



*Southern California*  
**AIR SHOW**  
AT MARCH FIELD APRIL 22-23, 2023



**Event Summary**  
**Sponsorship,**  
**Marketing,**  
**& Brand**  
**Activation**

**Riverside, CA**  
**April 22-23**  
**2023**

[marchairshow.com](http://marchairshow.com)



# ABOUT THE EVENT

## MARCH AIR RESERVE BASE

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### 105 YEARS

Established in 1918, March is one of the oldest airfields operated by the U.S. military. March is located in Riverside County and is home to the Air Force Reserve Command's Fourth Air Force HQ and the 452d Air Mobility Wing.

## LARGEST EVENT IN THE INLAND EMPIRE

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### 150,000+

Located right in the heart of Southern California, the SoCal Airshow draws a massive crowd, pulling from the communities in the surrounding counties, Riverside, San Bernardino, Los Angeles, San Diego & beyond.

## AIR FORCE OPEN HOUSE MISSION

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### FREE ADMISSION & PARKING

The mission of the United States Air Force is to **fly, fight and win... in air, space and cyberspace**. The SoCal Airshow exists to showcase exactly their mission to the general public & encourage the next generation to do the same.



# REGIONAL PROFILE

Located in the middle of Southern California, Riverside County is the **4th largest** county in California. With a diversified population and economy and is also known for culture, arts, museums and festivals.

**15 Miles South of San Bernardino** (5th Largest County in CA)

**50 Miles East of Orange County** (3rd Largest County in CA)

**63 Miles East of Los Angeles** (Largest County in CA)

**91 Miles North of San Diego** (2nd Largest County in CA)

- Total DMA population of over **18,000,000**
- Over **638,000** total veterans
- Home to over **100** colleges and universities
- **Household Income Levels**
  - 40% earn up to \$50k annually
  - 29% earn \$50k - \$100k annually
  - 23% earn \$100k - \$200k annually
  - 9% earn over \$200k annually
- *Key Elements: expendable income, well educated, upwardly mobile*



# ***AERIAL ACTS & STATIC DISPLAYS***

The Southern California Airshow at March Field is one of the best airshows in the world, featuring some of the largest performers in the airshow industry. Our airshow features an extremely unique opportunity for attendees to see the most impressive aerial performers show off their acts in the sky, as well as giving the chance to see, touch & be inside the most impressive & expensive aircraft in the world, up close & personal with our static display aircraft.

## ***Highlights of this attraction***

- U.S. Air Force Thunderbirds
- B-2 Bomber
- C-5 Cargo Plane
- F-35
- A-10
- Plus more military & civilian aviation performers!



# Sponsorship

Partnering with the 2023 SoCal Airshow means continued brand recognition for your company. The SoCal Airshow has a robust set of media partners that offer unparalleled print, online, radio and broadcast advertising and promotional exposure that begins several months before the actual Airshow.

## ***We work with sponsors to:***

- Reach target demographics by honing activation approach
- Integrate sponsor products and offerings
- Achieve marketing objectives and amplify sponsor initiatives





# All sponsor packages receive premium crowdline footprint locations

## PRESENTING SPONSOR (\$25,000+)

### ON-SITE FLIGHT LINE EXPOSURE:

- One-on-one interaction with more than 150,000 attendees
- Business logo on sponsor "Thank You" banner at event entry
- Two (2) footprint locations (*Footprint size is negotiable*)
- 20 public address mentions throughout the weekend

### ADVERTISING:

- Active link on airshow & March FSS websites
- Business logo recognition on Souvenir Program event map
- Full-page advertisement in the Souvenir Program
- Larger business logo on the Souvenir Program sponsorship page

### HOSPITALITY:

- Twenty (20) Preferred Parking Passes
- Twenty (20) invitations to the VIP Hospitality

## SUPPORTING SPONSOR (\$10,000)

### ON-SITE FLIGHT LINE EXPOSURE:

- One-on-one interaction with more than 150,000 attendees
- Business logo on sponsor "Thank You" banner at event entry
- 20'x20' footprint in high traffic location
- 6 public address mentions throughout the weekend

### ADVERTISING:

- Active link on airshow & March FSS websites
- Half-page advertisement in the Souvenir Program
- Logo placed in the Official Souvenir Program on the sponsorship page

### HOSPITALITY:

- Ten (10) Preferred Parking Passes
- Ten (10) invitations to the VIP Hospitality Chalet

## NAMING RIGHTS FOR AERIAL ACTS OR KID'S ZONE

\$4,000-\$15,000

\*Custom footprints are available upon request.

\*Companies that are certified 501(c)(3) organizations or bona fide government agencies receive a discount.

## ASSOCIATE SPONSOR (\$15,000)

### ON-SITE FLIGHT LINE EXPOSURE:

- One-on-one interaction with more than 150,000 attendees
- Business logo on sponsor "Thank You" banner at event entry
- 20'x30' footprint (*Footprint size is negotiable*)
- 12 public address mentions throughout the weekend

### ADVERTISING:

- Active link on airshow & March FSS websites
- Business logo recognition on Souvenir Program event map
- Half-page advertisement in the Souvenir Program

### HOSPITALITY:

- Fifteen (15) Preferred Parking Passes
- Fifteen (15) invitations to the VIP Hospitality Chalet

## CONTRIBUTING SPONSOR (\$7,500)

### ON-SITE FLIGHT LINE EXPOSURE:

- One-on-one interaction with more than 150,000 attendees
- Business logo on sponsor "Thank You" banner at event entry
- 10'x10' footprint location in high traffic location
- 4 public address mentions throughout the weekend

### ADVERTISING:

- Active link on airshow & March FSS websites
- Logo placed in the Official Souvenir Program on the sponsorship page

### HOSPITALITY:

- Five (5) Preferred Parking Passes
- Five (5) invitations to the VIP Hospitality Chalet

## PREFERRED EXHIBITOR

(\$2,500- \$4,750)

10' x 10' footprint: \$2,500

10' x 20' footprint: \$3,250

Front Gate 10'x20' footprint: \$4,750



# BRANDING ONLY PARTNERS

This program is designed to allow companies large or small to be involved with the SoCal Air Show and demonstrate support of military and civilian aviation history. **All levels include logo on the entrance banner, sponsor page in program and on website.**

*\*These packages do not include a footprint at the event. Please reference footprint pricing on the previous page.*

## PLATINUM - \$2,500

- 1/4-Page Ad in Program
- 4 Public Announcement Mentions/Day
- Logo Recognition at Main Entrance
- 4 invitations to the VIP Hospitality Chalet per day
- 4 Preferred Parking Passes per day (Total)

## SILVER - \$1,000

- 2 Public Announcement Mentions/Day
- Logo Recognition at Main Entrance
- 2 invitations to the VIP Hospitality Chalet (Total)
- 2 Preferred Parking Passes per day (Total)

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\$4,000-\$15,000

## PROGRAM AD

Place your ad in the official SoCal Air Show program. Sponsor receives advertising in the official air show souvenir programs sold on-site in program packs.

## GOLD - \$1,500

- 3 Public Announcement Mentions/Day
- Logo Recognition at Main Entrance
- 4 invitations to the VIP Hospitality Chalet (Total)
- 3 Preferred Parking Passes per day (Total)

## BRONZE - \$500

- 1 Public Announcement Mentions/Day
- Logo Recognition at Main Entrance
- 2 invitations to the VIP Hospitality Chalet (Total)
- 1 Preferred Parking Passes per day (Total)

## AD RATES

SIZE	RATE
Full-Page	\$1,000
1/2-Page	\$800
1/4-Page	\$500

*\*Companies that are certified 501(c)(3) organizations or bona fide government agencies receive a discount.*



**DON'T MISS YOUR CHANCE TO HAVE  
YOUR BUSINESS AT ONE OF THE BIGGEST  
EVENT IN SOUTHERN CALIFORNIA!**



**150,000+**  
**ESTIMATED ATTENDANCE**



- LET US CUSTOMIZE A PACKAGE FOR YOU -

# TITUS CARLSON

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