



THE NEXT 100 YEARS ARE READY FOR TAKEOFF.



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.





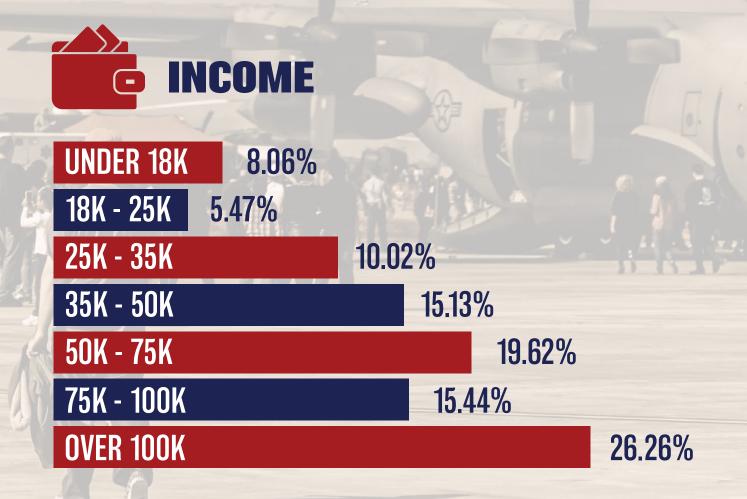
# WHO ATTENDS OUR AIR SHOW?

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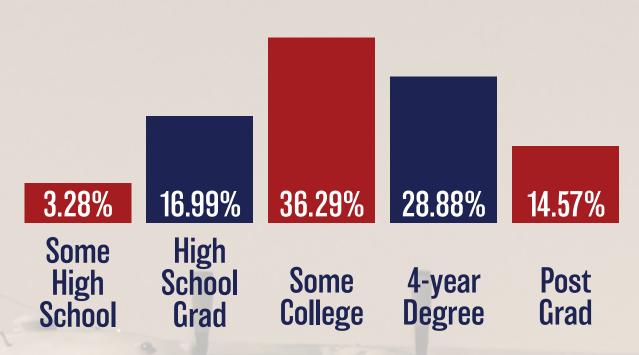
#### **GENDER**

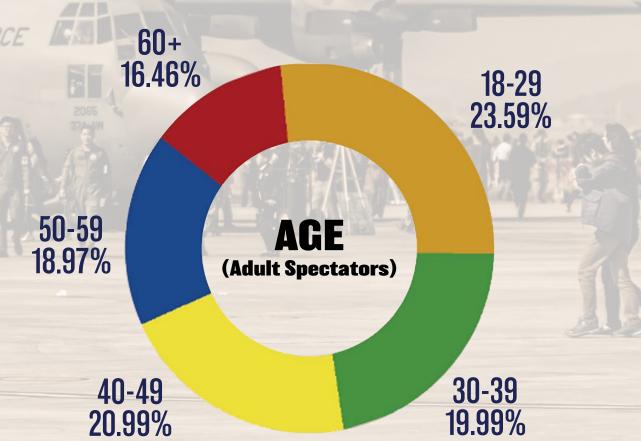






#### **EDUCATION**





### WHO ATTENDS OUR AIR SHOW?

#### **DISTANCE TRAVELED**

Less than 10 miles 31.5%

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21.96% 10-20 miles

20-40 miles 13,44%

40-60 miles 9.25%

60-80 miles 5.55%

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80-100 miles 4.09%

#### **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%







## PUBLIC PARKING & TRANSPORTATION SPONSOR

Logo on signs in this location, on buses/trams 1/2 page ad in event program

COST // \$20,000



# THE OASIS OPTION 1



## THE OASIS OPTION 2



# SPONSOR OF ACTS



SIGNAGE AT ACT ROW
MENTION ON LIVE AIR SHOW BROADCAST
1/4 PAGE AD

COST // \$5,000/ACT













