

EASTBOURNE AIRSHOW 2026

Sponsorship & Advertising at the UK's Biggest Free Airshow!

Airbourne is set to return from 13 – 16 August, in its 32nd year, with four days of dazzling flying displays from some of the world's top aerobatic teams.

Voted six times Best Free Airshow in the UK, this publicly run event attracts an audience of up to 750,000 over all four days, and is both a key economic driver for Eastbourne and a major event for the region, supporting the UK staycation.

Generating millions of visitor spending to the regional economy and highlighting STEM careers and renewable technology, the airshow is a strong showcase for technological development and leads the way in managing large scale events more sustainably.

There has never been a better time to partner with this huge event and raise awareness of your brand across the south east, nationally and globally.

VOTED
SIX-TIMES
UK'S BEST
FREE
AIRSHOW



13-16 AUGUST 2026



“Airbourne is a highlight of the events calendar for the team at PRG. Not only does it bring in thousands of people to the town, creating a huge buzz, but it gives us a chance to entertain our clients from all over the country. We always take hospitality on the seafront and bring a mix of clients down for an unbelievable day of delicious food, plenty of wine and the best line-up of aircraft you could want, all in the perfect setting.”

Simon Groves, PRG Marketing Communications

“Eastbourne Theatres were thrilled to be an Eastbourne Airshow sponsor last year. Seeing our brand take flight alongside such world-class aviation provided extraordinary visibility. The creative impact perfectly connected the magic of the stage with the thrill of the skies and even earned us a campaign nomination at this year’s Stage Awards!”*

Neil Jones, Trafalgar UK
Theatres Eastbourne Ltd

*2026 The Stage Awards Nominee –
Campaign of the Year for
‘Eastbourne Theatres – New Era’

1KM OF **EXHIBITION SPACE**

BIG SCREEN ON THE BEACH

TWO **HOSPITALITY ENCLOSURES**

LIVE TV/RADIO BROADCASTS

240,000 ACTIVE WEBSITE USERS

ON-SITE **RADIO STATION**

LIVE STREAMING TO **90+ COUNTRIES**

60,000+ SOCIAL MEDIA FOLLOWERS

GENERATES £100,000+ TO LOCAL CHARITIES

750,000 FOOTFALL

FAMILY AUDIENCE – **43% AGED 25 – 44 YEARS**

STRONG SOUTH EAST AUDIENCE – **30% FROM LONDON**

1.5 MILLION DIGITAL AUDIENCE

BIG NAME BRANDS GINSTERS, BP, ROWSE HONEY, LEGO®, HARIBO, STRONGBOW

SPONSORSHIP PACKAGES 2026

Headline + A Display of Your Choice

£30,000

Headline sponsor of Airbourne to include:

- your name in airshow title and logo on programme front cover, flying times, website (all pages), posters, enewsletters and other literature
- programme full page advert + editorial**
- web banner advert**
- dedicated press release
- Radio Airbourne commercial**
- namecheck in More Radio commercial across Sussex (3 week run)
- big screen advert**
- 100sqm of exhibition space
- 6 x seafront banners**
- 6 x social media posts
- 10 x Aviator Club hospitality places
- listed as a display supporter for a team of your choice (subject to availability)*
- 3 x eNewsletter banner adverts**
- pre-agreed PA/commentary script throughout the day + one on-site interview with commentator prior to the start of flying

Platinum + Red Arrows Display*

£20,000

Official supporter of the RAF Red Arrows display at Airbourne to include:

- logo on Red Arrows double page spread in programme
- logo on flying times
- logo on flying page of website
- 'display supported by' in press releases/digital media
- commentator mentions before and after each display
- 5 x seafront banners**
- big screen advert**
- Radio Airbourne commercial**
- 60sqm of exhibition space
- 3 x social media posts
- full page programme advert**
- 5 x Aviator Club hospitality places
- 1 x eNewsletter banner advert**

Platinum + RAF Typhoon Display*

£15,000

Official supporter of the RAF Typhoon display at Airbourne to include:

- logo on Typhoon double page spread in programme
- logo on flying times
- logo on flying page of website
- 'display supported by' in press releases/digital media
- commentator mentions before and after each display
- 5 x seafront banners**
- big screen advert**
- Radio Airbourne commercial**
- 60sqm of exhibition space
- 3 x social media posts
- full page programme advert**
- 5 x Aviator Club hospitality places
- 1 x eNewsletter banner advert**

Gold + 3 or 4 Day Flying Display*

£10,000

Official supporter of a 3 or 4 day named flying display, such as Rich Goodwin Jet Pitts, at Airbourne to include:

- logo on display team's double page spread in programme
- logo on flying times
- logo on flying page of website
- 'display supported by' in press releases/digital media
- commentator mentions before and after each display
- 3 x seafront banners**
- big screen advert**
- 40sqm of exhibition space
- 2 x social media posts
- 1/2 page advert in programme**

Silver + 1 or 2 Day Flying Display*

£7,500

Official supporter of a 1 or 2 day named flying display at Airbourne to include:

- logo on display team's page in programme
- logo on flying times
- logo on flying page of website
- 'display supported by' in press releases/digital media
- commentator mentions before and after each display
- 2 x seafront banners**
- 20sqm exhibition space
- 1 x social media post
- 1/4 page advert in programme**

Bronze

£1,000

Bronze level sponsorship to include:

- 1 x seafront banner **
- Bronze 10sqm exhibition space OR 1/4 page advert in programme
- logo on website, enewsletter footer, inside programme and on-site supporters banner
- press release mentions

BOOK NOW:

Book your package online at EastbourneAirshow.com/commercial or contact Sharon.Knight@lewes-eastbourne.gov.uk

ALL sponsors receive:

Logo on website, logo inside programme, logo on enewsletters, logo on supporter's on-site banner and mentions in press releases, social media and by the commentator/PA/Radio Airbourne.

* Aircraft allocation available for sponsorship will be confirmed in the Spring. Appearance is subject to weather, serviceability and RAF operational requirements.

** Sponsor to provide all radio/big screen commercials and artwork for advertisements.

All prices exclude VAT.

ADVERTISING PACKAGES 2026

Souvenir Programme

From £525

Your advert** inside the official souvenir programme (15,000 print run):

- Quarter page (105mm high x 70mm wide) £525
- Half page (105mm high x 145mm wide) £785
- Full page (245mm high x 165mm wide + 3mm bleed) £1,050
- Inside Cover £1,575 (as above)
- Back Page £2,100 (as above)
- Double page advertorial (245mm high x 330mm wide + 3mm bleed) £2,100
- Book by 30 April (artwork deadline 14 May)

Flying Times Full Page Advert

£5,000

Your full page advert** on the reverse of the A5 daily Flying Times:

- Combined print run of 36,000
- Option to display different artwork each day
- 210mm high x 148mm wide + 3mm bleed
- Book by 30 June (artwork deadline 14 July)

Big Screen Advert

£525

Your advert on the big screen on the beach across all 4 days:

- Max 30 sec film (no audio) or 10 sec static advert **
- Average 6 plays per hour
- Supply as 16:9 Full HD 1920x1080 static PNG OR Full HD Video @ 1080P
- Book by 30 June (artwork deadline 14 July)

Radio Airbourne Commercial

£525

Your advert** broadcast to all visitors throughout the event via PA system and Radio Station:

- 30 second audio advert
- Production available @ £280 per advert OR supply your own broadcast-ready commercial (subject to clearance)
- Supply as Wave or MP3 file
- Book by 30 June (script OR audio file deadline 13 July)

Airshow Banner

£260

Your banner** positioned in a high footfall area on the event site:

- Supply artwork as 2100mm wide x 800mm high + 3mm bleed
- Price includes banner print
- Book by 30 June (artwork deadline 14 July)
- Option to keep banner post-event

Website Advert

£260

Your advert** displayed across the airshow website throughout 2026:

- Supply as png or animated gif 300px wide x 250px high
- Published on receipt of artwork until 31 December
- Book by 30 June (artwork deadline 14 July)

eNewsletter Banner Advert

£105 per newsletter

Your advert** included in an Airbourne Insider eNewsletter to 26,000+ subscribers:

- Supply as png or jpg 1200px wide x 200px high
- Book by 30 April (artwork deadline 14 May)

Social Media

£105 per post

Your social media post displayed on Airbourne's Facebook and Instagram accounts – subject to editorial guidelines:

- Supply proposed content with image 1080px wide x 1350px high or video 1080px wide x 1920px high (9:16 aspect ratio)
- Book by 30 June (content deadline 14 July)

BOOK NOW:

Book your package online at EastbourneAirshow.com/commercial or contact Sharon.Knight@lewes-eastbourne.gov.uk

** Advertiser to provide all radio/big screen commercials and artwork for advertisements.

All prices exclude VAT.