



**lethbridge
international
airshow**



2023 SPONSORSHIP GUIDE

JULY 29 & 30, 2023



The Lethbridge International Airshow is one of Southern Alberta's most exciting summer events. For over 30 years, The Airshow attracts more than 15,000 spectators annually and some of the top performers globally. We are thrilled to bring to Lethbridge new and exciting acts this year that have never attended in the past.

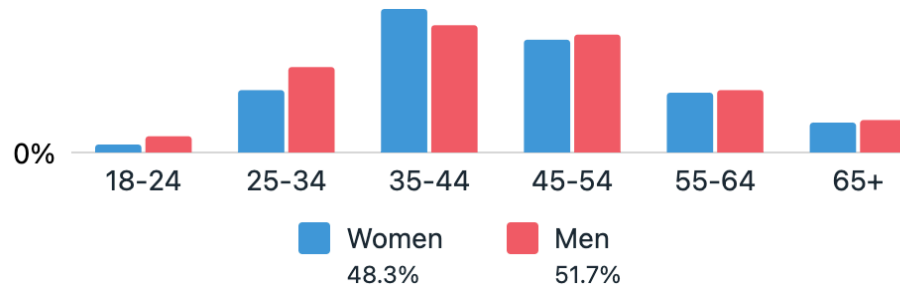
Additionally, we want to make this year an incredible destination event for all ages. The show will feature a static show, a food truck fair, monster truck rides, a beer garden, a kids playland and other amazing family fun.

This is all possible with the support of sponsors just like you!



AUDIENCE REACH

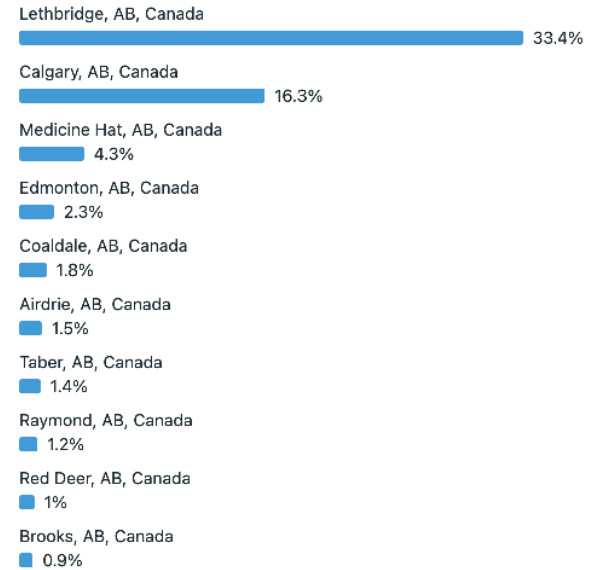
The Lethbridge International Airshow reaches fans from all over Southern Alberta and beyond.



3,500+ Social Media followers and growing with an estimated **175,000** annual reach.

225,000 est. annual website pageviews across approx. **30,000+** unique web visitors.

Top Cities





SPONSORSHIP OVERVIEW

Partnering with the Lethbridge International Airshow offers companies:

- **Positive brand exposure to more than 15,000 spectators**
- **A highly-engaged audience**
- **World-class, memorable event experiences**

Each sponsorship package may include:

**EVENT
SPONSORSHIP**

**COMMUNITY
BRAND
AWARENESS**

**V.I.P.
OPPORTUNITIES**

**DIGITAL
ADVERTISING
MENTIONS**

**SOUVENIR
PROGRAM
ADVERTISING**

**ONSITE DISPLAY
ADVERTISING**

TIER-1 SPONSORSHIP OPPORTUNITIES

**ONLY 3
AVAILABLE**

EXCLUSIVE PLATINUM SPONSORS

\$12,500

- Title Event naming (brought to you by sponsor)
- Private Chalet with room for up to 100 guests per event day
- 100 x \$10 food truck vouchers
- \$1,000 liquor credit (choose from a variety of liquor options)
- 1 licensed bar server
- Unlimited pop, coffee & water
- Branding throughout event website
- On-site event signage
- Inclusion in ALL advertising
- Souvenir program full page ad and front cover branding
- On-site display (brought to you by sponsor)
- Featured logo on Air show poster, tickets and print advertising
- 100 general admission tickets
- 1 private sponsor appreciation flight

GOLD SPONSORS

\$7,500

- Branded individual social media posts before and during event
- Premium logo on event website
- Onsite event signage (provided by sponsor)
- Souvenir program full page ad
- 32 V.I.P. tent event tickets
- 32 meals provided by LA Chefs
- 64 alcoholic drink tickets
- Unlimited pop, coffee & water
- 60 general admission tickets

SILVER SPONSORS

\$5,500

- Branded individual social media posts before and during event
- Premium logo on event website
- On-site event signage (provided by sponsor)
- Souvenir program full page ad
- 24 V.I.P. tent event tickets
- 24 meals provided by LA Chefs
- 48 alcoholic drinks tickets
- Unlimited pop, coffee & water
- 50 general admission tickets

TIER-2 SPONSORSHIP OPPORTUNITIES

BRONZE SPONSORS

\$4,000

- Branded individual social media posts before and during event
- Premium logo on event website
- On-site event signage (provided by sponsor)
- Souvenir program half page ad
- 16 V.I.P. tent event tickets
- 16 meals provided by LA Chefs
- 32 alcoholic drinks tickets
- Unlimited pop, coffee & water
- 40 general admission tickets

AERIAL PERFORMER SPONSORS

\$2,500

- Aerial performer on-site visit to your business prior to show
- Premium logo on event website
- On-site event signage (provided by sponsor)
- Souvenir program logo on performer bio
- 10 V.I.P. tent event tickets
- 10 meals provided by LA Chefs
- 20 alcoholic drinks tickets
- Unlimited pop, coffee & water
- 30 general admission tickets

COMMUNITY SPONSORS

\$1,500

- On-site event signage (sign to be provided by sponsor)
- Premium logo on event website
- Souvenir program quarter page ad
- 5 V.I.P. tent event tickets
- 5 meals provided by LA Chefs
- 10 alcoholic drinks tickets
- Unlimited pop, coffee & water
- 20 general admission tickets

SOUVENIR PROGRAM ADVERTISING

Deliver your message to thousands of spectators through our collectible 24-32 page Souvenir Program. Over 2,500 copies are printed and sold each event and are also distributed to corporate guests and digitally available to download through our website.

FULL PAGE COVERS

| | |
|--------------------------------|--------------|
| Back Cover (1 avail) | \$950 |
| Inside Covers (2 avail) | \$750 |

INTERIOR PAGES

| | |
|---------------------|--------------|
| FULL PAGE | \$650 |
| HALF PAGE | \$500 |
| QUARTER PAGE | \$300 |

Souvenir Program Design Specifications Full Colour. CMYK. PDF or 300dpi JPEG.

| | |
|------------------------------------------|----------------------|
| Back cover, Inside Covers, Full Page Ads | = 7.75" w X 10.25" h |
| Half Page Ads | = 7.75" w X 5" h |
| Quarter Page Ads | = 3.875" w X 5" h |

Please submit print ready files in 4 colour process CMYK in either a PDF or High Resolution JPEG (300dpi min).



General admission adult tickets included with each Souvenir Program sponsorship.

| | | |
|-----------------|---|---------------------------|
| Back cover | = | 25 Gen. Admission Tickets |
| Inside Cover(s) | = | 20 Gen. Admission Tickets |
| Full Page | = | 15 Gen. Admission Tickets |
| Half Page | = | 10 Gen. Admission Tickets |
| Quarter Page | = | 5 Gen. Admission Tickets |

Sponsorship Contact:

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