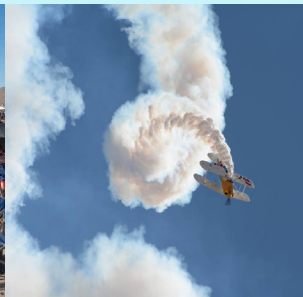




20th Annual  
**APPLE VALLEY**  
**AIRSHOW**  
AND  **AUTO PARTS** CAR SHOW



SATURDAY, OCTOBER 7, 2023



# 2023 PARTNERSHIP OPPORTUNITIES

APPLE VALLEY AIRPORT | 21600 CORWIN RD, APPLE VALLEY, CA 92307 | [APPLEVALLEYAIRSHOW.COM](http://APPLEVALLEYAIRSHOW.COM)

20th Annual  
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We are excited to bring the 20th Annual Apple Valley Airshow and NAPA® Car Show to the High Desert family of events on Saturday, October 7, 2023.

Thank you for your interest in supporting the Apple Valley Airshow and NAPA® Car Show. This is the only planned High Desert Airshow, and one of the largest one-day family 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 2023 and would like you to be a part of it.

This year, the Apple Valley Airshow was granted our very first full Demo Team, the A-10C Thunderbolt II Demonstration Team. We are one of 20 shows they are flying in the U.S. in 2023. This is a HUGE deal and we are so excited.

Please note, in addition to our STEM Expo & Kids Area, 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 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 7, 2023 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  
[flylady112tc@yahoo.com](mailto:flylady112tc@yahoo.com)  
[www.AppleValleyAirshow.com](http://www.AppleValleyAirshow.com)

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## PARTNERSHIP OPPORTUNITIES & MARKETING SUPPORT

### 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 Media Kits / Press Releases Social Media

- InFlight Aviation Magazine
- Nickel Shopper
- Town of Apple Valley Newsletter & Website
- Victor Valley News Group
- Mountaineer Progress
- KVV.B.TV Channel 33
- Westways AAA Magazine
- Spectrum TV commercials

##### Radio Commercials & Promotion

- Y102 FM
- KAT Country
- The Fox
- Talk 960
- HD 96.3
- La X 103.1
- Highway Country
- The Drive
- Vibe
- KFROG
- KOLA
- KCAL

##### Additional Promotion

- [www.AppleValleyAirshow.com](http://www.AppleValleyAirshow.com)
- Facebook: Apple Valley Airshow
- Facebook: Two Apple Valley Airshow event pages
- Instagram: Apple Valley Airshow
- Posters
- Postcards
- Flyers
- Airshow coloring pages for schools
- SB County email blasts
- Chamber of Commerce insert
- Fence banners
- Bus shelters
- Billboards
- YouTube videos
- Performers social media page share
- Local Social Media pages
- Local Car Show promotions
- And so much more!

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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 2023 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 (50)
- VIP Parking passes (25)
- Recognition during airshow by announcer daily (8)
- Elite location booth space 20' x 50'
- Logo on marketing materials which include, but, not limited to:  
Ads, flyers, postcards, poster, website, signs, Facebook, Instagram, promo video
- Website logo and link from airshow website
- Social media post recognizing sponsorship.
- Ad with link on our website to yours.
- 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 (please provide)
- Table and pop up display at the VIP tent and premium distribution
- Exclusivity, and category exclusivity.
- First right of refusal for 2024.

Deadline applies to logo on printed and other materials.

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## TITANIUM PARTNERSHIP OPPORTUNITIES

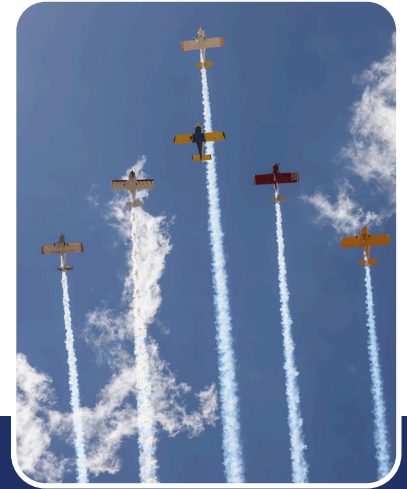
### TITANIUM PARTNER \$50,000

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 2023 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 25 people total (25)
- VIP Parking passes (12)
- Recognition during airshow by announcer daily (6)
- Premium booth space 20' x 20'
- Logo on marketing materials which include, but, not limited to:
  - Ads, flyers, postcards, poster, website, signs, Facebook, Instagram, promo video
- Website logo and link from airshow website
- Social media post recognizing sponsorship.
- Ad with link on our website to yours.
- Two 4' x 12' giant banners displayed at event fencing during airshow weekend. Please provide banners.
- Your flyer inserted in our publicity media kit (please provide)
- Exclusivity, and category exclusivity.
- Pop up display at the VIP tent and premium distribution
- First right of refusal for 2024.

Deadline applies to logo on printed and other materials.

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**AIRSHOW**  
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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 2023 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 15 people total (15)
- VIP Parking passes (8)
- Recognition during airshow by announcer daily (5)
- Premium booth space 20' x 20'
- Logo on marketing materials which include, but, not limited to:
  - Ads, flyers, postcards, poster, website, signs, Facebook, Instagram, promo video
- Website logo and link from airshow website.
- Social media post recognizing sponsorship.
- Ad with link on our website to yours.
- Two 4' x 12' giant banner displayed at event fencing during airshow weekend. Please provide banners.
- Your flyer inserted in our publicity media kit.
- Pop up display at the VIP tent and premium distribution.
- First right of refusal for 2024.

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 2023 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 10 people total (10)
- VIP Parking passes (5)
- Recognition during airshow by announcer daily (4)
- Premium booth space 20' x 10'
- Logo on marketing materials which include, but, not limited to:  
Ads, flyers, postcards, poster, website, signs, Facebook, Instagram
- Website logo and link from airshow website
- Social media post recognizing sponsorship
- One 4' x 8' giant banner displayed at event fencing during airshow weekend. Please provide banner.
- Pop up display at the VIP tent and premium distribution

Deadline applies to logo on printed and other materials.

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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 2023 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 8 people total (8)
- VIP Parking passes (4)
- Recognition during airshow by announcer daily (3)
- Premium location booth space 15' x 10'
- Logo on marketing materials which include, but, not limited to:  
Ads, flyers, postcards, poster, website, signs, Facebook, Instagram
- Website logo and link from airshow website
- Social media post recognizing sponsorship.
- Three 3' x 6' banner displayed at event fencing during airshow weekend. Please provide banner.
- Pop up display at the VIP tent and premium distribution.

Deadline applies to logo on printed and other materials.



20th Annual  
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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 2023 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 (4)
- 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, Instagram
- Website logo and link from airshow website
- Social media post recognizing sponsorship.
- One 2' x 4' banner displayed at event fencing during airshow weekend. Please provide banner.

Deadline applies to logo on printed and other materials.

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## COPPER PARTNERSHIP OPPORTUNITIES

### COPPER PARTNER \$1,500

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 2023 Apple Valley Airshow. Unlimited possibilities are available to maximize the benefits to your company.

- Airshow general admission adult passes (25)
- VIP catered chalet admission for two adults (2)
- VIP Parking pass (1)
- Recognition during airshow by announcer daily (1)
- Name listed (no logo) recognition on marketing materials which may include, but, not limited to: Poster, website

Deadline applies to recognition on printed and other materials.

20th Annual  
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AIRSHOW**  
AND  **AUTO PARTS** CAR SHOW



## CUSTOM PARTNERSHIP OPPORTUNITIES

### Custom Partnerships

A custom package can be designed with you in mind. Below are some options available on how you can contribute towards the 2023 Apple Valley Airshow. Unlimited possibilities are available to maximize the benefits to your company.

- Available: A custom package developed with you.
- Corporate Chalets Available
- Performer Sponsor
- Performer Friday Lunch
- Performer Friday Night Dinner
- Aircraft Sponsor
- STEM Expo & Kids Area
- Show and Shine Car Show
- Beer Garden
- VIP Chalet Breakfast
- VIP Chalet Lunch
- Volunteer Breakfast
- Volunteer Lunch
- Volunteer T-Shirts
- Volunteer and Event Bottled Water
- Printing of event materials
- Radio Commercials
- Billboards
- TV Commercials
- Advertising
- Cooling Station
- Event Fencing
- Grandstands / Bleachers
- Public Transportation Advertisements
- Porta-Potties
- 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.



# 2023 PARTNERSHIP APPLICATION

## Level of Partnership.

In support of the 2023 Apple Valley Airshow, please sign me up for the following partnership level:

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

Company / Organization \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_

Cellular (\_\_\_\_\_) \_\_\_\_\_

Fax (\_\_\_\_\_) \_\_\_\_\_

E-mail \_\_\_\_\_

**PLEASE MAKE CHECKS PAYABLE TO: HARRISON AIRSHOWS**  
**Mail to:** Apple Valley Airshow, Attn: Susan Newman-Harrison, PO Box 9, Lake Arrowhead, CA 92352

**Email application to** [flylady112tc@yahoo.com](mailto:flylady112tc@yahoo.com)

For more information, please contact sponsorship and marketing coordinator:  
Susan Newman-Harrison at [flylady112tc@yahoo.com](mailto:flylady112tc@yahoo.com)

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

**THANK YOU.** 