



SELFRRIDGE
OPEN HOUSE

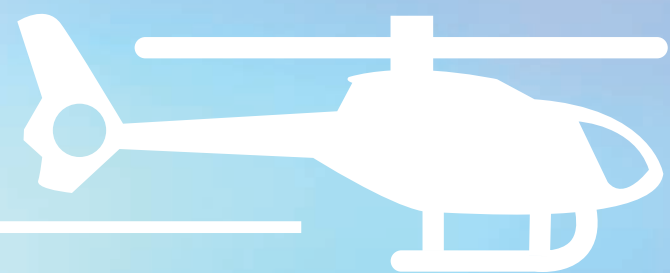
— THE NEXT 100 YEARS —

June 5th, 6th, 7th

2020



**THE NEXT 100 YEARS
ARE READY FOR TAKEOFF.**



**WHAT
IS IT?**



Become an integral part in launching the next 100 years of the Selfridge Air National Guard Base. The Selfridge Open House and Air Show gives attendees a thrilling, up close and personal experience with the finest military aircraft in the nation and the great American ingenuity behind them. It's our way of celebrating one of the oldest air fields in the United States and the courageous men and women who have served or are currently serving our country.



As a marketing partner, your brand will be seen by an estimated 200,000 plus extremely engaged show attendees, as well as 500,000 fans streaming the show online. Plus, sponsors will enjoy significant exposure through our marketing and social media efforts. Because we are a non-profit, 100% of your sponsorship money is tax-deductible, with all the profit going toward making a positive difference in the Selfridge community. See how you can be part of this extraordinary event today.





**LET'S
ROLL**

**WHO
ATTENDS
OUR AIR
SHOW?**



WHO ATTENDS OUR AIR SHOW?

GENDER



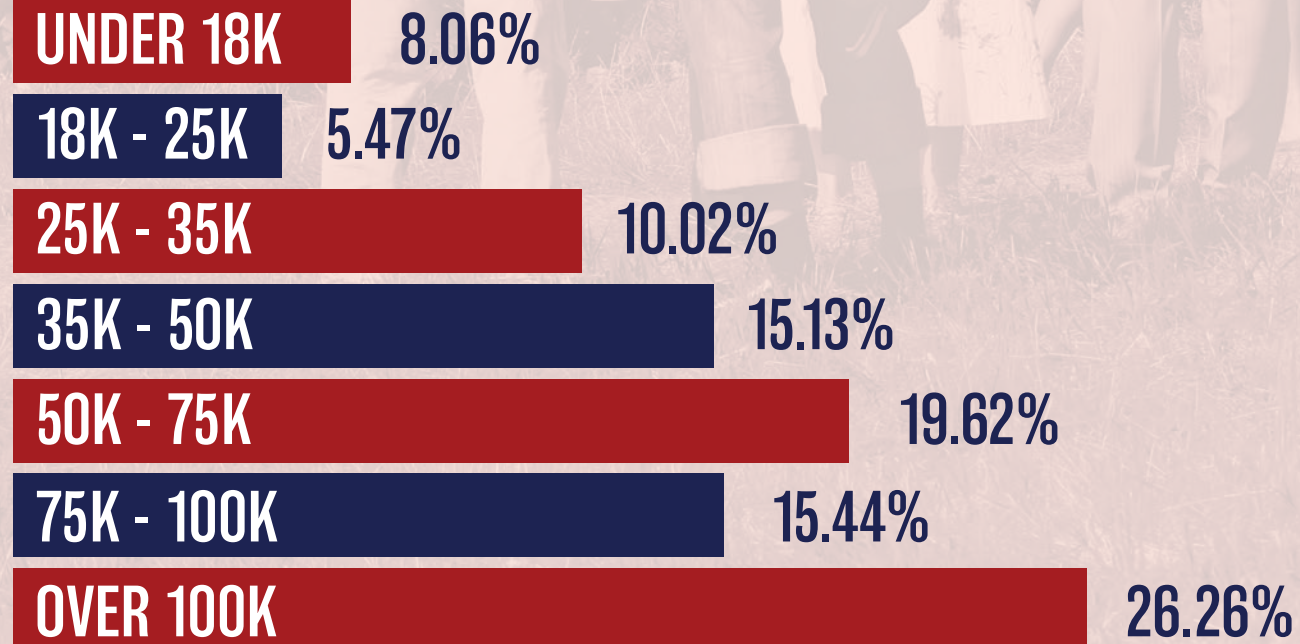
55%
MEN



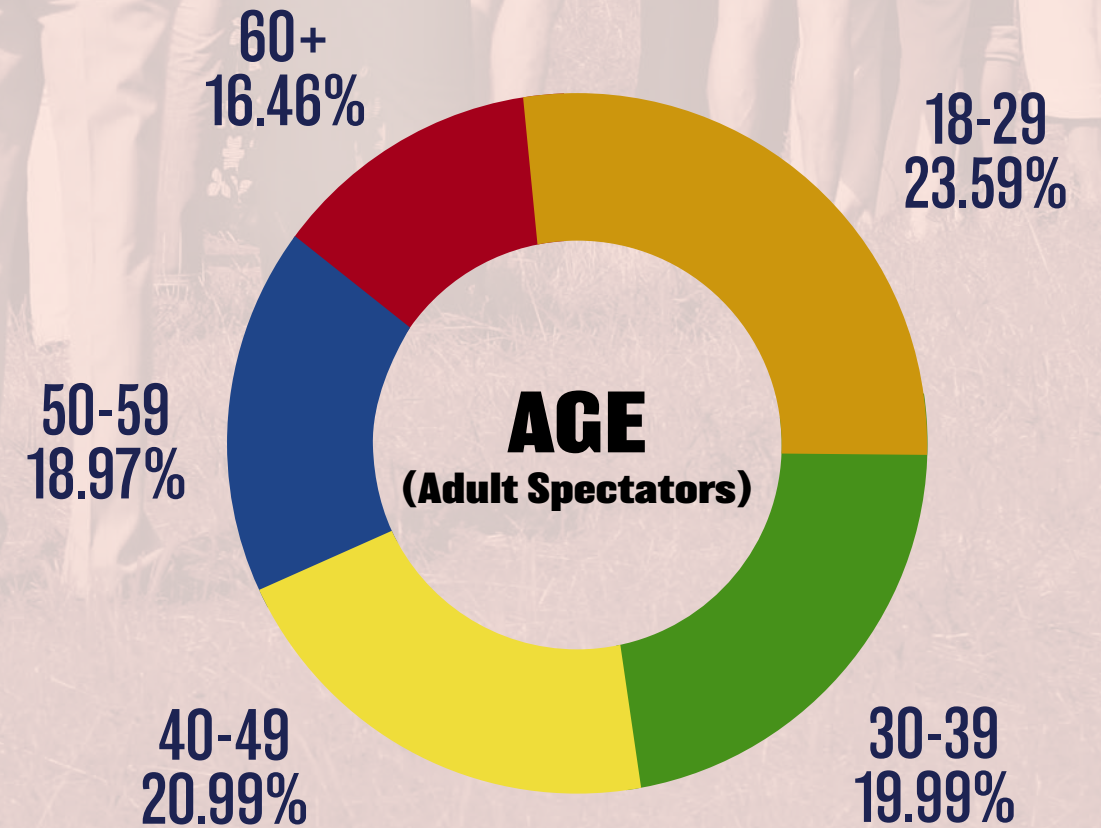
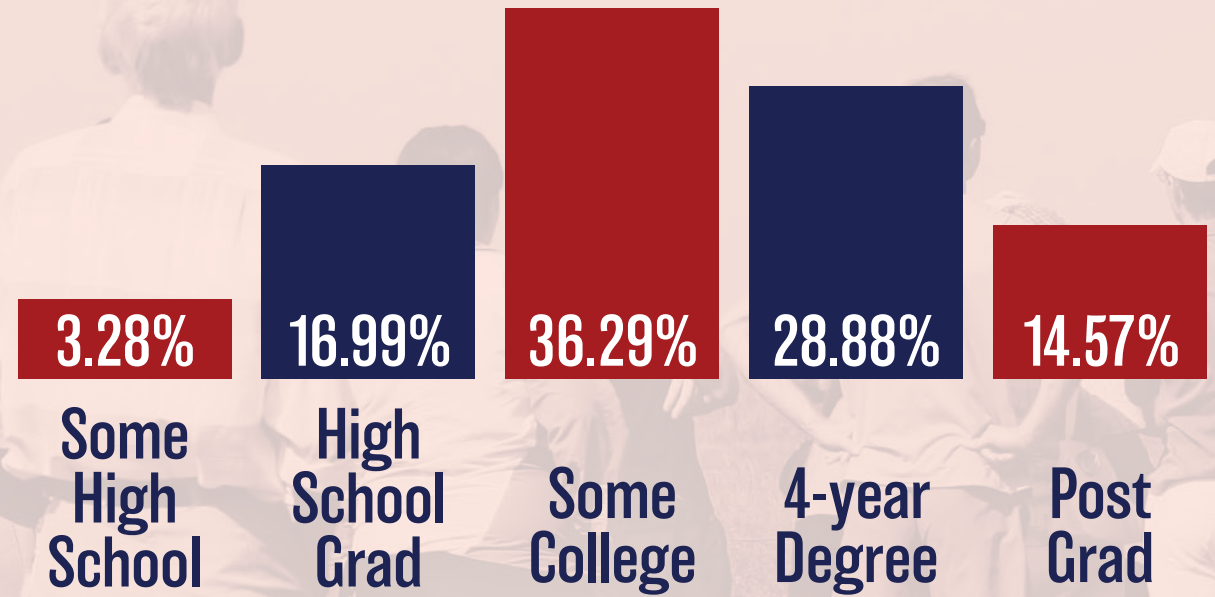
45%
WOMEN



INCOME

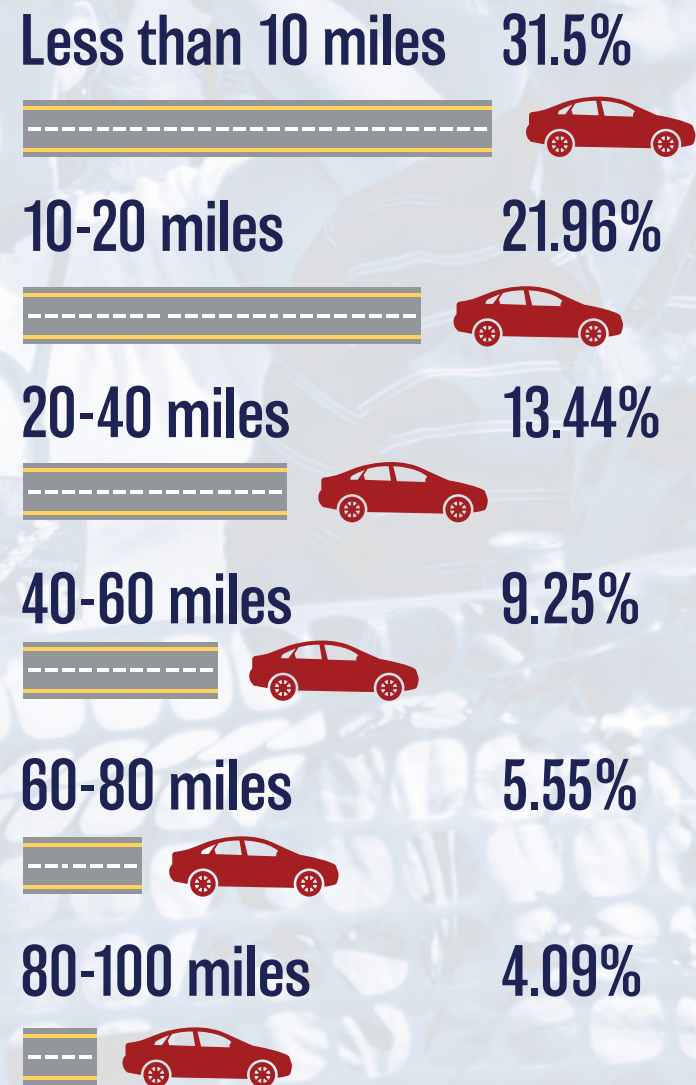


EDUCATION

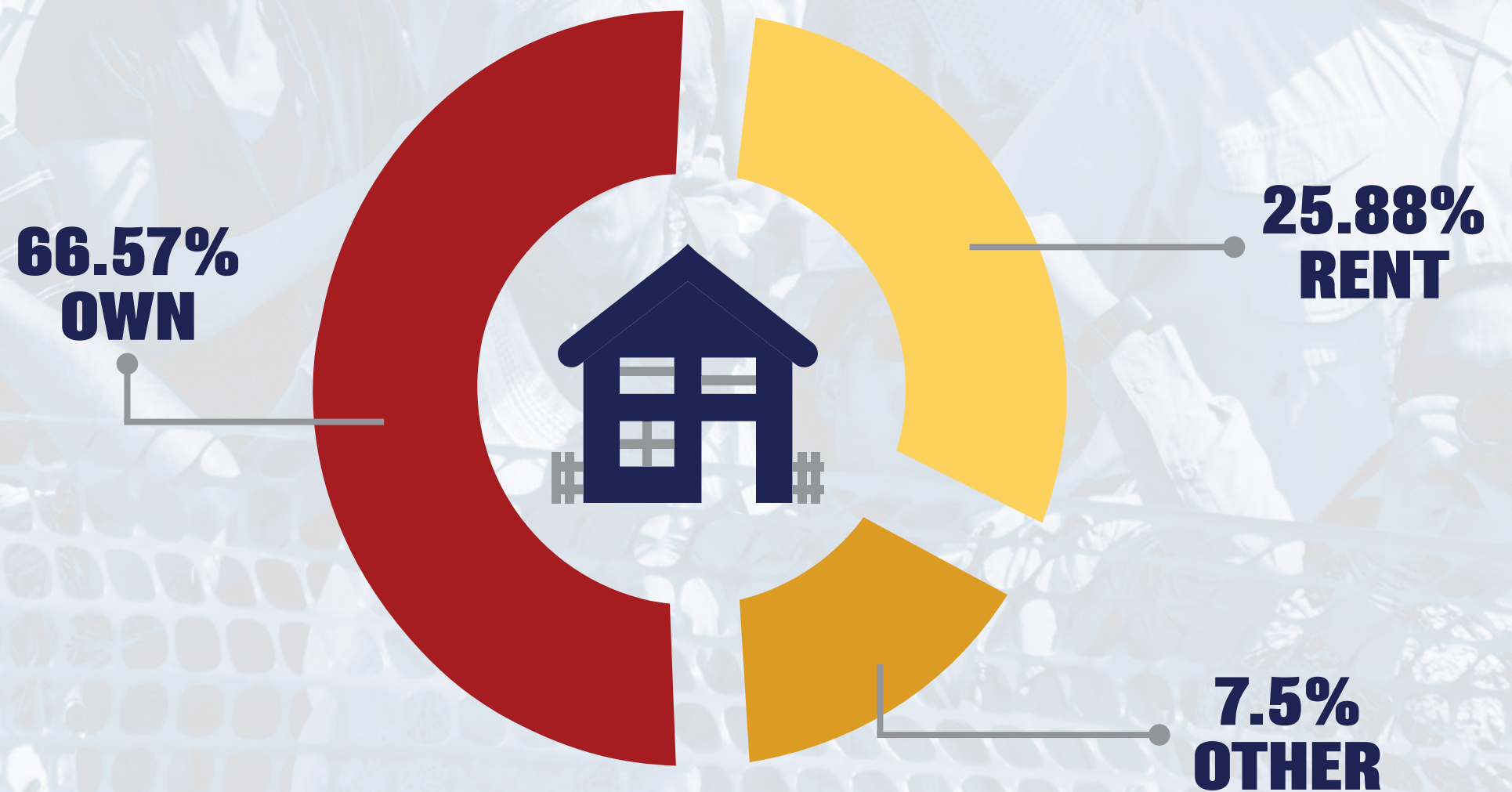


WHO ATTENDS OUR AIR SHOW?

DISTANCE TRAVELED



HOME OWNERSHIP



Survey Question: Do you currently hold a pilot's license?

YES: 9.55%

NO: 90.45%



Survey Question: Are you currently taking flying lessons?

YES: 39.5%

NO: 60.5%



**HOW TO
BE A PART
OF IT**



PRESENTING/TITLE SPONSOR OF AIR SHOW

Naming rights: Selfridge Air Show Presented by xxxxx

Mention in all communications (website, press releases, digital communications)

On-site signage at entrance

One frontline chalet for both days

100 passes for guests to attend per day

30 VIP parking passes per day

VIP restrooms

Private meet and greet with acts

Branded Golf Cart

Preferred full page ad (back cover/inside front cover) in event program

Two tables for VIP Friday night event with reserved concert seating

5 Passes for preshow flight experience on warbird

20 FOX2 News TV Spots, FOX2 Home Page Take-Over (3x), Facebook Posts (3x)
& ROS Banners 300K

COST // \$225,000



GOLD SPONSOR

Mention in all communications (website, press releases, digital communications)

One frontline chalet for both days

100 passes for guests to attend per day

20 VIP parking passes per day

VIP restrooms

Private meet and greet with acts

Branded Golf Cart

Preferred 1/2 page ad in event program

One tables for VIP Friday night event with reserved concert seating

14 FOX2 News TV Spots, FOX 2 Home Page Take-Over (2x), Facebook Posts (2x), ROS Banners 200K

COST // \$75,000



SILVER SPONSOR

Mention in all communications (website, press releases, digital communications)

One frontline chalet both days

100 passes for guests to attend per day

15 VIP parking passes per day

VIP restrooms

Private meet and greet with acts

Branded Golf Cart

Preferred 1/4 page ad in event program

4 tickets for VIP Friday night event with reserved concert seating

6 FOX2 News TV Spots, Facebook Post (1x), ROS Banners 150K

COST // \$50,000



An aerial photograph of three fighter jets, likely F-35s, parked on a large, paved airfield. The jets are arranged in a diagonal line from the top left towards the bottom right. The tarmac has white markings, including large circles and lines. There are some ground support vehicles and personnel visible near the jets. The overall scene is brightly lit, suggesting a clear day.

STEM SPONSOR

Naming rights: presented by xxxx

**Mention in all communications relating to this area
(website, press releases, digital communications)**

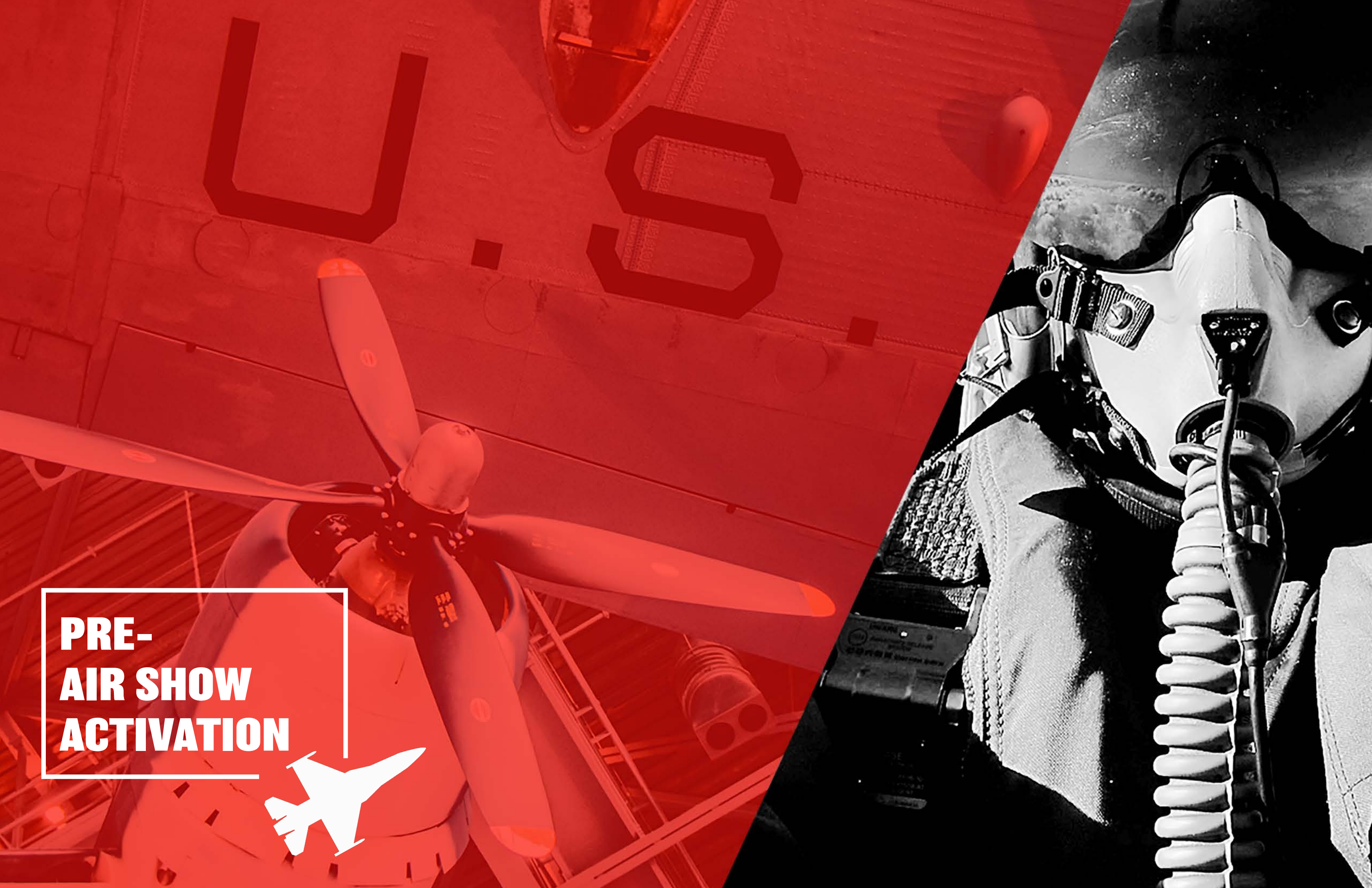
On-site signage at STEM events

One table for VIP Friday night event

½ page ad in event program

\$10,000 each or \$25,000 for all 3

**PRE-
AIR SHOW
ACTIVATION**



FRIDAY NIGHT/VIP EVENT



FRIDAY NIGHT/VIP EVENT

Sponsor mentioned in all communications for sales/PR efforts related to Friday VIP Event

Mention in all communication channels (website, press releases, digital communications)

On-site signage at entrance

One frontline chalet both days

100 passes for guests to attend per day

30 VIP parking passes per day

Private restrooms

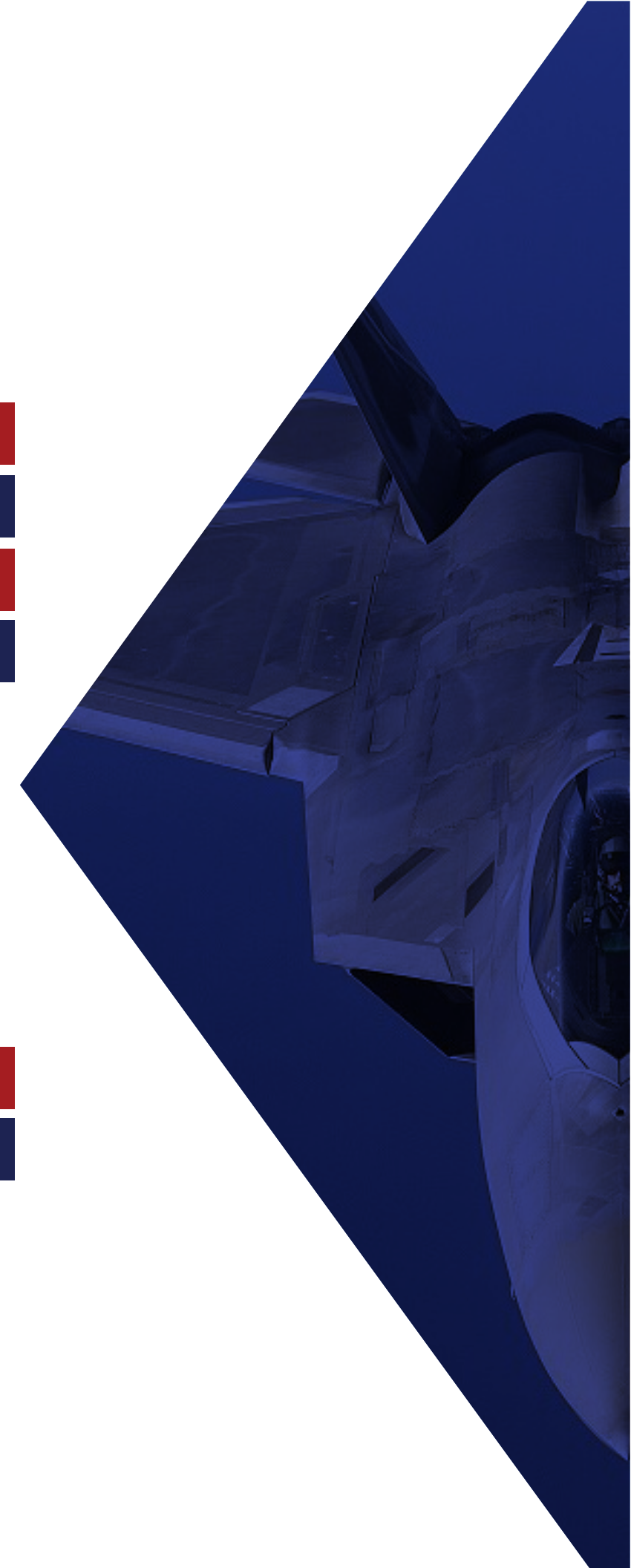
Private meet and greet with acts

Branded Golf Cart

Preferred full page ad (back cover/inside front cover) in event program

Four tables for VIP Friday night event with reserved concert seating

COST // \$75,000





VIP STAGE SPONSOR

Private meet
and greet
with entertainer

One table for
VIP Friday night
event with reserved
concert seating

Mention in all
communications
(website, press
releases, digital
communications)

Large banner
signage on stage
during the event

COST // \$15,000



FOOD STATION SPONSOR FOR VIP EVENT

Mention in all communications (website, press releases, digital communications)

On-site table for promotional purposes

½ page ad in event program

Sponsor one of four designated areas for VIP Friday night event (Happy Hour, Appetizers, Dessert, Coffee)

Branded signage and collateral at station

4 tickets for VIP event

COST // \$5,000



**SATURDAY/SUNDAY
AIR SHOW
OPPORTUNITIES**



CHALETS

Private, brandable chalet (40'x60') in prime location

20x20 tent

10 tables

VIP on site transportation

100 passes for guests to attend

30 VIP parking passes

VIP restrooms

½ page ad in event program

Food and beverage options available

2 DAYS // \$13,500

1 DAY // \$7,500

RIDE AND DRIVE OPPORTUNITIES

(2 separate areas)

Mention in all communications relating to this area (website, press releases, digital communications)

On-site signage at entrance to airfield

Full page ad in event program

Rental of space (2-3 acres) to conduct a drive experience

One table for VIP Friday night event

COST // \$50,000 each



PRIVATE HANGAR RENTAL

Rental of full hangar to craft an immersion experience for a full weekend

Includes chalet parking passes, etc.

Mention in all communications relating to this area
(website, press releases, digital communications)

On-site signage at entrance to airfield

One table for VIP Friday night event

COST // \$25,000

A close-up, low-angle shot of the underside of a white aircraft wing. The wing is supported by a metal strut. A prominent feature is a large, stylized star insignia with a white center, a black outline, and red and white stripes on the wings. Below the wing, there are several warning signs: a red sign that says "BEWARE OF BLAST" and another red sign that says "DANGER" with an arrow pointing right. The background is a clear, light blue sky.

VETERAN'S AREA SPONSOR

Naming rights: Veteran's Zone presented by xxxx
Mention in all communications relating to this area
(website, press releases, digital communications)

Dedicated press release

Branded tent (20'x20') in this zone for promotional efforts

Large scale banner on hangar

One table for VIP Friday night event

Full page ad in event program

OVER AN ACRE OF PROPERTY

COST // \$25,000



VETERAN PARKING SPONSOR

Logo on signs in this location
Full page ad in event program
10'x10' booth in veteran area

COST // \$5,000

THE OASIS

- ▶ Restrooms
- ▶ Water
- ▶ Air conditioned childcare tents
- ▶ Refuse

Restroom/Refreshment areas

½ page ad in event program

Branding opportunities at all 4 Oasis locations

COST // \$35,000

WATER SPONSOR

**BEWARE
OF BLAST**



**LOGO ON ALL WATER BOTTLES
½ PAGE AD IN EVENT PROGRAM
BRANDING OPPORTUNITIES
WHERE WATER IS HANDED OUT**

COST // \$25,000

JET

DANGER →

INTAKE





PUBLIC PARKING SPONSOR

Logo on signs in this location
Full page ad in event program
10'x10' booth in veteran area
One table for VIP Friday night event

COST // \$15,000

TRANSPORTATION SPONSOR

Branding on all buses
that transport guests
from parking to venue

Branding on
all busing

Full page
ad in event
program

Branding on
all trams on
the property

COST // \$25,000





SPONSOR OF ACTS

**SIGNAGE AT ACT ROW
MENTION ON LIVE AIR SHOW BROADCAST
¼ PAGE AD
ANNOUNCER MENTIONS**

COST // \$5,000/ACT

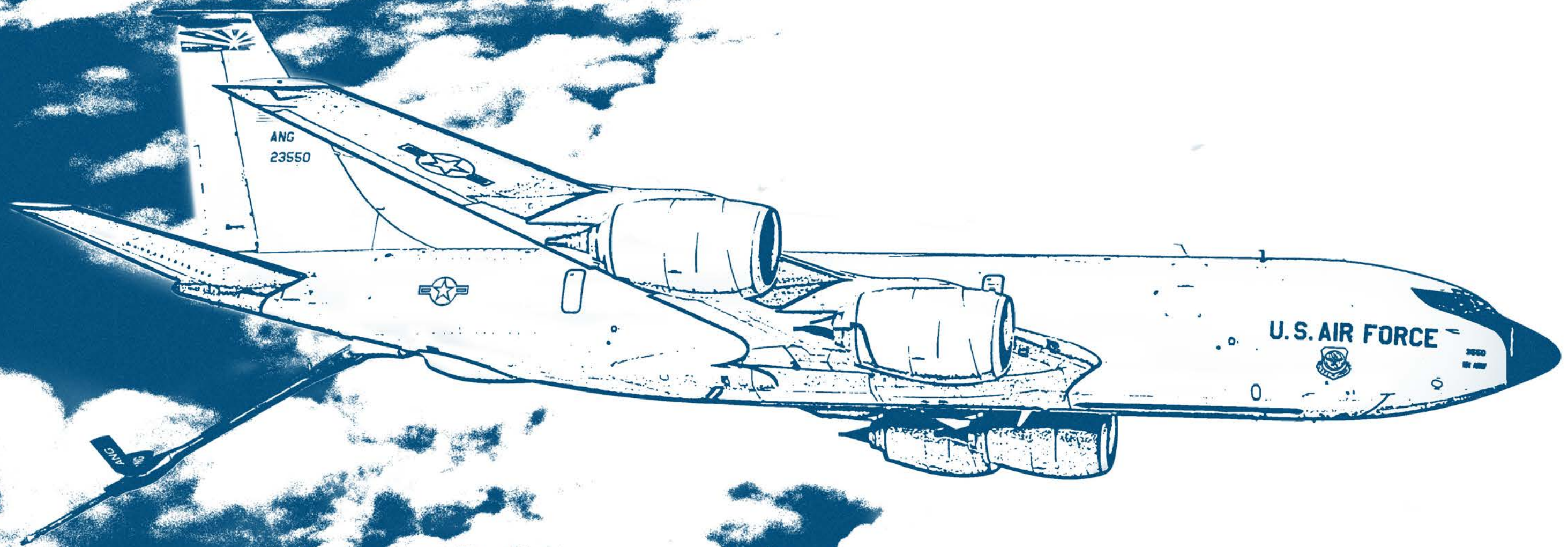


10X10 DISPLAY TENTS

**EARLY BIRD SPECIAL
COST // \$2,000**

PRIOR TO 3/31/2020

COST // \$2,500



**CONTACT US:
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TEAMSELFRIDGE.COM



SELFRIDGETM
OPEN HOUSE



- THE NEXT 100 YEARS -