



\$15,000 BRONZE SPONSORSHIP OPPORTUNITIES

All \$15,000 Sponsorships receive the following benefits in addition to custom benefits listed with each opportunity:

- 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.
- Six (6) VIP Sponsor Skybox Hospitality passes, for VIP's and guests, including lunch daily.
- 15 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.
- 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

Aircraft Area Sponsorships

"Birds of a feather flock together" at Sun 'n Fun, parking aircraft in designated type areas: Homebuilt, Vintage & Classic, Warbirds, Light Plane (aka "Paradise City"), Choppertown and Amphibious Seaplanes.

Each area sponsor receives signage within the parking area and outside and inside of area headquarters buildings and recognition on area golf carts and volunteer apparel; inclusion of COMPANY logo on guest map in sponsored area (20,000 copies); references to the aircraft area in the Information Guide, map, website and other common uses as "supported by" or "hosted by COMPANY"; and distribution of a small sponsor company flyer or brochure to each registering pilot. A small display of sponsor materials may be included inside HQ, subject to space availability.

Food Court

Sun 'n Fun's guests are always looking for a tasty bite to eat and a cool drink, and tens of thousands of them find it in our Food Court and Sunset Grill Cafe. This sponsorship offers excellent visibility through benefits which include naming of the food court area as the "COMPANY Food Court"; this name will be used in the program book, information guide, maps, and site directional signage; exhibit space location in the heavily trafficked Food Court seating area with signage acknowledging COMPANY as Sponsor of the Food Court. Static displays of product may be possible, subject to space constraints.

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. One featured guest for 2010 will be USAirways First Officer Jeffrey Skiles, of the "miracle in the Hudson" water landing. Movies follow for the night owls. Sponsor will receive 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.

USAF Thunderbirds Co-sponsor

The U.S. Air Force Air Demonstration Squadron, "Thunderbirds," perform precision aerial maneuvers to exhibit the capabilities of modern high-performance aircraft to people throughout the world. The squadron will fly Friday, Saturday and Sunday of the SUN 'n FUN Fly-In, drawing huge crowds. Benefits for Co-sponsors will include:

Company logo on all advertising and print materials, including but not limited to SUN 'n FUN program book and insert, SUN 'n FUN event map, on site Thunderbirds signage and banners, *SUN 'n FUN Today* daily newspaper, local, national and international print advertising, local electronic media advertising, and press releases. Business category exclusivity at this or higher levels – no competitors sponsoring the Thunderbirds

Announcements during the daily airshow of company's sponsorship

Thunderbirds banners with sponsor logos on the airshow announcer's stand

Access to the USAF Thunderbirds VIP Hospitality Tent

Personalized, autographed Thunderbirds lithograph (USAF approval pending)

Splash-In Shuttle

Guest and pilot transportation between Sun 'n Fun and Fantasy of Flight, with frequent trips each direction Thursday - Saturday, and a reduced schedule earlier in the week. Recognition in all Splash-In materials and advertising, at the Seaplane Banquet, inside/outside the shuttles, opportunity for materials distribution on the shuttles, and four tickets to the Seaplane Banquet.

Night Air Show Fireworks

This is one of the more unique elements of the Sun 'n Fun Fly-In, rarely seen at airshows. Pyrotechnics light up the sky during extraordinary demonstrations of pilot skills. And the crowd cheers as the finale of fireworks wraps up the night.

The corporation's sponsorship of the closing finale to the unusual night air show (Friday night of the Fly-In) is promoted via program book, press releases, advertising, and all print materials referencing the night airshow; live announcements during the event; and signage on site promoting the event.

Military Guest Courtesy Vehicles (cash or vehicles)

Sun 'n Fun offers approximately 25 courtesy cars to active duty military flight crews during their appearance at the Fly-In. These pilots bring F-15's, F-16's, F-22's, Warthogs and other military assets for the enjoyment and amazement of our guests.

An area courtesy vehicle sponsorship, which may be in the form of cash or an in-kind loan of vehicles, receives the opportunity to place signage on both sides of each vehicle indicating they are "Military VIP Vehicles Courtesy of COMPANY", the opportunity to provide welcome bags, giveaways or materials in each vehicle, and program book recognition where the military displays are mentioned.

Balloon Race

Dawn on Saturday greets the magical site of approximately 50 hot air balloons lifting off in a colorful symphony of flight. Sponsor receives recognition in all balloon race promotions, program book, event signage, and pilot shirts. Opportunity for one sponsor representative to fly in a balloon in the race. Sponsor may provide giveaway items for pilot hospitality bags, and may join the airshow announcer for liftoff narration. Recognition at and invitation to attend the balloon luncheon following the race.