



## \$5,000 LEVEL PARTNERSHIP OPPORTUNITIES

All \$5,000 Partnerships receive the following benefits in addition to custom benefits listed with each opportunity:

- Signage at the program or activity venue(s)
- Sun 'n Fun program book recognition as appropriate where supported program or activity is referenced; approximately 30,000 copies are printed.
- Inclusion in press releases about these activities or programs.
- Two (2) VIP Sponsor Skybox Hospitality passes, for VIP's and guests, including lunch daily.
- 5 general admission (one-day) "Day of Choice" Fly-In passes
- Invitation for two (2) to attend the Chairman of the Board dinner
- Inclusion on signage designed by Sun 'n Fun at highly visible locations throughout the Fly-In grounds thanking our supporters (minimum 4 signs).
- Website acknowledgement and hyperlink to partner's web site from the Sun 'n Fun sponsor page.
- **Sponsor recognition in an all-sponsor advertisement in the Sun 'n Fun program**
- Opportunity to use "Official Sponsor of the Sun 'n Fun Fly-In" or "Official Sun 'n Fun Fly-In Sponsor" on advertising and collateral materials. Sun 'n Fun provides "official sponsor" graphics for use on websites and materials.
- Higher priority to book preferred exhibit space, as available

### **Main Parking Lot**

Thousands of cars park daily in the main Sun 'n Fun parking lot. This sponsorship provides excellent recognition with a high percentage of attendees, as well as considerable "drive by" traffic not even attending the event. Benefits include name and/or logo on at least 100 t-shirts worn daily by parking lot attendants, and on back of vehicle parking passes; signage on highly visible parking lot service buildings; two sponsor-provided banners (up to 12' by 3') for hanging on the parking lot fences on Medulla Road or Pipkin Road; references to the main parking area on the Information Guide, map, website and other common uses as "brought to you by" or "hosted by COMPANY".

### **Evening Programs**

Every evening during the Fly-In, hundreds of visitors and campers settle into the Museum Pavilion for interesting evenings of entertainment, aviation speakers, AOPA Town Hall meeting, and films. Sponsor will receive custom benefits including:

- Signage in the Pavilion as evening programs sponsor
- Recognition in the Program Book listing of the evening programs schedule

- Opportunity to welcome the audience and participate in introducing each evening's program

## Internet Café

Sun 'n Fun's Internet Café is a popular stop for Fly-In guests who want to send an email, check their airline flight or otherwise stay in touch with the world. This sponsorship offers excellent visibility through benefits which include signage above the computer stations; opportunity to place literature, pens or other small give-away items near the Internet Café computer ;sponsor-provided screen saver and/or "wallpaper" installed on all Internet Café computers; references to the Internet Café in the Information Guide, map, website and other common uses as "brought to you by" or "hosted by COMPANY". Note: The Internet Café is co-located with the Central Florida Visitors and Convention Bureau Welcome Center, immediately west of the Sunset Grill.

## Fly-In School Tours

Sun 'n Fun and its Florida Air Museum have an extensive "Museum in the Schools" outreach program year-round. Then local children can get a real-world experience of aircraft from homebuilts to military, seaplanes to ultralights, by participating in free guided tours during the Fly-In week. Buses drive up hourly bringing nearly 2,500 elementary through high school age children over six days for a field trip they won't forget.

Sponsor will receive custom benefits including:

- Company name/logo on all materials sent to area schools promoting school tours
- Opportunity to provide promotional materials or give-away items for distribution in the Tom Davis Education Center

## KidAire Youth Activities Area

A large KidAire Youth Activities tent is always a buzz with activity. Children fly computer and physical simulators, build wing ribs and paper airplanes, and enjoy a variety of other educational activities. Aviation figures (aerobatic pilots, astronauts, WWII pilots, etc.) make special appearances to share their stories with children and inspire them to reach for the sky. In-kind contributions of materials are always welcome.

Sponsor will receive custom benefits including:

- Signage on the Youth Activities Tent and inside the Tom Davis Center
- Opportunity to provide promotional materials or give-away items for distribution in the Activities Tent and Tom Davis Education Center

## Teacher Workshop

During the Saturday of the Fly-In, approximately 50 teachers receive low-cost Fly-In admission and spend a day learning how to apply aviation to any subject in their classroom, and take away lessons plans and practical projects to share with their students. They enjoy a special aviation education speaker during a luncheon, and are also provided souvenir bags which may sport a sponsor logo. Some support is provided by the Central Florida Chapter of the Air Force Association.

Sponsor will receive custom benefits including:

- Company name/logo on all materials sent to educators promoting Teacher Workshop
- Opportunity to provide promotional materials or give-away items for teacher participants
- Opportunity to welcome teachers at the opening workshop session

## Museum Lecture Series

A growing and well-attended feature of the Fly-In is the daily lecture series in the Florida Air Museum. Growing to five talks daily in 2008, the series feature legends such as Bob Hoover (aerobatic star) and Paul Tibbits (pilot of the *Enola Gay*, which dropped the H-bomb on Hiroshima). Fifty to two hundred guests cool off for an hour in the museum and enjoy these excellent opportunities to meet living history and learn more about the world of aviation.

Sponsor will receive custom benefits including:

- Signage in the Museum lecture area
- Opportunity to welcome audience at select lectures

### Guest Transportation (Tram Route) Sponsorship

Trams crisscross the Sun 'n Fun Fly-In campus, providing convenient and easy on-site transportation for Fly-In guests to all areas of aircraft display, exhibits, programs, parking and camping. Sponsors may select from nine specific tram routes for sponsorship.

Sponsor will receive custom benefits including:

- signage on tram serving the selected route
- signage in the Transportation Depot hub
- recognition on the maps and tram schedule listing in the Info Guide and program book

### "Pre-Flight Night" Gala Presenting Sponsor

Held on the eve of the Sun 'n Fun Fly-In, this kick off party brings together friends for an evening of great food, fun, and funding of an important mission. Proceeds of the dinner and silent auction support the year-round education programs and endowment of the Florida Air Museum, Florida's official aviation museum and education center. Sponsoring *Pre-Flight Night*, "the" social event of the Fly-In week, promises great visibility and brand recognition, event tickets and a wonderful way to entertain customers, VIP's or staff while supporting a worthwhile aviation education mission.

- Name and/or logo on all promotional materials in advance of the event.
- A table for 10 at the *Pre-Flight Night* dinner with premier location
- Recognition during the *Pre-Flight Night* dinner program as a presenting sponsor, with the option of providing welcoming remarks to *Pre-Flight Night* dinner guests.
- Ten (10) VIP passes for the 2009 Sun 'n Fun Fly-In
- Name and/or logo displayed in event program.
- Name and/or logo displayed on event volunteer T-shirts
- Sponsor name and/or logo and Web link, on the Florida Air Museum Web site [www.FloridaAirMuseum.org](http://www.FloridaAirMuseum.org).
- Name and/or logo in a special "Thank You" poster displayed in the Florida Air Museum and in a minimum of three (3) locations during the Sun 'n Fun Fly-In

### Exhibitors' Oasis & Business Center

The Oasis is a private exhibitor-only area between the center two exhibition hangars featuring tents, picnic tables, and upgraded restroom facilities. Sun 'n Fun enjoys having approximately

500 exhibitors on site, resulting in 5,000-6,000 individuals staffing their displays throughout the week. This area also contains Exhibitor Headquarters and Security offices.

Sponsor will receive custom benefits including:

- signage on Exhibitor Check-In, Exhibitor HQ and within the Oasis area
- opportunity to provide small branded amenities (water, sun screen, etc.) for exhibitors
- opportunity to provide materials for insertion in exhibitor mailings and registration packets
- signage on exhibitor volunteer golf carts for operations around the site and for parking lot shuttles

## *Alexander Aviation Associates & Polk County Sports Marketing*

### Exhibitor Party

Sun 'n Fun shows its appreciation for the over 500 commercial exhibitors who make our convention "the" place to see and buy all the new and best available in the aviation world.

Help Sun 'n Fun host this evening of food, drink and fun!

Sponsor will receive custom benefits including:

- recognition on invitation and tickets to exhibitor party
- microphone time at the annual exhibitor party
- opportunity to provide materials for insertion in exhibitor mailings and registration packets

### VIP Transportation Sponsorship

Sun 'n Fun VIP guests, including major individual and corporate figures from the world of aviation, and federal, state and local officials and business people, are hosted by Sun 'n Fun at a special "Passport Guest Club" located at "show center" on the warbird ramp. The VIP Volunteer team shuttles these special people around the site in several large golf carts, and personalized tours are provided by golf cart and in air-conditioned vehicles.

Sponsor will receive custom benefits including:

- logo on VIP invitations
- signage on VIP transportation vehicles (vans and golf carts)
- signage on the remote parking VIP check-in tent
- signage within the VIP facility

### Other Opportunities

Ask for more information about these additional partnership opportunities:

- Airshow Performers' Tent
- International Visitors Tent
- Individual Forum Tents and Workshops
  
- Aircraft Judging Awards
- Emergency Services
- Sun 'n Fun Radio
- Splash In Activities