



PARTICIPATION WORKSHEET

Customized participation packages will be designed to support your unique marketing, communication and community involvement goals. Please take a few minutes to consider which items on the list below are of the most interest to your organization. There are many great ways to play at the Indy Air Show!

- Inclusion in Total Promotional Outreach – We invest over \$85,000 in paid TV, Radio, and Print Promotions each year, inspiring a total outreach valued at over \$500,000. Due to our 501(c)(3) status, connection to Children's causes, and legacy of quality programming, we receive a generous amount of bonus ad spots and cross promotional inventory.

- Inclusion in AirShowCast – A limited number of sponsors will be offered active inclusion in a multi-media content production which will include advance content, live streaming, archived programming, and lots of cool elements still in the works.

- Association Rights – Rights to use Indianapolis Air Show and Central Indiana Community Foundation references in your promotional materials.

- Advertising on "Big Screen" – Opportunities to display your tailored message to your clients, employees, and all spectators on big screens located on the show grounds. Exciting program content, advertisements, public service announcements, will be running throughout the day; before, during and after the aerial portion of our show.

- Traffic to your stores as an advance ticket sales outlet– As well as the inclusion in the primary media outreach.

- Presenting Rights & Celebrity Interaction – Exclusive opportunities to entertain and interact with sponsored performers and special guests, as a presenting sponsor for on-field attractions such as: Jet Teams, Featured Flyers, Golf Classic, Hoosier Aviation Authors, and Reunions.

- Advertising in Souvenir Program – Full color display ad in the beautiful official Air Show souvenir program; minimum run of 5,000 copies; sold for \$5 each.

- T-Shirt Advertising – Logo advertisement on official Air Show T-shirts

- Exhibit Space – Space on the grounds during the show to promote your organization and products to thousands of visitors. Perfect for sampling, registering, and brand enhancement with thousands of central Indiana families.

- PA Announcements – Mentions on PA system during each day of the show (3-5 mentions per day).

- Ticket Discounts – Volume pricing on advance purchase of general admission tickets for use in your promotional programs.

- Banner/Signage Advertising – Your message visible by thousands of families as they enjoy an extended average stay on the grounds of over 4 hours. Placement options based upon total participation including: Flight Line, Parking Areas, Entrance, and Special Attractions. You supply the banners/signs or we can have them made for you.

- Web Site Listings & Links to and from www.indyairshow.com – Ranked one of the top air show Web sites in the country, our official site receives a significant amount of unique visitors on the weeks/months leading up to the show. The site is maintained and updated throughout the year.

- Hospitality – Hospitality rules at our air show! Consider entertaining clients, vendors and employees on the front row. A wide range of options are available for entertaining your guests while benefiting high-profile children's causes. Add to the thrills with independently offered Hot Air Balloon and Warbird Rides. It's a great place to host an employee picnic!

- Volunteer Involvement – There are many opportunities before, during or after the show for people to volunteer individually or as a group. Leverage our event as part of your community involvement or corporate team building project.

- Cross-marketing Promotions – Together we will look for opportunities to cross-market with other air show sponsors and advertisers as well as among your own key audiences.

- Earned Media Opportunities – Our newsworthy show, our paid advertising, and the image of our sponsors is greatly enhanced by the excellent state-wide media coverage we receive both in advance and during the show. We will work hard to get your organization specifically recognized for your involvement. We typically net over 200 column inches of earned media (print) and significant prime time mentions during TV news programs.

- Sponsorship Consultation – We will consult with your organization to identify ways to activate your sponsorship for maximum impact and return on investment.

For more information visit IndyAirShow.com or call today at 317-335-7252

Proceeds benefit Central Indiana Community Foundation: Riley Children's Foundation supporting Riley Hospital for Children.