



# WINGS OVER HOMESTEAD AIR AND SPACE SHOW

*Sponsorship Opportunities*

*2018*



20  
18

150,000  
ATTENDEES

Homestead Air Reserve Base is excited to announce Wings Over Homestead Air and Space Show 2018! This two-day event will take place on November 3-4, 2018 and will feature the U.S. Air Force Thunderbirds. This Open House is sure to be an even more memorable event than the 2016 Homestead ARB Wings Over Homestead. Our theme this year focuses on STEM; Science, Technology, Engineering and Math. STEM integrates these four subjects into a cohesive learning model based on real world applications. With incorporating STEM as our theme, Homestead Air Reserve Base plans on having one of the best air and space shows in 2018.

As the only organization on Homestead ARB authorized to offer sponsorship, I would like to welcome you as a potential supporter of our military community and invite you to become a sponsor of the 2018 Air and Space Show and Morale, Welfare and Recreation programs.

Our Commercial Sponsorship program can not only help expose your business and brand to over 150,000 attendees during the two-day Open House, but also to more than 4,200 military personnel in the South Florida area and over 20,000 retirees within a 50-mile radius of the base by becoming a year-round supporter.

This is a great opportunity to increase awareness of your business and build strong client relations with military consumers. This program will allow you the opportunity, not only to reach a stable and highly paid workforce, but the only workforce with a zero-unemployment rate, allow you the ability to receive many great benefits for your support such as; logo recognition, event participation, booth/banner display and more!

Take a moment to review this Open House sponsor packet and list of upcoming events you can potentially be a part of throughout the year. I hope to hear from you soon. Please feel free to contact me with any questions you may have.

Sheree Barrows-Chandler  
Marketing & Commercial Sponsorship Director  
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## 450 AIR SHOWS NATIONALLY

### Air Shows Always Draw Big Crowds

From coast to coast there are more than 450 air shows nationally and internationally each year in over 250 venues.

Air shows draw large numbers of demographically attractive spectators. The public's long-standing fascination with military aviation attracts a broad cross section of the consuming public for extended afternoons of safe, wholesome, affordable family fun.

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### Shows Attract Media Coverage

The press corps turns out in force when it's air show time. Front page newspaper articles with photographs, and high-profile television and radio coverage a commonplace. Air Shows provide outstanding photo and video opportunities that help promote the shows and their sponsors.

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### Air Show Facts!

Air Shows are Family Events

Average number of air shows each year in U.S. and Canada: 325-350

Estimated total attendance at North American air shows: 10-12 million per year

More than 70 percent of the audience has some college education

Three quarters report household income of \$35,000 or more

More than 53 percent of spectators are between 30 and 50

The average adult spectator is just under 39



## Invest with Homestead ARB

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This year's Wings Over Homestead Air and Space Show will be headlined by the USAF Thunderbirds demonstration team. Premiere acts from US Army Golden Knights parachute team, the Budweiser Clydesdale's, along with many other military and civilian air performance acts will bring even more excitement to the shows during this two day event which is free and open to the public.

### **Invest with Homestead ARB- Wings Over Homestead**

**When:** November 3 & 4, 2018

**Time:** 8:00 am-4:00 pm

**Where:** Homestead Air Reserve Base

**Attendance:** 75,000 + per day  
(open to the public)

**Admission:** FREE

**Available Sponsorships:** \$5,000 - \$75,000 cash  
or in-kind of product or services of greater value

Your investment in the 482nd Force Support Squadron portion of Wings Over Homestead is a vital part of the show and future events held throughout the year on Homestead Air Reserve Base.

The mission of the 482d Force Support Squadron is to continuously improve readiness and quality of life for Air Force personnel and their families. We support this mission with the implementation of many fine programs through sports, recreation, leisure activities, and special events.

Our programs have long provided essential food, fitness, lodging, recreation and services for military members, their families, retirees and Department of Defense civilians. Your sponsorship dollars help to offset and cover cost of support.

In this packet, you'll find many levels of sponsorship opportunities available to your company in support of our 2018 Air and Space Show. Impressions before crowds in excess of 200,000 cannot be overstated, so place your company's name in front of consumers and the military and build your brand loyalty!



The presence of Homestead Air Reserve Base has fueled economic growth in South Miami-Dade County since the Homestead Army Airfield days in the 1940's. As an economic pillar of the Homestead community, Homestead Air Reserve Base continues to be a major contributor to the growth of South Florida, generating over \$316 million into the local economy in the fiscal year 2014 – a 58 percent increase since 2005, according to the base finance office. This includes more than \$169 million in construction, services and material contracts that were awarded to mainly local businesses. This economic increase is about \$25 million more than in 2013. The base's total economic impact has doubled since 2003 with no signs of slowing down.

Currently, the base employs nearly 1,400 full-time employees who live in the Homestead and South Dade communities and another 1,700 Air Force reservists who drill monthly at the base. The 482nd Fighter Wing, an Air Force Reserve unit, is the installation host. More than 850 full-time employees are assigned to the 482nd Fighter Wing. The base also employs an additional 560 full-time personnel assigned to various tenant units: U.S. Special Operations Command South, U.S. Coast Guard Maritime Safety and Security Team, Florida National Guard, and U.S. Customs and Border Protection. The 482nd Force Support Squadron (FSS) provides community service programs that enhance the quality of life for military members and their families. These programs affect the military mission by improving morale, productivity and retention.

Programs such as Fitness & Sports directly support unit readiness by providing a physically and mentally fit force. Our family support and quality of life initiatives help attract and retain force. By partnering with Homestead Air Reserve Base through the 482 FSS Commercial Sponsorship Program, your company can help us provide events that educate and instill confidence in our youth, entertain military members and their families and promote a sense of community. Think of the exposure your company could receive and the many chances of acquiring loyal patrons through programs at Homestead Air Reserve Base.



**ECONOMIC IMPACT  
OVER \$316 MILLION**

### Quality of Life Programs:

- Outdoor Adventure Programs
- Club Membership Drives
- Easter Brunch
- Mother's Day Brunch
- Annual Fourth of July Celebration
- Annual Haunt Fest Event
- Winterfest

Retirees	20,000
Team Homestead	4,200
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Total Force Strength	24,200



## Meet the Thunderbirds

Officially, the Thunderbirds are known as the U.S. Air Force Demonstration Squadron. The squadron's mission is to plan and present precision aerial maneuvers to exhibit the capabilities of modern, high- performance aircraft with the high degree of professional skill required to operate those aircraft.

Within this broad mission, the team has five primary objectives:

- Support Air Force recruiting and retention programs
- Reinforce public confidence in the Air Force and to demonstrate to the public the professional competence of Air Force members
- Strengthen morale and esprit de corps among Air Force members
- Support the Air Force community relations and people to people to people programs
- Represent the United States and its armed forces to foreign nations and project international good will

## The Thunderbirds Story

The Thunderbirds were officially activated June 1st ,1953, as the 3600th Air Demonstration Unit at Luke AFB, Arizona. The unit was nick named the "Stardusters". Their first aircraft was the straight- winged F- 84G Thunderjet, a combat fighter- bomber that has seen action in Korea. Early in 1955, the team transitioned to the swept- winged F-84F Thunderstreak. In 1956, the team moved to its current home at Nellis AFB, Nevada. At the same time the Thunderbirds traded the veteran F-84 for the world's first supersonic fighter, F-100 Super Sabre- an aerial platform that would serve the Thunderbirds for 13 years. More than 1,000 demonstrations were flown in the Super Sabre, thrilling spectators around the world.

In 1964, the team changed briefly to the F-105B Thunderchief, but an in-flight mishap revealed a problem with that airframe design. So, after only six shows, the Thunderbirds returned to the F-100. From 1969 to 1973, the Thunderbirds flew the Air Force's front-line fighter, the F-4E Phantom II. In 1974, the Thunderbirds converted to the T-38 Talon, the world's first supersonic trainer. The T- 38 was more fuel efficient and less costly to maintain which made it an ideal choice during the oil crisis of the 1970's.

Early in 1983, the Thunderbirds reinstated their traditional role of demonstrating the Air Force frontline capabilities. Transition to the F-16A allowed the team to retain manpower and fuel efficiency while demonstrating to spectators the latest in fighter technology.

Each year brings another opportunity for the team to represent those who deserve the most credit: the everyday, hard-working Airmen voluntarily serving America and defending freedom.





## Friends of Homestead Sponsor **\$5,000**

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### **General Terms**

Interaction with well over 150,000 anticipated Air Show attendees for 2 days

Contract Term- length of the event

### **Internet Benefits**

Your logo on Sponsor Page

### **Promotional Material**

Your name included on all Wings Over Homestead Air and Space Show Posters

### **On-Site Benefits/Signage**

Premiere Exhibitor space – 10' x 10' area  
(Canopy Tent additional charge and must be leased through our provider)

Audio Recognition by Master of Ceremony

10 second personal message announced once at the event

1 custom banner (8'w x 5'h) placed throughout the venue  
(supplied by the sponsor)

### **Hospitality Rights up to 5 people for each event**

Flight-line VIP access passes for Saturday and Sunday.

Up to three (3) VIP parking passes per show

*\* Customized packages are available*

*\* Private Chalet to entertain guests or employee picnics available*



## Contributing Sponsor \$10,000

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### General Terms

Your company's interaction with well over 150,000 anticipated Air Show attendees for 2 days

1 year contract terms

First Right of Refusal in Wings Over Homestead Air and Space Show 2020

Logo "Lock Up" fourth position below event name

### Advertising Benefits and Promotional Material

Your logo in print advertising

Your logo included on all Wings Over Homestead Air and Space Show posters

### Internet Benefits

Your logo and link on Sponsor Page

### On-Site Benefits/Signage

Premiere Exhibitor space – 15' x 15' area (Canopy Tent additional charge and must be leased through our provider)

Audio Recognition by Master of Ceremony

15 second personal message announced twice each day

2 custom banners (8'w x 5'h) placed throughout the venue (Supplied by the sponsor)

### Hospitality Rights up to 10 people for each event

"Icebreaker Party" held on Friday before the show

Flight-line VIP access passes for Saturday and Sunday

Saturday "Performers Party" following the Air Show

Up to five (5) VIP parking passes per show

*\* Customized packages are available  
\* Private Chalet to entertain guests or employee picnics available*



## Supporting Sponsor

# \$20,000

### General Terms

Your company's interaction with well over 150,000 anticipated Air Show attendees

1 year contract terms

First Right of Refusal in Wings Over Homestead Air and Space Show 2020

Logo "Lock Up" third position below event name

### Advertising Benefits and Promotional Material

Your logo in print advertising

Recognition in news releases

Your logo included on all Wings Over Homestead Air and Space Show posters

Placement of logo on marketing materials

### Internet Benefits

Your logo and link on Sponsor Page

### On-Site Benefits/Signage

Premiere Exhibitor space – 20' x 20' area (Canopy Tent additional charge and must be leased through our provider)

Your logo on entrance banners (3)

Audio Recognition by Master of Ceremony

15 second personal message announced once every two hours

4 custom banners (8'w x 5'h) placed throughout the venue (Supplied by the sponsor)

### Hospitality Rights up to 20 people for each event

"Icebreaker Party" held on Friday before the show

Flight-line VIP access passes for Saturday and Sunday

Saturday "Performers Party" following the Air Show

Up to ten (10) VIP parking passes per show

### Post Event

Post event fulfillment report available upon request

*\* Customized packages are available*

*\* Private Chalet to entertain guests or employee picnics available*



## Ride and Drive \$25,000

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### Automobile "Ride & Drive" Interactive Display Space

#### One Sponsor Only

We will provide enough space for your company to offer a "ride & drive" to the thousands of Air and Space Show attendees. Due to space constraints this offer is limited to only two sponsors. Ride and Drive are space only. Neither hospitality nor branding are provided. However, if you wish hospitality or any branding rights, this can be arranged for an additional fee.

All terms must be agreed upon and an agreement signed with full payment due at signing.

Display Space: 50' x 80'

Ride & Drive Area: 300' x 300'

Ride & Drive Sponsors must supply their own rental needs through our preferred tent provider. The Sponsors are responsible for providing 5M in liability insurance, authorized company personnel to be in the cars with the person test driving, and fencing or barricades to encompass the 300' x 300' perimeter of the test driving area. In addition, each test driver must have a valid driver's license, take a breathalyzer test, and sign a "hold harmless" document releasing Homestead ARB and the Federal Government from any liability.

Exclusive Rights for car companies are offered at additional costs

*\* Customized packages are available*

*\* Private Chalet to entertain guests or employee picnics available*



## Associate Sponsor

# \$50,000

### General Terms

Your company's interaction with well over 150,000 anticipated Air Show attendees

1 year contract terms

First Right of Refusal in Wings Over Homestead Air and Space Show 2020

Right to use Wings Over Homestead Air and Space Show logo for term of contact

Logo "Lock Up" second position below event name

The FSS entertainment portion of the open-house air show is presented "In Part" by the sponsor

### Advertising Benefits and Promotional Material

Your logo in print advertising

Your logo ID in Radio ads

Your logo or ad in Spotlight Magazine CY18/19 half page

Recognition in news releases

Your logo included on all Wings Over Homestead Air and Space Show posters

Placement of logo on marketing materials

Logo placed on designated billboards in Miami-Dade County (Base chooses location)

### Internet Benefits

Your logo and link on Home Page

Your logo and link on Sponsor Page

### On-Site Benefits/Signage

Premiere Exhibitor space – 50' x 50' area (Canopy Tent additional charge and must be leased through our provider)

Your logo on entrance banners (3)

Your logo on all sponsorship credentials

Audio Recognition by Master of Ceremony

15 second personal message announced once per hour

6 custom banners (8'w x 5'h) placed throughout the venue (Supplied by the sponsor)

### Hospitality Rights up to 50 people for each event

"Icebreaker Party" held on Friday before the show

Flight-line VIP access passes for Saturday and Sunday

Saturday "Performers Party" following the Air Show

Up to twenty-five (25) VIP parking passes per show

### Special Bonus

One Media Ride for your company or a client at designated location and aircraft

### Post Event

Post event fulfillment report provided

*\* Customized packages are available*

*\* Private Chalet to entertain guests or employee picnics available*



## Presenting Sponsor

# \$75,000

### General Terms

Your company's interaction with well over 150,000 anticipated Air Show attendees

1 year contract terms

First Right of Refusal in Wings Over Homestead Air and Space Show 2020

Right to use Wings Over Homestead Air and Space Show logo for term of contact

Logo "Lock Up" first position below event name

Category Exclusivity (Example: Auto dealership-only one brand)

The FSS entertainment portion of the open-house air show is presented "with" the sponsor

### Advertising Benefits and Promotional Material

Your logo in print advertising

Your logo ID in Radio ads

Your logo or ad in Spotlight Magazine CY18/19 half page

Recognition in news releases

Your logo included on all Wings Over Homestead Air and Space Show posters

Placement of logo on marketing materials

Logo placed on designated billboards in Miami-Dade County (Base chooses location)

### Internet Benefits

Your logo and link on Home Page

Your logo and link on Sponsor Page

### On-Site Benefits/Signage

Premiere Exhibitor booth – 75' x 75' area placed show center

10' x 10' Canopy tent placed at each entrance (2 total)

Your logo on entrance banners (3)

Your logo on all sponsorship credentials

Audio Recognition by Master of Ceremony and opportunity for your representative or you to welcome the crowd

15 second personal message announced twice per hour

8 custom banners (8'w x 5'h) placed throughout the venue (Supplied by the sponsor)

### Hospitality Rights up to 100 people for each event

"Icebreaker Party" held on Friday before the show

Flight-line VIP access passes for Saturday and Sunday

Saturday "Performers Party" following the Air Show

Up to fifty (50) VIP parking passes per show

### Special Bonus

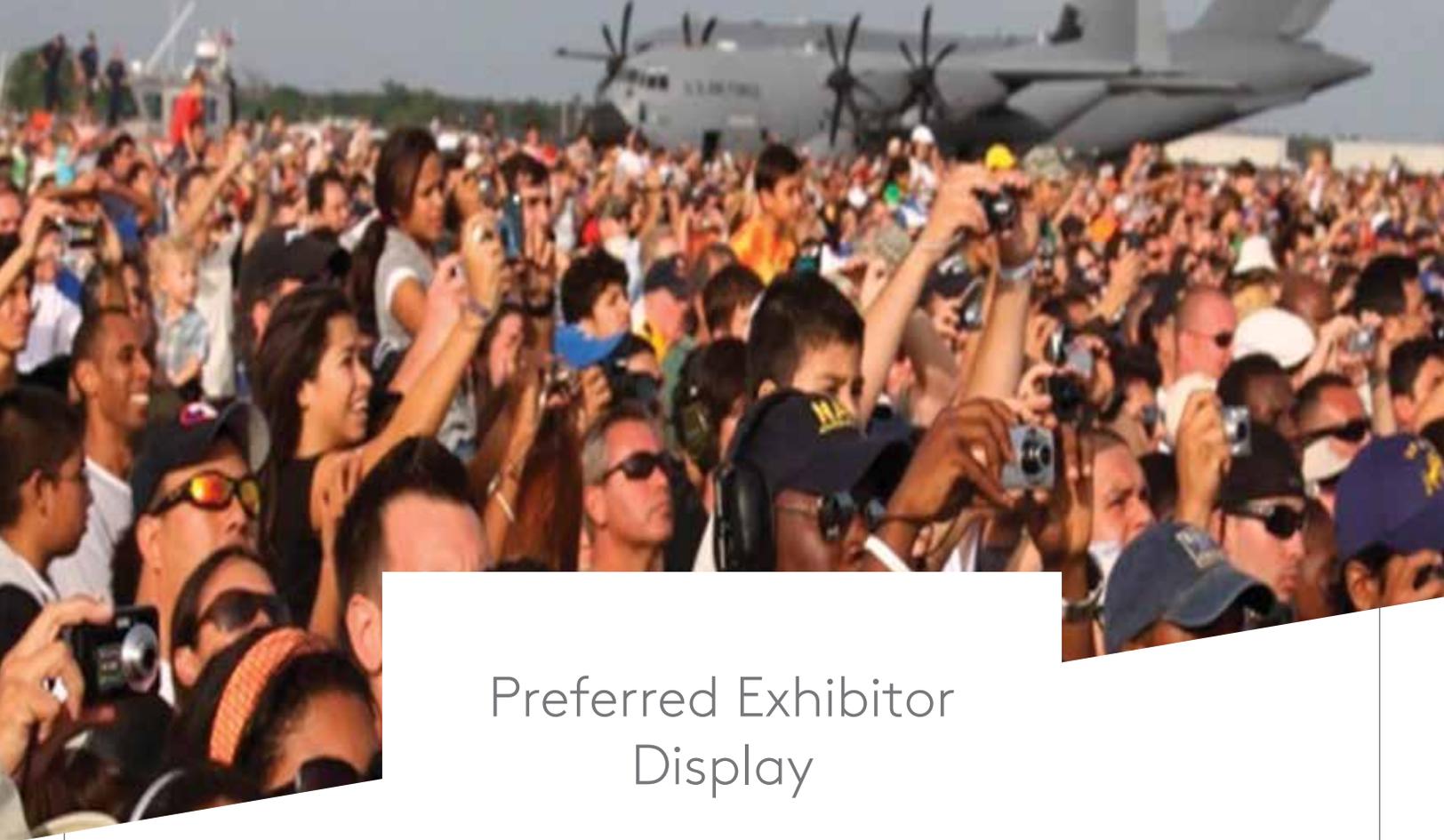
Two Media Rides for your company at designated location and aircraft

### Post Event

Post event fulfillment report provided

*\* Customized packages are available*

*\* Private Chalet to entertain guests or employee picnics available*



## Preferred Exhibitor Display

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Exhibitor booth spaces are an opportunity for interaction with Air and Space Show attendees. These high-profile exhibition spaces afford an ideal opportunity for mobile marketing, and lead-gathering. This is an excellent program for measuring product awareness and/or surveying the thousands of daily event attendees.

We provide the event, attendees and space. Stand-alone opportunities are available. If you are looking for a key location, this can be arranged. Booth spaces may be located near venue entrances and exits, along the food and beverage line or in key locations throughout the venue.

Due to contractual obligations, no items can be sold. Sampling is permitted with prior approval.

### Exhibitor booth space pricing:

10' x 10' - \$1,500  
10' x 20' - \$2,000  
20' x 20' - \$2,500  
20' x 45' - \$5,000  
20' x 80' - Trailer footprint \$7,500  
40' x 80' - Trailer footprint \$10,000

Exhibitors are given space only. Neither hospitality nor branding are provided. Exhibitors must supply their own rental needs though our preferred tent provider.

Space is limited and not guaranteed until we receive payment and a contract is signed. The 482nd Homestead Force Support Squadron will determine the space provided.



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