



**Your opportunity to sponsor the  
World's Biggest FREE Seafront Airshow!**

**Enjoy standout exposure from £25k - £75k**

## **Raising your Profile at Airbourne**

**Airbourne offers particularly effective ways of raising company profiles so why not increase your:**

- 
- Brand awareness
  - Corporate membership
  - Client database
  - Accessibility to your brand
  - Sales opportunities

Raise your company profile with a major sponsorship package and help secure the future of Airbourne and make the World's biggest seafront airshow even better!

Airbourne showcases the finest flying assets operated by the British Forces alongside those of European and American Air Forces and private aviation collections. The Ministry of Defence (MOD) work closely with the event and invest considerable manpower in the design, layout and operation of the show. Flying displays are interspersed with events in the Arena enclosure, which are either related to the work of the MOD or demonstrate the interests of the event sponsors.

Boasting a 2-mile flying display line along Eastbourne's seafront, Airbourne is also home to significant trade and exhibition space from the Pier to the Western Lawns featuring many big brand names and smaller niche companies.

Browse sponsorship packages from £25k - £75k and give your company standout exposure at an event that receives extensive media coverage locally and nationally and attracts an audience of hundreds of thousands!

**To discuss sponsorship opportunities for your company call 01323 415556  
or email [promotions@eastbourne.gov.uk](mailto:promotions@eastbourne.gov.uk)**

## Headline/Title Sponsor

£75k

**A major and or headline sponsor will be supported by a dedicated co-ordinator with access to the whole Airbourne organising team whose role is to ensure that the maximum benefits accrue from your sponsorship of the event. The event will be titled as “Your Company/Brand Name” Airbourne Airshow 2010**

Benefits include:

- Complimentary trade stand static display space for sampling, leaflets, etc up to (tbc) sq m
- Branding in 50,000 pre-event leaflets distributed across the South East of England and in Tourist Information Centres
- Planned outdoor advertising campaigns including lamp post banner and Adshel (bus stop) sites in local area
- Company branding in event publicity material
- Featured in 25,000 souvenir programmes (logo on appropriate flying display page)
- Meet and greet with pilots
- Featured branding on press release and photo opportunities including media competitions reaching over 1 million people in the South East
- Featured branding in promotional competitions
- Opportunities to highlight the sponsorship on any TV or Radio editorial related to the event
- Radio Airbourne 87.7FM announcements and interviews
- Website inclusion and links on [visiteastbourne.com](http://visiteastbourne.com) (over 5m hits annually) and [eastbourneairshow.com](http://eastbourneairshow.com) (over 700k hits annually)
- Promotional material at seafront locations for the duration of the event, directional signage and arena banners during the event
- Opportunities to host product launches, hospitality and events by the organisers and the Royal Air Force
- Corporate Hospitality tickets (no to be agreed)
- Event Uniform Branding
- Database driven marketing campaigns
- Goody bag branding and product samples/leaflets (tbc)
- National, regional and local press advertising and editorial
- Public address announcements linked to the sponsored display/flypast
- Your business details announced in a roll of honour during the event
- Honour roll also listed on [visiteastbourne.com](http://visiteastbourne.com) (over 5m hits annually) and [eastbourneairshow.com](http://eastbourneairshow.com) (over 700k hits annually)

### Did you know?

**Airbourne generated in excess of £700k media value over 2008 and 2009**

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## Flying Programme Sponsor

£50k

**Meet display crews, and fly as part of some teams. Attend display team hospitality events. Build a pilot event as part of the show. Spend time with the Air Traffic Control and the Showground Commentator.**

**Did you know?**  
**More than a quarter of Airbourne visitors decide to attend more than six months before the event**  
Airbourne Visitor Research 2009

Benefits include:

- Complimentary trade stand static display space for sampling, leaflets, etc up to (tbc) sq m
- Branding in 50,000 pre-event leaflets distributed across the South East of England and in Tourist Information Centres
- Logo on outdoor advertising campaigns including lamp post banner and Adshel (bus stop) sites in local area
- Company branding in event publicity material
- Featured in 25,000 souvenir programmes (logo on appropriate flying display page, full page colour ad)
- Meet and greet with pilots
- Radio Airbourne 87.7FM interview
- Website inclusion and links on [visiteastbourne.com](http://visiteastbourne.com) (over 5m hits annually) and [eastbourneairshow.com](http://eastbourneairshow.com) (over 700k hits annually)
- Individual arena banner
- Individual seafront banner
- Featured branding on press release and photo opportunities including media competitions reaching over 1 million people in the South East
- Public address announcements linked to the sponsored display/flypast
- National, regional and local press advertising and editorial
- Database driven marketing campaigns
- Goody bag branding and product samples/leaflets (tbc)
- 6 tickets to corporate hospitality
- Your business details announced in a roll of honour during the event
- Honour roll also listed on [visiteastbourne.com](http://visiteastbourne.com) (over 5m hits annually) and [eastbourneairshow.com](http://eastbourneairshow.com) (over 700k hits annually)



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## Display Team Sponsor

From £25k

**Airbourne offers a wide variety of display teams, from the fast jets of the Royal Air Force and the forces of European countries. Alongside these are the classic flights including the Battle of Britain Memorial Flight. All are available for team sponsorship. A list of all displays can be supplied on request.**

Benefits include:

- Complimentary trade stand static display space for sampling, leaflets, etc up to (tbc) sq m
- Branding in 50,000 pre-event leaflets distributed across the South East of England and in Tourist Information Centres
- Logo on outdoor advertising campaigns including lamp post banner and Adshel (bus stop) sites in local area
- Company branding in event publicity material
- Your logo in 25,000 souvenir programmes (logo on appropriate flying display page)
- Meet and greet with pilots
- Radio Airbourne 87.7FM interview
- Website inclusion and links on [visiteastbourne.com](http://visiteastbourne.com) (over 5m hits annually) and [eastbourneairshow.com](http://eastbourneairshow.com) (over 700k hits annually)
- Individual arena banner
- Individual seafront banner
- Press release announcing contribution
- Public address announcements linked to the sponsored display/flypast
- National, regional and local press advertising and editorial
- 4 tickets to corporate hospitality
- Your business details announced in a roll of honour during the event
- Honour roll also listed on [visiteastbourne.com](http://visiteastbourne.com) (over 5m hits annually) and [eastbourneairshow.com](http://eastbourneairshow.com) (over 700k hits annually)



### Did you know?

**The most influential reason to visit Airbourne is the Red Arrows followed by the Flying Displays**

Airbourne Visitor Research 2009

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## Programme Advertising

Advertise in the official Souvenir Programme - book by 18 May and receive a 10% discount.

B5 Size

Print run: 25,000

Distributed via: Tourist Information Centre,  
Newsagents, Programme Sellers, Programme Booths,  
E-shop on VisitEastbourne.com

Advertisements are available in colour as full (213 x 141mm), half (213mm x 69mm) or quarter (104mm x 69mm) pages for camera ready artwork (to be received by 15 June 2010 TBC).

Full page:	<b>£750</b>
Half page:	<b>£500</b>
Quarter page:	<b>£300</b>

### *Premium Positions*

Outside back cover:	<b>£2,000</b>
Inside back cover:	<b>£1,500</b>
Inside front cover:	<b>£1,500</b>



Please contact Lisa Simmonds to book your advertising space - call 01323 415436 or email [lisa.simmonds@eastbourne.gov.uk](mailto:lisa.simmonds@eastbourne.gov.uk)

## Interested?

### Next Steps

For event details, to discuss sponsorship opportunities or to reserve your package call a member of the Tourism team on **01323 415556** or email [promotions@eastbourne.gov.uk](mailto:promotions@eastbourne.gov.uk)

All packages are on a first come first served basis. In some cases packages are exclusive whilst some of the smaller packages may be sold in quantity. Packages can be tailored to suit a specific budget and a range of smaller packages are also available.

To request a copy of the smaller sponsorship document email [promotions@eastbourne.gov.uk](mailto:promotions@eastbourne.gov.uk)

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