

17th Annual
**APPLE VALLEY
AIRSHOW**
AND **NAPA AUTO PARTS** CAR DISPLAY



SATURDAY, OCTOBER 13, 2018

2018 PARTNERSHIP OPPORTUNITIES

2018

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AND  **AUTO PARTS** CAR DISPLAY

We are excited to bring the 17th Annual Apple Valley Airshow and Car Display to the High Desert family of events on Saturday, October 13, 2018.

Thank you for your interest in supporting the Apple Valley Airshow and Car Display. This is the only planned Victor Valley Airshow, and one of the largest one-day events in the area.

Attendance has skyrocketed through the years making it a perfect High Desert family event. We have a comprehensive marketing plan in place for 2018 and would like you to be a part of it.

Please note, some of the proceeds of the show will support annual scholarship awards to students pursuing a career in aviation at local schools and colleges.

This event could not have been successful without the support of our partners and volunteers. That support continues to grow with the event and we are very proud of this. We bring the finest performers that Southern California offers. Everyone wants to be a part of it!

We thank you for partnering with us and making the airshow a success. Please join us on Saturday, October 13, 2018 for this spectacular family event.

Feel free to contact me to discuss how we can make this a win-win partnership for everyone.

Your friend and partner,



Susan Newman-Harrison

Marketing Coordinator

Apple Valley Airshow

909.744.9317 | land line

909.744.9318 | fax

951.640.0455 | cell + text

flylady112tc@yahoo.com

www.AppleValleyAirshow.com

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PARTNERSHIP OPPORTUNITIES & MARKETING STRATEGY

Marketing for you.

Our airshow attracts spectators not only from the High Desert, but, from all over Southern California. As you can see, our marketing strategy is comprehensive and effective.

PROMOTION

Advertisements - Print & Online

- Daily Press
- Desert Dispatch
- Lucerne Valley Leader
- Hesperia Star
- Daily Press Review
- Newspaper In Education - Daily Press
- Senior News
- The Jess Ranch Bulletin
- High Desert Community News
- Mountaineer Progress
- InFlight Aviation Magazine
- Nickel Shopper
- Valley Wide Newspapers
- Adelanto Bulletin, Hesperia Resorter, Apple Valley News & Victorville Post Express
- Town of Apple Valley Newsletter & Website
- High Desert Lifestyle Magazine
- TibBits Newspaper - Barstow
- Victor Valley News Group

Media Kits / Press Releases

- Daily Press
- Desert Dispatch
- Lucerne Valley Leader
- Hesperia Star
- Daily Press Review
- Newspaper In Education - Daily Press
- Senior News
- The Jess Ranch Bulletin
- High Desert Community News
- Mountaineer Progress
- San Bernardino Sun
- Antelope Valley Press
- Ridgecrest Daily Independent
- Edwards AFB PR
- Tehachapi News
- Loop Newspaper - Tehachapi
- Ontario Daily Bulletin
- LA Times & Foothill Reader
- The Press-Enterprise
- La Prensa (Spanish newspaper)
- Big Bear Grizzly
- Mountain News
- High Desert Star

- Desert Trail
- Nickel Shopper
- Valley Wide Newspapers
- Adelanto Bulletin, Hesperia Resorter, Apple Valley News and Victorville Post Express
- Desert Valley Ranch Magazine
- AOPA Online
- InFlight Magazine
- Westways AAA Magazine
- Town of Apple Valley Newsletter & Website
- TidBits Newspaper - Barstow
- Victor Valley News Group

Radio Commercials & Promotion

- Y102 FM
- KAT Country
- The Fox
- Talk 960
- HD 96.3
- Highway Country
- The Drive
- Vibe
- KFROG
- CBS Sports Radio
- The Route
- La Poderosa

Additional Promotion

- www.AppleValleyAirshow.com
- SBCountyWings.com
- Facebook: Apple Valley Airshow
- Facebook: Apple Valley Airshow event page
- Posters
- Postcards
- Flyers
- Airshow coloring pages
- SB County Employees Payroll imaging
- Apple Valley Chamber of Commerce insert
- Fence Banners
- Bus Shelters
- Billboard
- YouTube videos
- Performers websites and facebook pages
- Local Social Media pages

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PRESENTING PARTNERSHIP OPPORTUNITIES

PRESENTING PARTNER \$100,000

A custom package has been designed with you in mind. Below are some of the benefits you will receive as a Presenting Partner of the 2018 Apple Valley Airshow. Unlimited possibilities are available to maximize the benefits to your company.

- Airshow adult passes (500)
- Private premium position catered chalet for you and your guests to use on Saturday for up to 50 guests, or the choice of 50 admissions to VIP Chalet.
- VIP Parking passes (25)
- Recognition during airshow by announcer daily (5)
- Elite location booth space 10' x 10'
- Logo on marketing materials which include, but, not limited to:
Ads, flyers, postcards, poster, website, signs, facebook, promo video
- Website logo and link from airshow website
- Signage on speakers (provide 10, size 18" x 24")
- Mention of name on radio commercials
- Four 4' x 12' giant banners displayed at event fencing during airshow weekend. Please provide banners.
- Your flyer inserted in our publicity media kit.
- Five airshow posters, autographed by performers.
- Exclusivity, and category exclusivity.
- First right of refusal for 2019.

Deadline applies to logo on printed and other materials.

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TITANIUM PARTNERSHIP OPPORTUNITIES

Titanium Partner \$50,000

A custom package has been designed with you in mind. Below are some of the benefits you will receive as a Titanium Partner of the 2018 Apple Valley Airshow. Unlimited possibilities are available to maximize the benefits to your company.

- Airshow adult passes (250)
- VIP catered chalet admission for you and your guests on Saturday for up to 20 people total.
- VIP Parking passes (20)
- Recognition during airshow by announcer daily (4)
- Premium booth space 10' x 10'
- Logo on marketing materials which include, but, not limited to:
Ads, flyers, postcards, poster, website, signs, facebook, promo video
- Website logo and link from airshow website
- Two 4' x 12' giant banners displayed at event fencing during airshow weekend. Please provide banners.
- Your flyer inserted in our publicity media kit.
- Three airshow posters, autographed by performers.
- Exclusivity, and category exclusivity.
- First right of refusal for 2019.

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PLATINUM PARTNERSHIP OPPORTUNITIES

Platinum Partner \$25,000

A custom package has been designed with you in mind. Below are some of the benefits you will receive as a Platinum Partner of the 2018 Apple Valley Airshow. Unlimited possibilities are available to maximize the benefits to your company.

- Airshow adult passes (200)
- VIP catered chalet admission for you and your guests on Saturday for up to 12 people total.
- VIP Parking passes (10)
- Recognition during airshow by announcer daily (4)
- Premium booth space 10' x 10'
- Logo on marketing materials which include, but, not limited to:
Ads, flyers, postcards, poster, website, signs, facebook, promo video
- Website logo and link from airshow website
- One 4' x 12' giant banner displayed at event fencing during airshow weekend. Please provide banners.
- Your flyer inserted in our publicity media kit.
- Two airshow posters, autographed by performers.
- Category exclusivity.
- First right of refusal for 2019.

Deadline applies to logo on printed and other materials.

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GOLD PARTNERSHIP OPPORTUNITIES

Gold Partner \$10,000

A custom package has been designed with you in mind. Below are some of the benefits you will receive as a Gold Partner of the 2018 Apple Valley Airshow. Unlimited possibilities are available to maximize the benefits to your company.

- Airshow adult passes (150)
- VIP catered chalet admission for you and your guests on Saturday for up to 6 people total.
- VIP Parking passes (6)
- Recognition during airshow by announcer daily (4)
- Booth space 10' x 10'
- Logo on marketing materials which include, but, not limited to:
Ads, flyers, postcards, poster, website, signs, facebook, promo video
- Website logo and link from airshow website
- One 4' x 8' giant banner displayed at event fencing during airshow weekend. Please provide banner.
- Two airshow posters, autographed by performers.

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SILVER PARTNERSHIP OPPORTUNITIES

Silver Partner \$5,000

A custom package has been designed with you in mind. Below are some of the benefits you will receive as a Silver Partner of the 2018 Apple Valley Airshow. Unlimited possibilities are available to maximize the benefits to your company.

- Airshow adult passes (100)
- VIP catered chalet admission for you and your guests on Saturday for up to 4 people total.
- VIP Parking passes (4)
- Recognition during airshow by announcer daily (2)
- Booth space 10' x 10'
- Logo on marketing materials which include, but, not limited to:
Ads, flyers, postcards, poster, website, signs, facebook, promo video
- Website logo and link from airshow website
- One 3' x 6' banner displayed at event fencing during airshow weekend. Please provide banner.
- One airshow poster, autographed by performers.

Deadline applies to logo on printed and other materials.

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BRONZE PARTNERSHIP OPPORTUNITIES

Bronze Partner \$2,500

A custom package has been designed with you in mind. Below are some of the benefits you will receive as a Bronze Partner of the 2018 Apple Valley Airshow. Unlimited possibilities are available to maximize the benefits to your company.

- Airshow adult passes (50)
- VIP catered chalet admission for you and your guests on Saturday for up to 4 people total.
- VIP Parking passes (2)
- Recognition during airshow by announcer daily (2)
- Booth space 10' x 10'
- Logo on marketing materials which include, but, not limited to:
Ads, flyers, postcards, poster, website, signs, facebook, promo video
- Website logo and link from airshow website
- One 2' x 4' banner displayed at event fencing during airshow weekend. Please provide banner.
- One airshow poster, autographed by performers.

Deadline applies to logo on printed and other materials.

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COPPER PARTNERSHIP OPPORTUNITIES

Copper Partner \$1,000

A custom package has been designed with you in mind. Below are some of the benefits you will receive as a Copper Partner of the 2018 Apple Valley Airshow. Unlimited possibilities are available to maximize the benefits to your company.

- Airshow adult passes (25)
- VIP catered chalet admission for you and a guest on Saturday (2)
- VIP Parking pass (1)
- Recognition during airshow by announcer daily (1)
- Booth space 10' x 10'
- Name recognition on marketing materials which may include,
but, not limited to: Poster, website
- One airshow poster, autographed by performers.

Deadline applies to recognition on printed and other materials.

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CUSTOM PARTNERSHIP OPPORTUNITIES

Custom Partner

A custom package can be designed with you in mind. Below are some ideas you can contribute towards the 2018 Apple Valley Airshow. Unlimited possibilities are available to maximize the benefits to your company.

- Available: A custom package developed with you.
- Performer Sponsor
- Aircraft Sponsor
- Kids Area
- Show and Shine Car Display - **SOLD OUT**
- Beer Garden - **SOLD OUT**
- VIP Chalet Breakfast
- VIP Chalet Lunch
- Volunteer Breakfast - **SOLD OUT**
- Volunteer Lunch - **SOLD OUT**
- Volunteer T-Shirts
- Volunteer and Event Bottled Water
- Printing of event materials
- Radio Commercials
- Billboards
- TV Commercials
- Advertising
- Cooling Station - **SOLD OUT**
- Event Fencing
- Grandstands / Bleachers
- Porta-Potties
- Six Golf Carts
- And..... many more creative opportunities!

A benefits package will be custom prepared to reward your partnership level. Deadline applies to logo on printed and other materials.



2018 PARTNERSHIP APPLICATION

Level of Partnership.

In support of the 2018 Apple Valley Airshow, please sign me up for the following partnership level:

- Presenting Partner.....Presenting Title Logo | Category Exclusivity \$100,000
- Titanium PartnerLogo on Marketing | Category Exclusivity \$50,000
- Platinum Partner.....Logo on Marketing | Category Exclusivity \$25,000
- Gold PartnerLogo on Marketing..... \$10,000
- Silver Partner.....Logo on Marketing..... \$5,000
- Bronze PartnerLogo on Marketing..... \$2,500
- Copper Partner..... \$1,000
- Custom Partner \$_____

Company / Organization _____

Contact Person _____

Address _____

City/State/Zip _____

Phone (_____) _____

Cellular (_____) _____

Fax (_____) _____

E-mail _____

Mail to: Apple Valley Airshow, Attn: Susan Newman-Harrison, PO Box 9, Lake Arrowhead, CA 92352

FAX application to: 909.744.9318 or email to flylady112tc@yahoo.com

For more information, please contact sponsorship and marketing coordinator:
 Susan Newman-Harrison at 909.744.9317, cell 951.640.0455, flylady112tc@yahoo.com

Partnership deadline applies to printed and other materials for logo recognition.

THANK YOU. 