

EastbourneAirshow.com



18 - 21 August 2022

Experiential  
Campaigns &  
Sampling 2022



# first class event in a first class destination

The award-winning FREE Eastbourne International Airshow returns in August to Eastbourne's iconic seafront with four days of fantastic flying, packed ground displays and film screenings.

Awarded silver in the Tourism Event of the Year 2019 at the Beautiful South Awards, this popular show returns for its 28th year in 2022, featuring the very best in military and civilian flying displays, including some of the world's top aerobatic formation teams, as well as a military zone, interactive displays, rides and entertainment beaches.

Boasting a two-mile flying display line along Eastbourne's stunning seafront, Airbourne features excellent brand awareness opportunities with a big screen on the beach, live streaming, corporate hospitality, an on site Radio Station and regularly welcomes live TV outside broadcasts.

Attracting crowds of 700,000+ over four days from London and the south east, plus an extensive global online audience, Airbourne has worked with a wealth of brand partners and exhibitors including headline sponsor Ginsters, and experiential displays by Rowse Honey, Boundless and LEGO® Bright Bricks.

# Big Event, Big Personality



Eastbourne International Airshow is set to dazzle huge crowds with breath-taking aerial performances, top entertainment, inspiring ground displays and a spectacular firework finale.



# Look Who's Talking

A great family day out at a premier seaside destination, Eastbourne International Airshow attracts over 700,000+ visitors ABC1, C2 and D of all ages but particularly families and empty nester markets with a mix of residents and visitors across the South East, UK and overseas.





Get noticed

**Our award-winning airshow is the perfect way to get your brand noticed.**

**Exposure** - With one of the most prestigious events in the South East which has been running for 28 years

**Awareness** - Get your brand in front of our 700k+ audience who attend the event and an outreach to 22 million global audience

**Profile** - On [eastbournearshow.co.uk](http://eastbournearshow.co.uk) which has over 1 million hits annually

**Showcase** - Your brand to our 42,000+ social media followers

**Engagement** - Generate new leads and speak to potential new customers in person

**Enjoy** - Branding on our website, social media profiles, print promotion, press and outdoor media



Experiential Sampling spaces up to 80 x 50m available

The Airshow is a great event to provide superb exposure for your clients and their products for up to 700,000+ visitors

Previous sampling includes

**HARIBO** logic.

**Nintendo**®

**GINSTERS**®

★ **Heineken**®

since 1938  
**Rowse**  
Honey

**TRANSFORMERS**

Get in touch and let us know the space you require to facilitate your campaign and the type of activity for a quick quote -

[EastbourneEvents@Lewes-Eastbourne.gov.uk](mailto:EastbourneEvents@Lewes-Eastbourne.gov.uk) or call 01323 415605