”





## How you can partner with Wings Over Illawarra and share our success

We offer a variety of general event sponsorship packages along with some more specific packages tailored to those businesses who wish to focus more on individual aspects of the event. Specific packages are available for sponsorship of the NSW Drone Expo, Oz Flight Sim Expo and the General Aviation Precinct.

We also welcome the opportunity to work with each sponsor on a bespoke basis based on your brand and product needs, objectives, goals and requirements. Based on a brief, we will come up with some leverage and activation ideas for your sponsorship to leave a lasting impression and generate a great return.

The following offers a brief outline of just some of the sponsorship benefits available and acts as a starting point to some truly unique and creative ideas for your brand. Investments typically range from \$5,000 to \$50,000 and \$100,000 + GST for exclusive naming rights.

Pages 12 - 19 list standard sponsorship packages available for the airshow event as a whole, along with some standard sponsorship packages aimed at more specific aspects of Wings Over Illawarra.

## Partner with Wings Over Illawarra and share our success

### Sponsor Recognition

- Exclusive naming rights. The official event name will be: "Your Company" Wings Over Illawarra airshow'
- Permission to use and associate with the Wings Over Illawarra logo
- Media announcement of your sponsorship
- Company name in all TV & radio ads, on-air promotions and live event broadcasts
- Company name on gate-issued entry tickets
- Complimentary full page advertisements in the 2021 Official Souvenir Program
- Branding of an aircraft display
- Signed and framed aircraft prints
- An official sponsor recognition certificate and letter of appreciation
- Your logo prominently placed on:
  - the event map, poster and sponsors pages in the 2021 Official Souvenir Program
  - all Wings Over Illawarra website pages via static branded banner
  - the sponsors page of the Wings Over Illawarra website
  - print at home e-Tickets and VIP passes
  - television and print media advertisements
  - promotional posters and outdoor advertising

### Airshow Day Promotion

- Interact with air show attendees
- Exhibit space (footprint only) in a prime location
- Ownership of a new or existing event feature
- Official event name used in all event public address system announcements
- 'Live read' sponsor ads on public address system each day
- Sponsor-provided fence banners
- Sponsor-provided entrance flags
- Sponsor-provided pull-up banners for display in and/or near the VIP enclosure
- Your branding on the back of the spectator grandstand
- Opportunity to provide promotional merchandise for 2000 Gold Pass/VIP welcome bags.

### Hospitality

- Seats each day in the fully catered VIP enclosure located on the flight line
- VIP parking passes each day
- General Admission passes per day
- VIP welcome bags each day (containing an airshow cap, official souvenir program and promotional merchandise)
- Helicopter joy flights each day.





## Wings Over Illawarra Airshow - Standard Sponsorship Packages

Prices Exclude GST

|   | <b>Principal Sponsor</b><br><b>\$100,000</b><br>(1 Only) | <b>Gold Pass Enclosure</b><br><b>\$50,000</b><br>(1 Only) | <b>Gold Sponsor</b><br><b>\$20,000</b> | <b>Silver Sponsor</b><br><b>\$10,000</b> | <b>Bronze Sponsor</b><br><b>\$5,000</b> |
|---|--|---|--|--|---|
| <b>Partner Recognition</b>                                      |  |   |  |  |   |
| Inclusion in the event's official name.                         | ✓  | -   | -                                      | -  | -                                       |
| Use and associate with the Wings Over Illawarra Airshow logo.   | ✓  | ✓   | ✓                                      | ✓  | ✓                                       |
| Media announcement of your sponsorship.                         | ✓  | ✓   | ✓                                      | ✓  | Social                                  |
| Linked logo on Wings Over Illawarra Airshow website.            | Every Page   | Every Page  | Rotating Every Page                    | Rotating Every Page                      | Sponsor Page                            |
| Company name included in Promotions.                            | All  | Gold Pass   | -                                      | -  | -                                       |
| Sponsor logo on Souvenir Program sponsor page.                  | Top of Page  | Prominent   | ✓                                      | ✓  | ✓                                       |
| Advertisement in Souvenir Program.                              | Double Page  | Full Page   | ½ Page                                 | ⅓ Page                                   | ¼ Page                                  |
| Logo on Event Website sponsor page.                             | Top  | Prominent   | ✓                                      | ✓  | ✓                                       |
| Logo on the event map in Wings Over Illawarra Souvenir Program. | ✓  | -   | -                                      | -  | -                                       |
| Logo on the Wings Over Illawarra 2021 promotional poster.       | ✓  | ✓   | ✓                                      | ✓  | -                                       |
| Logo on print media promotion.                                  | ✓  | ✓   | ✓                                      | -  | -                                       |
| Logo on all print-at-home tickets.                              | ✓  | Gold Pass only  | -                                      | -  | -                                       |
| Logo on gate admission tickets.                                 | ✓  | -   | -                                      | -  | -                                       |
| Logo on television advertisements.                              | ✓  | ✓   | ✓                                      | -  | -                                       |
| Logo on outdoor advertising.                                    | ✓  | ✓   | -                                      | -  | -                                       |
| An official recognition certificate and letter of appreciation. | ✓  | ✓   | ✓                                      | ✓  | ✓                                       |



|   | <b>Principal Sponsor</b><br><b>\$100,000</b><br>(1 Only) | <b>Gold Pass Enclosure</b><br><b>\$50,000</b><br>(1 Only) | <b>Gold Sponsor</b><br><b>\$20,000</b> | <b>Silver Sponsor</b><br><b>\$10,000</b> | <b>Bronze Sponsor</b><br><b>\$5,000</b> |
|---|--|---|--|--|---|
| <b>Airshow Day Interaction</b>  |  |   |  |  |   |
| Interaction with airshow attendees.                                       | ✓  | ✓   | ✓                                      | ✓  | ✓                                       |
| Exhibit space (footprint only).   | ✓  | ✓   | ✓                                      | ✓  | 3m x 3m                                 |
| Sponsor-provided banners on event fencing (up to 0.9m x 2.2m).            | 20   | 10  | 4                                      | 2  | 1                                       |
| Sponsor provided flags at entrance.                                       | 10   | 4 Gold Pass   | -                                      | -  | -                                       |
| "Company Name" Wings Over Illawarra" in all PA announcements.             | ✓  | -   | -                                      | -  | -                                       |
| 15 second PA announcements each day of the airshow.                       | 8  | 4   | 4                                      | 2  | 1                                       |
| Sponsor-provided banners in/near the VIP enclosure.                       | 4  | 1   | -                                      | -  | -                                       |
| Provide promotional merchandise for 1800 VIP/Gold Pass welcome bags.      | ✓  | ✓   | ✓                                      | ✓  | ✓                                       |
| Logo on Event Staff Crew shirts.  | ✓  | -   | -                                      | -  | -                                       |
| <b>Hospitality</b>  |  |   |  |  |   |
| Seats in the fully catered corporate hospitality marquee each day.        | 30   | 10  | 8                                      | 4  | 2                                       |
| VIP parking passes each day.  | 30   | 10  | 8                                      | 4  | 2                                       |
| VIP welcome bags including program, cap and other sponsor provided items. | 30   | 10  | 8                                      | 4  | 2                                       |
| Gold Pass Tickets each day of the airshow.                                | -  | 10  | -                                      | -  | -                                       |
| Opportunity to fly in a performer aircraft (not on airshow days).         | 2  | -   | -                                      | -  | -                                       |
| Helicopter joy flights on each day of the airshow.                        | 4  | 2   | -                                      | -  | -                                       |
| General Admission Passes each day of the airshow.                         | 30   | 10  | 8                                      | 4  | 2                                       |





## NSW Drone Expo - Standard Sponsorship Packages

Prices Exclude GST

|   | NSW Drone Expo Tier 1<br>\$20,000 | NSW Drone Expo Tier 2<br>\$10,000 | NSW Drone Expo Tier 3<br>\$7,500 | NSW Drone Expo Tier 4<br>\$5,000 |
|---|-----------------------------------|-----------------------------------|----------------------------------|----------------------------------|
| <b>Partner Recognition</b>  |                                   |                                   |                                  |                                  |
| Use and associate with the Wings Over Illawarra Airshow logo.           | ✓                                 | ✓                                 | ✓                                | ✓                                |
| Media announcement of your sponsorship.                                 | ✓                                 | ✓                                 | ✓                                | Social media                     |
| A logo with link on Wings Over Illawarra airshow website.               | Rotating Every Page               | Rotating Every Page               | Sponsor Page                     | Sponsor Page                     |
| Logo on NSW Drone Expo page of the Wings Over Illawarra website.        | Top                               | ✓                                 | ✓                                | ✓                                |
| Sponsor logo on website sponsor page and Souvenir Program sponsor page. | ✓                                 | ✓                                 | ✓                                | ✓                                |
| Sponsor name/logo included in all NSW Drone Expo promotions.            | ✓                                 | ✓                                 | ✓                                | ✓                                |
| Logo on airshow television advertisements.                              | ✓                                 | -                                 | -                                | -                                |
| Advertisement in Airshow Souvenir Program.                              | 1/2 Page                          | 1/3 Page                          | 1/4 Page                         | 1/4 Page                         |
| NSW Drone Expo exhibitor's section of the Airshow Website and Program.  | 50 words + logo                   | 30 words + logo                   | 25 word + logo                   | 20 words + logo                  |
| An official sponsor recognition certificate and letter of appreciation. | ✓                                 | ✓                                 | ✓                                | ✓                                |



|   | NSW Drone Expo Tier 1<br>\$20,000 | NSW Drone Expo Tier 2<br>\$10,000 | NSW Drone Expo Tier 3<br>\$7,500 | NSW Drone Expo Tier 4<br>\$5,000 |
|---|-----------------------------------|-----------------------------------|----------------------------------|----------------------------------|
| <b>Airshow Day Interaction</b>  |                                   |                                   |                                  |                                  |
| Interaction with Wings Over Illawarra attendees.                          | ✓                                 | ✓                                 | ✓                                | ✓                                |
| Exhibit space (shell scheme booth).                                       | 6m x 3m                           | 3m x 3m                           | 3m x 3m                          | 3m x 3m                          |
| Sponsor-provided banners on NSW Drone Expo fencing (0.9m x 2.2m).         | 8                                 | 4                                 | 2                                | 1                                |
| Sponsor provided flags at NSW Drone Expo entrance.                        | 4                                 | -                                 | -                                | -                                |
| 15 second PA announcements throughout each day of the airshow.            | 4                                 | 2                                 | 1                                | -                                |
| Provide promotional merchandise for 1800 VIP/Gold Pass welcome bags.      | ✓                                 | ✓                                 | ✓                                | ✓                                |
| <b>Hospitality</b>  |                                   |                                   |                                  |                                  |
| Seats in the fully catered corporate hospitality marquee each day.        | 8                                 | 4                                 | 3                                | 2                                |
| VIP parking passes each day.  | 8                                 | 4                                 | 3                                | 2                                |
| VIP welcome bags including program, cap and other sponsor provided items. | 8                                 | 4                                 | 3                                | 2                                |
| General Admission Passes.   | 8                                 | 4                                 | 3                                | 2                                |





## Oz Flight Sim Expo - Standard Sponsorship Packages

Prices Exclude GST

|  | Oz Flight Sim Principal<br>\$15,000<br>(1 Only) | Oz Flight Sim Tier 1<br>\$7,500 | Oz Flight Sim Tier 2<br>\$5,000 |
|--|---|---------------------------------|---------------------------------|
| <b>Partner Recognition</b>   |   |                                 |                                 |
| Inclusion in the Oz Flight Sim Expo official name.                         | ✓   | -                               | -                               |
| Use and associate with the Wings Over Illawarra Airshow logo.              | ✓   | ✓                               | ✓                               |
| Media announcement of your sponsorship.                                    | ✓   | ✓                               | Social media                    |
| Logo on Oz Flight Sim Expo marquee.  | ✓   | -                               | -                               |
| A logo with link on Wings Over Illawarra airshow website.                  | Rotating Every Page                             | Sponsor Page                    | Sponsor Page                    |
| Logo on Oz Flight Sim Expo page of the Wings Over Illawarra website        | Top   | ✓                               | ✓                               |
| Sponsor logo on Website sponsor page and Souvenir Program sponsor page.    | ✓   | ✓                               | ✓                               |
| Sponsor name/logo included in all Oz Flight Sim Expo promotions.           | Top   | ✓                               | ✓                               |
| Advertisement in Airshow Souvenir Program.                                 | 1/2 Page  | 1/3 Page                        | 1/4 Page                        |
| Oz Flight Sim Expo exhibitor's section of the Airshow Website and Program. | 50 words + logo                                 | 30 words + logo                 | 20 words + logo                 |
| An official sponsor recognition certificate and letter of appreciation.    | ✓   | ✓                               | ✓                               |





|   | Oz Flight Sim<br>Principal<br>\$15,000<br>(1 Only) | Oz Flight Sim<br>Tier 1<br>\$7,500 | Oz Flight Sim<br>Tier 2<br>\$5,000 |
|---|--|------------------------------------|------------------------------------|
| <b>Airshow Day Interaction</b>  |  |                                    |                                    |
| Interaction with airshow attendees.                                       | ✓  | ✓                                  | ✓                                  |
| Exhibit space (shell scheme booth).                                       | 6m x 4m  | 6m x 2m                            | 3m x 2m                            |
| Sponsor-provided banners on Oz Flight Sim Expo fencing (0.9m x 2.2m).     | 6  | 4                                  | 2                                  |
| Sponsor provided flags at Oz Flight Sim Expo entrance.                    | 4  | -                                  | -                                  |
| 15 second PA announcements throughout each day of the airshow.            | 4  | 3                                  | 2                                  |
| Provide promotional merchandise for 1800 VIP/Gold Pass welcome bags.      | ✓  | ✓                                  | ✓                                  |
| <b>Hospitality</b>  |  |                                    |                                    |
| Seats in the fully catered corporate hospitality marquee each day.        | 6  | 3                                  | 2                                  |
| VIP parking passes each day.  | 6  | 3                                  | 2                                  |
| VIP welcome bags including program, cap and other sponsor provided items. | 6  | 3                                  | 2                                  |
| General Admission Passes.   | 8  | 6                                  | 4                                  |





## General Aviation Precinct - Standard Sponsorship Packages

Prices Exclude GST

|  | <b>GA Precinct<br/>Principal<br/>\$15,000<br/>(1 Only)</b> | <b>Aircraft<br/>Camping<br/>\$5,000<br/>(1 Only)</b> | <b>GA Precinct<br/>Tier 1<br/>\$3,000</b> | <b>GA Precinct<br/>Tier 2<br/>\$2,000</b> | <b>GA Precinct<br/>Tier 3<br/>\$1,000</b> |
|--|--|--|---|---|---|
| <b>Partner Recognition</b>   |  |  |   |   |   |
| Inclusion in the GA Precinct's official name.                              | ✓  | Camping Area   | -   | -   | -   |
| Use and associate with the Wings Over Illawarra Airshow logo.              | ✓  | ✓  | ✓   | ✓   | ✓   |
| Media announcement of your sponsorship.                                    | ✓  | Aviation media                                       | Social media                              | Social media                              | Social media                              |
| A logo with link on Wings Over Illawarra airshow website.                  | Rotating Every Page  | Sponsor Page   | -   | -   | -   |
| Logo on General Aviation page of the Wings Over Illawarra airshow website. | Top  | ✓  | ✓   | ✓   | ✓   |
| Sponsor logo on Website sponsor page and Souvenir Program sponsor page.    | ✓  | ✓  | ✓   | ✓   | ✓   |
| Sponsor name/logo included in all GA Precinct promotions.                  | ✓  | Camping  | -   | -   | -   |
| Advertisement in Airshow Souvenir Program.                                 | ½ Page   | ¼ Page   | ⅛ Page                                    | -   | -   |
| GA Precinct exhibitor's section of the Airshow Website and Program.        | 50 words + logo  | 30 words + logo                                      | 20 words + logo                           | 20 word + logo                            | 10 words + logo                           |
| An official recognition certificate and letter of appreciation.            | ✓  | ✓  | ✓   | ✓   | ✓   |



|   | <b>GA Precinct<br/>Principal<br/>\$15,000<br/>(1 Only)</b> | <b>Aircraft<br/>Camping<br/>\$5,000<br/>(1 Only)</b> | <b>GA Precinct<br/>Tier 1<br/>\$3,000</b> | <b>GA Precinct<br/>Tier 2<br/>\$2,000</b> | <b>GA Precinct<br/>Tier 3<br/>\$1,000</b> |
|---|--|--|---|---|---|
| <b>Airshow Day Interaction</b>  |  |  |   |   |   |
| Interaction with airshow attendees.                                       | ✓  | ✓  | ✓   | ✓   | ✓   |
| Exhibit space (footprint only).   | Prime location   | Prime location                                       | ✓   | ✓   | ✓   |
| Branding of Aircraft camping area.  | -  | ✓  | -   | -   | -   |
| Sponsor-provided banners on GA Precinct fencing (0.9m x 2.2m).            | 8  | 4  | 4   | 2   | 1   |
| Sponsor provided flags at GA precinct entrance.                           | 8  | -  | -   | -   | -   |
| 15 second PA announcements throughout each day of the airshow.            | 4  | 2  | 1   | 1   | 1   |
| Provide promotional merchandise for 1800 VIP/Gold Pass welcome bags.      | ✓  | ✓  | ✓   | ✓   | ✓   |
| <b>Hospitality</b>  |  |  |   |   |   |
| Seats in the fully catered corporate hospitality marquee each day.        | 6  | 2  | -   | -   | -   |
| VIP parking passes each day.  | 6  | 2  | -   | -   | -   |
| VIP welcome bags including program, cap and other sponsor provided items. | 6  | 2  | -   | -   | -   |
| General Admission Passes.   | 8  | 4  | 2   | -   | -   |



To discuss a fully tailored sponsorship contact.

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