



2012
SPONSORSHIP
OPPORTUNITIES

SEVENTH ANNUAL
CALIFORNIA CAPITAL AIRSHOW
MATHER AIRPORT • SEPTEMBER 8-9, 2012

The **MOST**
THRILLING
two day event in the
SACRAMENTO
REGION

DATE:
September 8-9, 2012

TIME:
9:00am-5:00pm each day

LOCATION:
Mather Airport

SPONSORSHIP

With tens of millions of spectators attending airshows each year, this industry represents the second largest outdoor professional sport in North America. Based on the volume of spectators and huge media attention, airshows represent a significant marketing opportunity for organizations at both a local and national level. This opportunity becomes even more appealing when considering audience demographics— well-educated, affluent families, 53% of whom fit within the coveted 30-50 year age bracket.

To add an airshow sponsorship to your company's marketing program, please begin by reviewing the enclosed tiered packages. If you do not find something that fits your specific marketing objectives, our team will gladly work with you to create a customized sponsorship package. As a CCA sponsor, your company will receive high-impact visibility for the valuable role your organization plays in our community. In addition, sponsorship presents VIP access for your clients and employees, and insider news about the performers, events, and exhibits.

Thank you in advance for helping us to thrill and inspire the next generation by sponsoring the 2012 California Capital Airshow!

The seventh annual California Capital Airshow will be roaring into town this September. This year's event will be more thrilling and inspiring than ever before with jets, aerobatics, warbirds, vintage aircraft and endless interactive and educational displays.

But it's not all about what's soaring overhead...

The California Capital Airshow (CCA) is more than just a thrilling, cost-efficient weekend of family fun. It's an opportunity to encourage young people to literally reach for the stars. Established in 2004 as a 501(c)(3) nonprofit organization, the CCA has become one of the largest and highly-respected air shows in the nation. The CCA assists young people interested in science, technology, engineering, math, aviation, aeronautics or aerospace with a scholarship program and offers a wide variety of community relations programs throughout the year.

OVERVIEW

*"Honoring our past -
Inspiring our future"*

The Airshow -

- Provides Scholarships*
- Hosts a special 'Kid's Day' each year*
- Benefits many other charitable organizations*
- Serves our region's many veterans*
- Offers a wide variety of school programs*
- Honors 'Hometown Heroes'*



Contact Info:
California Capital Airshow
3745 Whitehead Street
Mather, CA 95655
(916) 876-7568
www.CaliforniaCapitalAirshow.com

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PLATINUM

\$25,000

Brand Recognition (PR, Marketing and Media)

- Recognition in advertising and promotions
- Logo recognition in social networking, email and web campaign six weeks prior to the Airshow
- ¼ page advertisement in Official Souvenir Program
- Logo and image in CCA 2012 Collector's Book
- Logo printed on all online tickets
- Logo on home page of Airshow website
- Permission to use Airshow logo and Platinum Sponsor designation in advertising and promotions
- Logo on all Airshow Team Volunteer T-shirts
- Logo on 2012 Commemorative Airshow Poster
- Company mention in appropriate media releases as Platinum Sponsor

On Site Activation

- Special recognition each day of the Airshow
- Interaction with Airshow attendees
- Preferred placement of Exhibitor Display area (20x20) on the flight line both days of show (includes tent and basic rentals)
- Logo prominently displayed on welcome banners at all entry gates and VIP areas
- Three sponsor announcements over the public address system each day of the Airshow
- Banners displayed in prime area along flight line and ramp (provided by sponsor)

Hospitality

- Governor's Club Membership privileges for 30 guests (15 guests per day) with 15 VIP parking passes; catered food and beverages throughout the day; VIP restrooms
- Flight Line Club Membership for 30 guests (15 guests per day) with standard parking passes
- General Admission passes for 150 guests – valid either day of show
- Flyers Club Reception admission for 10 guests
- Opportunity to meet with Airshow performers
- Participation in pre-show events and promotions
- Use of one golf cart

Appreciation

- 4 Official 2012 Airshow Sponsor Caps
- 4 Official Airshow Sponsor Custom Shirts
- 25 Commemorative Airshow Posters
- 5 Official 2012 Souvenir Programs
- 1 CCA 2012 Collector's Book

GOLD

\$15,000

Brand Recognition (PR, Marketing and Media)

- Recognition in advertising and promotions
- Logo recognition in social networking, email and web campaign six weeks prior to the Airshow
- ¼ page advertisement in Official Souvenir Program
- Logo in CCA 2012 Collector's Book
- Logo printed on all online tickets
- Permission to use Airshow logo and Gold Sponsor designation in advertising and promotions
- Logo on all Airshow Team volunteer T-shirts
- Logo on 2012 Commemorative Airshow Poster
- Company mention in appropriate media releases as Gold Sponsor

On Site Activation

- Special recognition each day of the Airshow
- Interaction with Airshow attendees
- Preferred placement of Exhibitor Display area (20x20) on the flight line both days of show (includes tent and basic rentals)
- Logo prominently displayed on welcome banners at all entry gates and VIP areas
- Two sponsor announcements over the public address system each day of the Airshow
- Banners displayed in prime area along flight line and ramp (provided by sponsor)

Hospitality

- Governor's Club Membership privileges for 20 guests (10 guests per day) with 10 VIP parking passes; catered food and beverages throughout the day; VIP restrooms
- Flight Line Club Membership for 20 guests (15 guests per day) with standard parking passes
- General Admission passes for 100 guests – valid either day of show
- Flyers Club Reception admission for 10 guests
- Opportunity to meet with Airshow performers
- Participation in pre-show events and promotions

Appreciation

- 2 Official 2012 Airshow Sponsor Caps
- 2 Official Airshow Sponsor Custom Shirts
- 10 Commemorative Airshow Posters
- 2 Official 2012 Souvenir Programs
- 1 CCA 2012 Collector's Book



SILVER

\$10,000

Brand Recognition (PR, Marketing and Media)

- Permission to use Airshow logo in advertising and promotions
- Logo in Official Souvenir Program
- Logo in CCA 2012 Collector's Book
- Logo on sponsor page of Airshow website

On Site Activation

- Interaction with Airshow attendees
- Exhibitor Display area (10x10) on the flight line for both days of show (includes tent and basic rentals)
- Logo displayed on welcome banners at all entry gates and VIP areas
- Banner displayed in prime area along flight line and ramp (provided by sponsor)

Hospitality

- Governor's Club Membership privileges for 20 guests (10 guests per day); 5 VIP parking passes; catered food and beverages throughout the day; VIP restrooms
- Flight Line Club Membership for 12 guests (6 guests per day)
- General Admission passes for 50 guests - valid either day of show
- Flyers Club Reception admission for 10 guests
- Opportunity to meet with Airshow performers
- Participation in pre-show events and promotions

Appreciation

- 1 Official 2012 Airshow Sponsor Cap
- 1 Official Airshow Sponsor Custom Shirt
- 10 Commemorative Airshow Posters
- 2 Official 2012 Souvenir Programs

BRONZE

\$5,000

Brand Recognition (PR, Marketing and Media)

- Permission to use Airshow logo in advertising and promotions
- Logo in Official Souvenir Program
- Logo in 2012 Collector's Book

On Site Activation

- Interaction with Airshow attendees
- Exhibitor Display area (10x10) on the flight line for both days of show (includes tent and basic rentals)
- Logo displayed on welcome banners at all entry gates and VIP areas
- Banner displayed along flight line or ramp (provided by sponsor)

Hospitality

- Governor's Club Membership privileges for 20 guests (10 guests each day); 5 VIP parking passes; catered food and beverages throughout the day; VIP restrooms
- General Admission passes for 12 guests - valid either day of show



\$3,250 Standard Membership
\$4,000 Reserved Table with Corporate Logo – *Limited quantity available*

Brand Recognition (PR, Marketing and Media)

- Logo in Official Souvenir Program
- Logo in 2012 Collector's Book
- Logo on sponsor page of airshow website

On Site Activation

- Excellent networking opportunities in the exclusive Governor's Club VIP Tent
- Logo displayed on welcome banners at all entry gates and VIP areas
- Banner displayed in Governor's Club (provided by sponsor)

Hospitality

Governor's Club VIP Membership privileges include:

- 10 VIP tickets to Saturday's Airshow
 - 10 VIP tickets to Sunday's Airshow
 - 10 Preferred VIP parking passes (5 per day)
 - Access to the Governor's Club during show hours, 9:00am-5:00pm each day
 - Governor's Club is located at Airshow center for best viewing
 - Shaded tent and open air seating
 - Catering, dessert buffet and open bar
 - Private VIP restrooms
- Flyer's Club Reception admission for 10 guests

Display Areas \$500-\$4,500

Exhibitor booth spaces are excellent opportunities for interaction with Airshow attendees. These spaces afford an ideal opportunity for mobile marketing, product sampling (upon approval), couponing, lead generation or simply tremendous exposure. Sponsorship includes:

- Exhibitor Area on ramp both days of Airshow, includes 10x10 tent and basic rentals
- General Admission passes for 20 guests – valid either day of Airshow
- 6 exhibitor parking passes

NON-PROFIT ORGANIZATIONS ONLY

| | | |
|--------------------|---------|--------|
| Standard Placement | 10'x10' | \$500* |
|--------------------|---------|--------|

*above price covers cost of approved tenting, basic rentals and installation only

STANDARD PLACEMENT

| | | |
|---------|---------|---------|
| Level I | 10'x10' | \$1,500 |
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PREFERRED PLACEMENT

| | | |
|-----------|---------|---------|
| Level II | 10'x10' | \$2,500 |
| Level III | 20'x20' | \$3,500 |
| Level IV | 30'x30' | \$4,500 |

Larger custom footprints available, please call Airshow Headquarters for details, availability and pricing.

Space is limited – call today!

