



EASTBOURNE
INTERNATIONAL

AIRSHOW

18-21 August 2022

Opening Times
Thursday and Friday 12:30 - 17:00
Saturday and Sunday 11:30 - 17:30

Sponsorship &
Promotional
Media Pack 2022

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AIRSHOW

A formation of four red RAF Red Arrows jets flying against a blue sky with light clouds. The jets are in a staggered formation, with one in the foreground and three behind it. The word 'AIR FORCE' is visible on the side of the jets. The background features a blue and red geometric design at the bottom.

first class event
in a first class
destination

The award-winning Eastbourne International Airshow returns this summer to Eastbourne's iconic seafront.

Voted Tourism Event of the Year at the Beautiful South Awards and Highly Commended in the VisitEngland Awards in recent years, as well as voted Best FREE Airshow by Airscene for two years running, Airbourne celebrates 28 years of airshow excellence in 2022.

Attracting crowds of over 700,000+ over its 4 days, and boasting a 2 mile flying display line along Eastbourne's stunning seafront, our airshow features the very best in military and civilian aviation display teams, regularly including the RAF Red Arrows & Battle of Britain Memorial Flight.

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AIRSHOW



*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.

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AIRSHOW



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 almost 3 decades.

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

Profile. On eastbourneairshow.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

Sponsorship Packages	Headline	Gold	Silver	Bronze
Prices (all subject to VAT)	£30,000	£15,000	£10,000	£7,500
Title Logo Sponsors name incorporate into airshow Logo	✓			
Marketing Publicity Posters, newsletters to 70k database, websites, outdoor sites (6 seafront banners, logo on big screen) plus radio commercials	✓	Leaflet & 4 seafront banners only	Leaflet & 2 seafront banners only	1 seafront banner only
Exhibition Space Dedicated exhibition space in high footfall area	100 sqm + roaming	30 sqm	20 sqm	9 sqm
Social Media Specific Mentions on our Facebook page, Instagram and Twitter feed. Over 42,000 followers	✓ 10 specific mentions	✓ 4 specific mentions	✓ 2 specific mentions	✓ 1 specific mention
Official Website Presence on homepage of www.eastbourneairshow.co.uk with link to sponsor's website until January 2023. Approx 1 million hits	On all pages & banner ad	On sponsor page & one other	Logo on sponsor page	Logo on sponsor page
PR Activity Regular press releases announcing your support sent to local / regional / specialist media. Further mentions in subsequent releases / through other event PR Activities	✓ plus dedicated release	✓ inclusion within appropriate release	✓ Name check	✓ Name check
Official airshow Souvenir Programme (B5) Priority positions within official airshow programme.	✓ Full page, editorial & logo on cover	Full page	½ page	¼ page
Corporate Hospitality Allocation of complimentary tickets to the exclusive VIP lounge area over the airshow period including VIP parking space*	✓	✓		
Firework Finale Sponsorship of the end of show firework finale and pyrotechnic display	✓			
Headline Display Supporter Associate your company name (PA announcements) and logo (programme) with the headline display. <i>Flying displays subject to confirmation.</i>	✓			

*For one day. Corporate hospitality tickets can be used for competition prizes. Numbers vary according to package.