



EASTBOURNE  
INTERNATIONAL

**AIRSHOW**  
17-20 August 2023

Sponsorship &  
Promotional  
Media Pack 2023

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INTERNATIONAL

# AIRSHOW



## 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 29 years of airshow excellence in 2023.

Attracting crowds of over 750,000+ 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 750,000+ 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 750k+ audience who attend the event and an outreach to 22 million global audience

**Profile.** On [eastbourneairshow.co.uk](http://eastbourneairshow.co.uk) which has 700,000+ page views and 240,000+ users annually

**Showcase.** Your brand to our 50,000 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	Platinum	Gold	Silver	Bronze
<b>Prices (all subject to VAT)</b>	<b>£30,000</b>	<b>£15,000</b>	<b>£10,000</b>	<b>£7,500</b>	<b>£1,000</b>
<b>Title Logo</b> Sponsors name incorporated into airshow Logo	✓				
<b>Marketing Publicity</b> Posters, newsletters to 21k - 80k, database, outdoor sites (6 seafront banners, logo or video on big screen) plus radio commercial*	✓	5 seafront banners, big screen advert and radio commercial*	3 seafront banners and big screen advert*	2 seafront banners only	1 seafront banner only
<b>Exhibition Space</b> Dedicated exhibition space in high footfall area	100 sqm + roaming	60 sqm	40 sqm	20 sqm	10 sqm
<b>Social Media</b> Specific mentions on our Facebook page, Instagram and Twitter feed. Over 50,000 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 2024. Approx 700,000+ page views / 240,000 users	On all pages incl home page & banner ad	On sponsor page & one other	Logo on sponsor page	Logo on sponsor page	Logo on sponsor page
<b>PR Activity</b> Your support included in regular press releases sent to local / regional / specialist media. Further mentions through other event PR Activities	✓ Plus dedicated release	✓ Inclusion within appropriate release	✓ Name check	✓ Name check	
<b>Official Airshow Souvenir Programme (B5)</b> Priority positions within official airshow programme*	✓ Priority full page*, editorial & logo on cover	Full page	½ page*	¼ page*	Logo included on sponsor page
<b>Corporate Hospitality</b> Allocation of complimentary tickets to the exclusive VIP lounge area over the airshow period including VIP parking space	10 spaces included	5 spaces included			
<b>Firework Finale</b> Sponsorship of the end of show firework finale and pyrotechnic display	✓				
<b>Display Supporter</b> Listed as display supporter and mentioned over the PA pre/during or after the display	Red Arrows or equivalent	BBMF or equivalent			

\* Radio commercial and graphic design production costs are excluded from package

## Book Online