



EASTBOURNE
INTERNATIONAL

AIRSHOW
18-21 August 2022

Sponsorship &
Promotional
Media Pack 2022

EASTBOURNE
INTERNATIONAL

AIRSHOW



first class event
in a first class
destination

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

Tourism Event of the Year 2015/2016 and silver award winner at the 2019 Beautiful South Awards, Highly Commended in the 2016 VisitEngland Awards and voted Best FREE airshow by Aircene 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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*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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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 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
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, 15k print run	✓ 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*	✓ Includes 4 helicopter flights	✓ Includes 2 helicopter flights		
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.