

# NAVAL AIR STATION KINGSVILLE

**2020**

**SPONSORSHIP OPPORTUNITIES**

**APR  
04-05**



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# WINGS OVER SOUTH TEXAS AIR SHOW

## OVERVIEW

The **Wings Over South Texas Air Show** will be coming back to NAS Kingsville on **April 4-5, 2020**. This is a special opportunity to bring together Naval Air Station Kingsville and the Kingsville Community for the celebration of Naval Aviation with the U.S. Navy Blue Angels. The Morale, Welfare, and Recreation (MWR) Department secures other civilian aviation performances that occur during the morning and early afternoon hours of the Air Show before the Blue Angels close out the afternoon.

As the only organization on NAS Kingsville authorized to offer sponsorship and exhibit space at the Air Show, we would like to welcome you as a potential supporter of our military community and invite you to become a sponsor of the 2020 Wings Over South Texas Air Show.

When your organization invests in a partnership with MWR, **you are investing in the largest military markets in South Texas**. Your investment in the 2020 Wings Over South Texas Air Show is a vital part of the show and future events held throughout the year onboard NAS Kingsville. The MWR Department's mission is to contribute to the retention, readiness and mental, physical and emotional well-being of military personnel and to the welfare of their families by providing a varied program of recreational, social and community activities.

**We anticipate 125,000+ people attending** this event, making this a great opportunity for mutual benefit.

### Show Features:

- Modern Military Demonstration & Static Displays
- High Powered Civilian Aerobatic Demonstrations
- Historic Military & Civilian Aircraft Demonstrations & Static Displays
- Commercial & General Aviation Static Displays
- Family-Friendly Viewing Areas
- Enhanced Air Show Experiences
- Commercial Retail Displays
- Food, Drinks & Novelty Vendors



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# WINGS OVER SOUTH TEXAS AIR SHOW

## BRANDING AND EXPOSURE

### BRANDING AND EXPOSURE

The 2020 Wings Over South Texas Air Show will once again feature the U.S. Navy Flight Demonstration Squadron, the **Blue Angels**. This show will also feature other premier military and civilian performers over the two day event. **Over 26 million people attend more than 400 air shows annually.** During the past decade, air shows drew nearly twice the attendance figures of NFL football. Air shows deliver significant and measurable results for everyone, from mature product marketers with broad customer bases, to new product marketers, or those with specialized or niche customer bases. Whatever your marketing objective – moving product, building recognition, enhancing or positioning brand image – air shows can help you accomplish your goals.

### BENEFITS OF COMMERCIAL SPONSORSHIP

Support the Navy military family while promoting your brand to a loyal, vast and viable population. The Wings Over South Texas Air Show is a proven family outing which provides **FREE**, wholesome entertainment at the largest single event in Kingsville. This unique opportunity to advertise and market your company's service or product will reach **over 125,000 potential customers in two days**, as well as the weeks leading up to the Air Show. There will be no other event in Kingsville that will reach this kind of audience with your message and identity.



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# WINGS OVER SOUTH TEXAS AIR SHOW

**HORNET: \$25,000**

*2020 Title Sponsor*

## **PROMOTIONAL ADVANTAGES**

- Company logo in prominent position on website
- Back cover full color advertisement in Air Show program
- Company logo on commemorative Air Show poster at least 10% larger than other logos
- Company logo on Air Show printed media advertisements
- Company logo included on "thank you" banner located at NAS Kingsville gate for 4 weeks prior to air show and during the show (More than 19,000 cars enter the base per month)
- Company logo included on MWR funded billboards
- Company logo included on MWR printed credentials
- Company logo included on MWR printed parking passes

## **ON-SITE ADVANTAGES**

- May have 10 company provided banners throughout event: 1 at the entrance in prime location, 1 closest to show center, remaining spread throughout show area
- Company message announced by Air Show announcer
- 20'x20' exhibit space
- Private Chalet for 50 people each day (Food not included. MWR contracted catering options will be available after 8 JAN 2020)

## **HOSPITALITY ADVANTAGES**

- 2 tables in Platinum Tent (20 seats total) – 1 table per day
- 20 Sponsor Parking Passes (per day)
- Early access to Wings of Gold Tent ticket sales
- 20 person private invitation to Air Show practice day
- 2 custom framed Air Show posters
- 1 framed Blue Angel Lithograph
- Two passes to ride in civilian performer aircraft (depends on aircraft availability & weather conditions)

**HORNET**  
The F/A-18 Hornet is the current plane flown by the  
Blue Angels since 1987



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# WINGS OVER SOUTH TEXAS AIR SHOW

**SKYHAWK**  
The Blue Angels flew the A-4 Skyhawk from 1974-1986

## SKYHAWK: \$10,000

### PROMOTIONAL ADVANTAGES

- Company logo on website
- One page full color advertisement in Air Show program
- Company logo on commemorative Air Show poster
- Company logo on Air Show printed media advertisements
- Company logo included on "thank you" banner located at NAS Kingsville gate for 4 weeks prior to air show and during the show (More than 19,000 cars enter the base per month)

### ON-SITE ADVANTAGES

- May have 8 company provided banners throughout event
- Company message announced by Air Show announcer
- 20'x20' exhibit space

### HOSPITALITY ADVANTAGES

- 2 tables in Platinum Tent (20 seats total) – 1 table per day
- 15 Sponsor Parking Passes (per day)
- Early access to Wings of Gold Tent ticket sales
- 15 person private invitation to Air Show practice day
- 1 custom framed Air Show poster
- One pass to ride in civilian performer aircraft (depends on aircraft availability & weather conditions)



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# WINGS OVER SOUTH TEXAS AIR SHOW

**TIGER**  
The Blue Angels flew the F-11 Tiger from 1957-1967

**TIGER: \$7,500**

## PROMOTIONAL ADVANTAGES

- Company logo on website
- 1/2 page full color advertisement in Air Show program
- Company logo on commemorative Air Show poster
- Company logo on Air Show printed media advertisements

## ON-SITE ADVANTAGES

- May have 6 company provided banners throughout event
- Company message announced by Air Show announcer
- 10'x10' exhibit space

## HOSPITALITY ADVANTAGES

- 2 tables in Platinum Tent (20 seats total) – 1 table per day
- 12 Sponsor Parking Passes (per day)
- Early access to Wings of Gold Tent ticket sales
- 12 person private invitation to Air Show practice day
- 1 custom framed Air Show poster



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# WINGS OVER SOUTH TEXAS AIR SHOW

**COUGAR: \$5,000**

## **PROMOTIONAL ADVANTAGES**

- Company logo on website
- 1/2 page full color advertisement in Air Show program

## **ON-SITE ADVANTAGES**

- May have 4 company provided banners throughout event
- Company message announced by Air Show announcer
- 10'x10' exhibit space

## **HOSPITALITY ADVANTAGES**

- 1 table in Platinum Tent (10 seats total) – choice of day
- 8 Sponsor Parking Passes (per day)
- Early access to Wings of Gold Tent ticket sales

**COUGAR**  
The Blue Angels flew the F9F-8 Cougar from 1954-1957



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# WINGS OVER SOUTH TEXAS AIR SHOW

**PANTHER and BEARCAT**  
The Blue Angels flew the F9F Panther from 1948-1969  
and the F8F Bearcat from 1947-1948

## **PANTHER: \$3,000**

### **PROMOTIONAL ADVANTAGES**

- Company logo on website
- 1/4 page full color advertisement in Air Show program

### **ON-SITE ADVANTAGES**

- May have 3 company provided banners throughout event
- Company message announced by Air Show announcer
- 10'x10' exhibit space

### **HOSPITALITY ADVANTAGES**

- 1 table in Platinum Tent (10 seats total) – choice of day
- 5 Sponsor Parking Passes (per day)
- Early access to Wings of Gold Tent ticket sales



## **BEARCAT: \$1,000**

### **PROMOTIONAL ADVANTAGES**

- Company logo on website

### **ON-SITE ADVANTAGES**

- May have 3 company provided banners throughout event
- Company message announced by Air Show announcer
- 10'x10' exhibit space

### **HOSPITALITY ADVANTAGES**

- 2 Sponsor Parking Passes (per day)
- Early access to Wings of Gold Tent ticket sales



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# WINGS OVER SOUTH TEXAS AIR SHOW

## SPECIALITY AND IN-KIND SPONSORSHIPS

### **LANYARD SPONSOR: \$4,000 OR IN-KIND**

#### **PROMOTIONAL ADVANTAGES**

- Company logo on website

#### **ON-SITE ADVANTAGES**

- May have 3 company provided banners throughout event
- Company message announced by Air Show announcer
- Company logo on lanyard

#### **HOSPITALITY ADVANTAGES**

- 5 Sponsor Parking Passes (per day)
- Early access to Wings of Gold Tent ticket sales



### **AIR SHOW PROGRAM: STARTING AT \$250**

See your custom ad in the Air Show booklet. Ads start at \$250 for a business card sized ad.

Over 14,000 booklets were printed in 2018!



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# WINGS OVER SOUTH TEXAS AIR SHOW

## VEHICLE IN-KIND SPONSORSHIP

At minimum: One 15-passenger van, 3 minivans & 15 sedans

### VEHICLE IN-KIND SPONSORSHIP

#### PROMOTIONAL ADVANTAGES

- Company logo on website

#### ON-SITE ADVANTAGES

- May have 3 company provided banners throughout event
- May have static vehicle on site
- Company message announced by Air Show announcer

#### HOSPITALITY ADVANTAGES

- 1 table in Platinum Tent (10 seats total) – Sunday only
- 5 Sponsor Parking Passes (per day)
- Early access to Wings of Gold Tent ticket sales



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# WINGS OVER SOUTH TEXAS AIR SHOW

## HOSPITALITY TENTS & CHALETS

### WINGS OF GOLD TENT

Enjoy food, drinks, shade or find a front row seat for all the excitement during the Wings Over South Texas Air Show! A great place to spend some time with a key client or to reward an associate for a job well done! Open seating only, with heavy hors d'oeuvres, keg beer, wine, sodas, tea and water. Access to private A/C comfort station.

#### Pricing

Prior to 12 MAR 2020: \$75 adult; \$35 children; 3 and under are free  
After 12 MAR 2020: \$100 adult; \$50 children; 3 and under are free

### PLATINUM TENT

Take your Wings Over South Texas experience up a notch! Indulge in a fully enclosed, climate controlled tent with reserved table seating; light entrees, select liquors, keg beer, wine, sodas, tea and water. Access to private A/C comfort station.

#### Pricing

\$1,500 per table with 10 chairs

### PRIVATE CHALET

This is a great way to host your company's Employee Appreciation Day or Family Weekend! Chalet comes equipped with tent, tables, and chairs. MWR contracted catering menus will be available after 8 JAN 2020. Access to private A/C comfort station.

#### Pricing

\$2,500 for 50 people for one day; \$4,500 for two days  
\$4,500 for 100 people for one day; \$8,000 for two days



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# WINGS OVER SOUTH TEXAS AIR SHOW

## CONTACT INFORMATION



To ensure all rights & benefits,  
contracts must be in place by 15 JAN 2020.  
(Payment not required until 1 MAR 2020.)

Companies that are certified 501c3  
organizations are eligible for a 25% discount.  
Proof of certification must be provided.

To start the conversation  
about your Wings Over South  
Texas Sponsorship, contact  
us today!

Phone: 361-516-6232  
Email: [naskmwr@gmail.com](mailto:naskmwr@gmail.com)



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