

CENTRAL TEXAS **AIRFEST**

SPONSORSHIP PACKET

MAY 17-19, 2024

CTXAF.COM



CENTRAL TEXAS AIRFEST

We are thrilled to share the exciting updates and enhancements we've made to the Temple Airshow, now rebranded as the Central Texas AirFest, produced by the City of Temple. This year's event promises to be bigger, better, and more captivating than ever before, and we believe your esteemed brand should be an integral part of this thrilling journey.

What's New and Improved:

- **Expanded to Two Days:** The Central Texas AirFest is now a two-day extravaganza! We've added an unforgettable Friday night concert and Drone Show to kick off the weekend, offering even more opportunities for exposure and engagement.
- **Family-Friendly Experience:** Embracing a family-friendly atmosphere, this year's AirFest features a dedicated Kids Zone, ensuring a memorable experience for attendees of all ages. Our event is not just a spectacle; it's an immersive family adventure.
- **Enhanced VIP Experience:** Elevate your brand with exclusive VIP perks, including access to the Flight Line VIP Chalet, private catered chalets, and VIP parking passes. Immerse yourself in the AirFest experience and create lasting impressions with your target audience.
- **Extended Exposure Channels:** Benefit from unparalleled exposure through local and state-wide TV advertising, targeted social media campaigns, digital marketing, and more. Our marketing efforts are designed to maximize your brand visibility and impact.
- **Commitment to Community:** As a sponsor, you align your brand with the City of Temple's commitment to community, aviation, and creating memorable experiences. This is an opportunity to showcase your dedication to local engagement and support.

Exclusive Sponsorship Opportunities Await:

By becoming a sponsor, you are not just supporting an event; you are investing in an experience that resonates with our community. We have tailored sponsorship packages to suit different levels of engagement, ensuring that your brand receives the recognition it deserves.

I am eager to discuss how your brand can benefit from this exciting venture. Please consider scheduling a meeting or reaching out with any questions you may have. Let's explore the possibilities and make the Central Texas AirFest an event to remember.

Thank you for considering this exceptional opportunity. We look forward to the prospect of collaborating with your esteemed brand and creating lasting memories together.

Warm regards,

Holly Leiferman
Special Events Manager
254-298-5440
hleiferman@templetx.gov

\$20,000- Title Naming Rights Sponsor (1 available)

“XYZ Company Central Texas AirFest”

Elevate your brand through an exclusive Title Sponsorship at the Central Texas AirFest – an opportunity that transcends traditional exposure. Be an integral part of the AirFest experience, showcasing your commitment to both the community and the military. As the Title Sponsor, enjoy unmatched exposure and benefits, complete event identification, and the first right of refusal for the next show.

BENEFITS FOR THIS LEVEL INCLUDE:

PAID ADVERTISING (DEADLINE 3/22/24)

Sponsor Name & Logo Inclusion

- Central TX Local TV Advertising
- State-Wide Targeted Streaming Advertising (OTT)
- Social Media Paid Advertising on City of Temple Accounts (Facebook, Instagram, Nextdoor)
- Geo-targeted Google Search Advertising
- Geo-targeted Web/Digital Advertising
- Central Texas Local Radio Advertising
- Digital Billboard Advertising (located off I-35 and Loop 363 in Temple, Texas)

DIGITAL ADVERTISING (DEADLINE 3/22/24)

Sponsor Name & Logo Inclusion

- Organic social media postings City of Temple Nextdoor, Facebook, Instagram, and Twitter (X) accounts **46,369 followers across all platforms**
- Digital email marketing to City of Temple distribution lists **41,306 recipients**
- Text message marketing to City of Temple text subscribers
- Digital display marketing at City of Temple facilities
- Link and Logo on the AirFest Website ctxaf.com (Hyperlinked to sponsor website)
- Social Media Co-Host/Promotions

PRINT MATERIALS (DEADLINE 4/5/24)

- Full-Page Ad in AirFest Program (*Provided by Sponsor*)
- Logo on Volunteer and Staff AirFest T-Shirts
- Logo on AirFest Poster, Schedule and Map
- Company Logo on sponsor “Thank You” banner displayed at AirFest

ON-SITE VIP OPPORTUNITIES

- (4) Flight Line VIP Chalet Tables with (32) Guest Tickets (Saturday/ Saturday)
 - Experience the ultimate airshow with our Flight Line VIP Chalet—offering sponsors an exclusive front-row hospitality experience with reserved seating, complimentary appetizers, drinks, and networking opportunities.
- (32) Tickets for Friday Evening Concert & Drone Show
- (16) VIP Parking Passes
- (125) General Admission Tickets
- (1) 20 x 20 exhibit booth space in a highly visible, premium location (Tent provided by Sponsor)
Walking the grounds to sell merchandise or hand out information/product is strictly prohibited.
- Right to Place Banners at the AirFest
- Opportunity to Donate Swag for Volunteers, Sponsors, and Pilots
- Employee Link for Discounted Tickets
- Opportunity for Employees to Volunteer and Engage with AirFest-goers

\$15,000- Presenting Sponsor (2 available)

Central Texas AirFest Presented By “Your Company Name”

Position your brand in the spotlight as the Presenting Sponsor of the Central Texas AirFest—an extraordinary opportunity that goes beyond traditional exposure. Showcase your commitment to the community and military while enjoying prominent visibility. Elevate your brand and make a lasting impression at this thrilling event.

BENEFITS FOR THIS LEVEL INCLUDE:

PAID ADVERTISING (DEADLINE 3/22/24)

Sponsor Name & Logo Inclusion

- Central TX Local TV Advertising
- State-Wide Targeted Streaming Advertising (OTT)
- Social Media Paid Advertising on City of Temple Accounts (Facebook, Instagram, Nextdoor)
- Geo-targeted Google Search Advertising
- Geo-targeted Web/Digital Advertising
- Central Texas Local Radio Advertising
- Digital Billboard Advertising (located off I-35 and Loop 363 in Temple, Texas)

DIGITAL ADVERTISING (DEADLINE 3/22/24)

Sponsor Name & Logo Inclusion

- Organic social media postings City of Temple Nextdoor, Facebook, Instagram, and Twitter (X) accounts **46,369 followers across all platforms**
- Digital email marketing to City of Temple distribution lists **41,306 recipients**
- Text message marketing to City of Temple text subscribers
- Digital display marketing at City of Temple facilities
- Link and Logo on the AirFest Website ctxaf.com (Hyperlinked to sponsor website)
- Social Media Co-Host/Promotions

PRINT MATERIALS (DEADLINE 4/5/24)

- 1/2 Page Ad in AirFest Program (*Provided by Sponsor*)
- Logo on Volunteer and Staff AirFest T-Shirts
- Logo on AirFest Poster, Schedule and Map
- Company Logo on sponsor “Thank You” banner displayed at AirFest

ON-SITE VIP OPPORTUNITIES

- (3) Flight Line VIP Chalet Tables with (24) Guest Tickets (Saturday/ Saturday)
 - Experience the ultimate airshow with our Flight Line VIP Chalet—offering sponsors an exclusive front-row hospitality experience with reserved seating, complimentary appetizers, drinks, and networking opportunities.
- (24) Tickets for Friday Evening Concert & Drone Show
- (12) VIP Parking Passes
- (100) General Admission Tickets
- (1) 20 x 20 exhibit booth space in a highly visible, premium location (Tent provided by Sponsor)
Walking the grounds to sell merchandise or hand out information/product is strictly prohibited.
- Right to Place Banners at the AirFest
- Opportunity to Donate Swag for Volunteers, Sponsors, and Pilots
- Employee Link for Discounted Tickets
- Opportunity for Employees to Volunteer and Engage with AirFest-goers

\$10,000- Official Product/Supplier Sponsor

Official (Product/Service) of the Central Texas AirFest

\$10,000- Friday Night Concert & Drone Show

Recognized as being sponsored by your business

Sponsor Name and logo included in the drone show display

BENEFITS FOR THESE LEVELS INCLUDE:

PAID ADVERTISING

- Central TX Local TV Advertising
- State-Wide Targeted Streaming Advertising (OTT)
- Social Media Paid Advertising on City of Temple Accounts (Facebook, Instagram, Nextdoor)
- Geo-targeted Google Search Advertising
- Geo-targeted Web/Digital Advertising
- Central Texas Local Radio Advertising
- Digital Billboard Advertising (located off I-35 and Loop 363 in Temple, Texas)

DIGITAL ADVERTISING

- Organic social media postings City of Temple Nextdoor, Facebook, Instagram, and Twitter (X) accounts **46,369 followers across all platforms**
- Digital email marketing to City of Temple distribution lists **41,306 recipients**
- Text message marketing to City of Temple text subscribers
- Digital display marketing at City of Temple facilities
- Link and Logo on the AirFest Website ctxaf.com (Hyperlinked to sponsor website)
- Social Media Co-Host/Promotions

PRINT MATERIALS (DEADLINE 4/5/24)

- Logo on Volunteer and Staff AirFest T-Shirts
- Logo on AirFest Poster, Schedule and Map
- Company Logo on sponsor “Thank You” banner displayed at AirFest

ON-SITE VIP OPPORTUNITIES

- (2) Flight Line VIP Chalet Tables with (16) Guest Tickets (Saturday/ Saturday)
 - Experience the ultimate airshow with our Flight Line VIP Chalet—offering sponsors an exclusive front-row hospitality experience with reserved seating, complimentary appetizers, drinks, and networking opportunities.
- (16) Tickets for Friday Evening Concert & Drone Show
- (8) VIP Parking Passes
- (75) General Admission Tickets
- (1) 10 x 20 exhibit booth space in a highly visible, premium location (Tent provided by Sponsor)
Walking the grounds to sell merchandise or hand out information/product is strictly prohibited.
- Right to Place Banners at the AirFest
- Opportunity to Donate Swag for Volunteers, Sponsors, and Pilots
- Employee Link for Discounted Tickets
- Opportunity for Employees to Volunteer and Engage with AirFest-goers

\$5,000 - Static Display Area

\$4,000 - AirFest Wristbands/Digital Tickets

Company Logo printed on AirFest wristbands

\$3,500 - Friday Night Stage Sponsor

Naming Right to the Friday night concert stage

\$2,500 - Flight Line VIP Chalet

Naming Right to the Flight Line VIP Chalet

- (1) Available Cash or In-Kind
- Provide Food for VIP Area (150/Night)

\$2,500 - Saturday “Family Day”

Saturday Family Day is Brought to You by XYZ Company

\$2,500 - Sunday “Fun Day”

Sunday Fun Day is Brought to You by XYZ Company

BENEFITS FOR THESE LEVELS INCLUDE:

DIGITAL ADVERTISING

- Link and Hyperlinked Logo on the AirFest Website (*ctxaf.com*)
- Social Media Co-Host/Promotions

PRINT MATERIALS (DEADLINE 4/5/24)

- Logo on Volunteer and Staff AirFest T-Shirts
- Logo on AirFest Poster, Schedule and Map
- Company Logo on sponsor “Thank You” banner displayed at AirFest

ON-SITE VIP OPPORTUNITIES

- (1) Flight Line VIP Chalet Table with (8) Guest Tickets (Saturday/ Saturday)
 - Experience the ultimate airshow with our Flight Line VIP Chalet—offering sponsors an exclusive front-row hospitality experience with reserved seating, complimentary appetizers, drinks, and networking opportunities.
- (16) Tickets for Friday Evening Concert & Drone Show
- (4) VIP Parking Passes
- (50) General Admission Tickets
- (1) 10 x 10 exhibit booth space in a highly visible, premium location (Tent provided by Sponsor)
Walking the grounds to sell merchandise or hand out information/product is strictly prohibited.
- Right to Place Banners at the AirFest
- Opportunity to Donate Swag for Volunteers, Sponsors, and Pilots
- Employee Link for Discounted Tickets
- Opportunity for Employees to Volunteer and Engage with AirFest-goers

\$1,750 - Main Entrance Gate

Welcome AirFest-goers day and night! Ideal for businesses looking to reinforce a brand or introduce a new product.

“Meet me at the YOUR COMPANY NAME GATE!”

\$1,500 - Supporting Sponsors

\$1,250 - Kids Zone Sponsor

Naming Rights to the Kids Zone, Saturday, May 18 & Sunday, May 19

Free Activities All-day

BENEFITS FOR THIS LEVEL INCLUDE:

DIGITAL ADVERTISING

- Link and Hyperlinked Logo on the AirFest Website (ctxaf.com)

PRINT MATERIALS (DEADLINE 4/5/24)

- Recognition on the Thank You page of the AirFest Schedule of events

ON-SITE VIP OPPORTUNITIES

- Flight Line VIP Chalet (4) Guest Tickets (Saturday/ Saturday)
 - Experience the ultimate airshow with our Flight Line VIP Chalet—offering sponsors an exclusive front-row hospitality experience with reserved seating, complimentary appetizers, drinks, and networking opportunities.
- (4) Tickets for Friday Evening Concert & Drone Show
- (2) VIP Parking Passes
- (25) General Admission Tickets
- (1) 10 x 10 exhibit booth space in a highly visible, premium location
 - Walking the grounds to sell merchandise or hand out information/product is strictly prohibited.*
- Right to Place Banners at the AirFest
- Opportunity to Donate Swag for Volunteers, Sponsors, and Pilots
- Employee Link for Discounted Tickets
- Opportunity for Employees to Volunteer and Engage with AirFest-goers