



GARY, INDIANA
AIRSHOW

AUGUST 5-6, 2023

SPONSORSHIP OPPORTUNITY

BRAND AWARENESS • MARKETING • MEDIA • EXPOSURE • CUSTOMIZE • OPPORTUNITY



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After a seven year hiatus, the Gary Air Show is back! The air show will take place at Marquette Park nestled along the southern shores of Lake Michigan. Enjoy an afternoon or an entire weekend of sun, sand and aerial amazement!

The 2023 air show will feature the U.S. Army Golden Knights Parachute Team, the Warbird Thunder and various other aircraft performing aerial stunts along the shoreline.

Take advantage of this unique opportunity to get involved as the air show makes a comeback to the region! The air show reaches a diverse audience of all ages and demographics making it one of the premier events in Northwest Indiana.

DEMOGRAPHICS

- ONE OF THE LARGEST OUTDOOR EVENTS IN NORTHWEST INDIANA
 - ATTRACTS 500,000+ RESIDENTS AND VISITORS
 - AIRSHOW ATTENDEES ARE DIVERSE, AFFLUENT, AND RANGE IN AGES
 - MORE THAN HALF OF ATTENDEES HAVE AN AVERAGE HOUSEHOLD INCOME OF \$75,000 OR MORE
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To sponsor the 2023 Gary Air Show or learn more, contact Kristin Taylor at (219) 301-7752 or ktaylor@southshorecva.com

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\$50,000 ALPHA SPONSORSHIP

- 50 passes to Aquatorium VIP Area on Saturday or Sunday (food & beverages provided)
- 25 VIP parking passes for Saturday or Sunday
- Company branded grandstand signage
- Frequent announcer mentions throughout weekend
- Company branded backdrop for fan photo opportunity
- Air Show social media and web branding
- Prominent logo placement on entrance banners
- Prominent logo placement on print ads
- Invitation to Friday Night VIP Party (August 18) during Chicago Air Show
- Opportunity for onsite activation at Marquette Park
- Opportunity to provide give-aways throughout the venue
- Opportunity for media ride or tandem jump (based on availability)

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\$25,000 BRAVO SPONSORSHIP

- 25 passes to Aquatorium VIP Area on Saturday or Sunday (food & beverages provided)
- 12 VIP parking passes for Saturday or Sunday
- Company branded grandstand signage
- Frequent announcer mentions throughout weekend
- Company branded backdrop for fan photo opportunity
- Air Show social media and web branding
- Prominent logo placement on entrance banners
- Prominent logo placement on print ads
- Invitation to Friday Night VIP Party (August 18) during Chicago Air Show
- Opportunity for onsite activation at Marquette Park
- Opportunity to provide give-aways throughout the venue
- Opportunity for media ride or tandem jump (based on availability)

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\$10,000 CHARLIE SPONSORSHIP

- 10 passes to Aquatorium VIP Area on Saturday or Sunday (food & beverages provided)
- 5 VIP parking passes for Saturday or Sunday
- Announcer mentions throughout the event
- Air show social media and web branding
- Logo placement on entrance banners
- Logo placement on all ads where space allows
- Opportunity for onsite activation at Marquette Park
- Opportunity to provide giveaways throughout the venue

\$5,000 DELTA SPONSORSHIP

- 5 passes to Aquatorium VIP Area on Saturday or Sunday (food & beverages provided)
- 2 VIP parking passes for Saturday or Sunday
- Announcer mentions throughout the event
- Air show social media and web branding presence
- Logo placement on entrance banners
- Logo placement on all ads where space allows
- Opportunity for onsite activation at Marquette Park
- Opportunity to provide giveaways throughout the venue

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\$1,000 ECHO SPONSORSHIP

- 2 VIP parking passes for Saturday or Sunday
- Announcer mentions throughout the event
- Air Show social media and web branding

CUSTOMIZE SPONSORSHIP

We can also customize a sponsorship to enhance your company's goals and marketing initiatives. Special sponsorships include but are not limited to:

VIP SPONSOR PARTY
FOOD VENDOR ZONE
MAIN GATE
HANDICAP ZONE
FIRST AID ZONE
COOLING TENT
PILOT/CREW MEALS
BEER GARDEN
GOLF CARTS/ATV'S

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