



EASTBOURNE  
INTERNATIONAL

**AIRSHOW**  
13-16 August 2020

Sponsorship &  
Promotional  
Media Pack 2020

EASTBOURNE  
INTERNATIONAL

# AIRSHOW

first class event  
in a first class  
destination

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

Tourism Event of the Year 2015/2016 and silver award winner at the 2020 Beautiful South Awards, Highly Commended in the 2016 VisitEngland Awards and voted Best FREE Airshow by Airscene for two years running, Airbourne celebrates 28 years of airshow excellence in 2020.

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

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*Big Event,  
Big Personality*



Eastbourne International Air Show 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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## 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 Air Show 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 26 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 Eastbourne Airshow.co.uk which has over 1 million hits annually

**Showcase.** Your brand to our 39,000 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
<b>Prices (all subject to VAT)</b>	<b>£25,000</b>	<b>£10,000</b>	<b>£5,000</b>	<b>£2,500</b>
<b>Title Logo</b> Sponsors name incorporate into Air Show Logo	✓			
<b>Marketing Publicity</b> Brand logo on all 30k promotional leaflets, 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
<b>Exhibition Space</b> Dedicated exhibition space in high footfall area	100 sqm + roaming	30 sqm	20 sqm	9 sqm
<b>Social Media</b> Specific Mentions on our Facebook page and Twitter feed. Over 39,000 followers	✓ 10 specific mentions	✓ 4 specific mentions	✓ 2 specific mentions	✓ 1 specific mention
<b>Official Website</b> Presence on homepage of www.eastbourneairshow.co.uk with link to sponsor's website until January 2020. Approx 1 million hits	On all pages & banner ad	On sponsor page & one other	Logo on sponsor page	Logo on sponsor page
<b>PR Activity</b> 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
<b>Official Air Show Souvenir Programme (B5)</b> Priority positions within official airshow programme, 20k print run	✓ Full page, editorial & logo on cover	Full page	½ page	¼ page
<b>Corporate Hospitality</b> Allocation of complimentary tickets to the exclusive VIP lounge area over the airshow period including VIP parking space*	✓ Includes 4 helicopter flights	✓ Includes 2 helicopter flights		
<b>Firework Finale</b> Sponsorship of the end of show firework finale and pyrotechnic display	✓			
<b>Headline Display Supporter</b> Associate your company name (PA announcements) and logo (programme) with the headline display. Flying displays subject to confirmation.	✓			

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