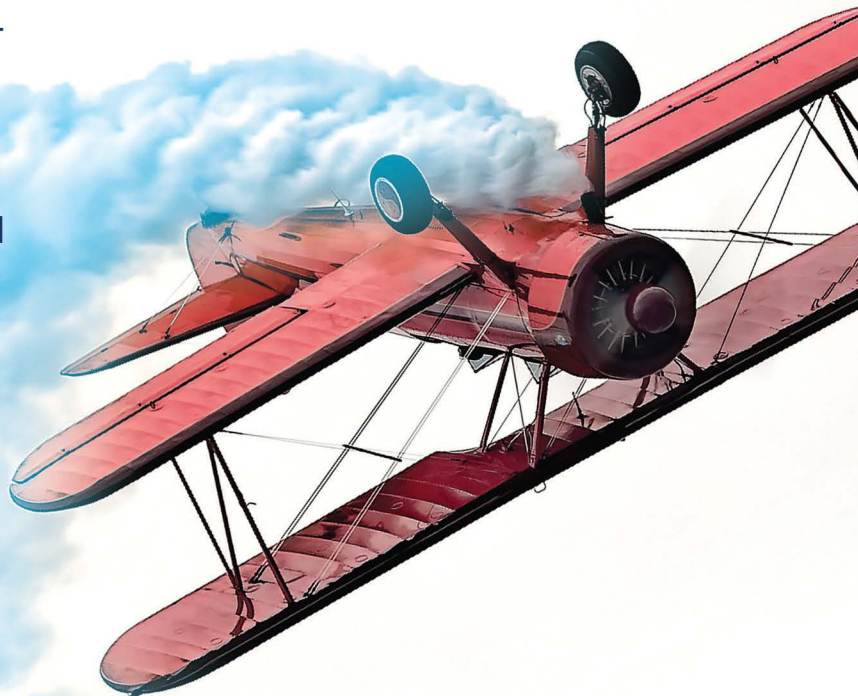




WINGS OVER CAMARILLO

AIR SHOW | CAR SHOW | STEM



AUGUST 21-22

2021

SPONSORSHIP OPPORTUNITIES

A 501(c)(3) Non-Profit Charitable Organization

www.wingsovercamarillo.com



About the Airshow

Continuing a 40-year tradition, the Wings Over Camarillo Airshow is a two-day weekend event in August. With the feeling of an old time barnstorming airshow crossed with a big party, the Airshow has something for everyone from kids to grandparents.

Hosting the event is the Camarillo Wings Association, which is a 501(c)(3), all-volunteer non-profit corporation, along with the support of the Commemorative Air Force (CAF) SoCal Wing, Experimental Aircraft Association (EAA) Chapter 723, and Ventura County Ninety-Nines (VC99s). The Camarillo Wings Association distributes the Airshow net profits to participating non-profit groups that promote youth in STEM and aviation, furthering the education of Ventura County youth through leadership and service.

Located in Southern California, the Wings Over Camarillo Airshow draws attendees from Ventura, Santa Barbara, San Luis Obispo, Los Angeles and Orange Counties. The gate attendance typically averages around 25,000 for the two days. We have expanded our reach to students by adding a Science, Technology, Engineering and Math (STEM) Pavilion to inspire youth with hand-on activities and exposure to new technologies and educational opportunities.



North American Airshow Demographics

Airshow crowds are huge, and brand loyalty rates ahead of the Olympics and Senior PGA and just slightly behind NBA, Major League Baseball and America's Cup. Research studies confirm airshow audiences to be among the most attractive demographic groups in the nation. Airshow typically draw crowds within a 100-mile radius.

College graduate or higher	41%
Some college	35%
Families attending with children	48%
Own their home	68%
Rent their own home	25%
Owens a mobile phone	80%
Regularly purchase online	57%
Has internet access at home	79%
Owens a major credit card	66%

*Results of the intercept study conducted at 11 North American Air Shows calculated by Performance Research Company.

SPONSORSHIPS OPPORTUNITIES

There is no better way to build brand awareness for your Company and at the same time cultivate community pride than by partnering with the Wings Over Camarillo Airshow.





Sponsorship opportunities are available at many levels to accommodate all budgets allowing companies of all sizes to participate in one of Ventura County's largest annual family events.

Partners are critical to our success. In its 40-year history, Wings Over Camarillo has donated back over \$431,340 to participating local non-profit groups who promote youth in aviation and STEM. This opportunity to give back to our community is only possible with the support of our partners who ensure the continuing success of the airshow.

The Wings Over Camarillo Airshow will customize a package tailored to meet your goals and generate a maximum return on your investment. Whether you're looking for a sponsorship package, vendor space, marketing opportunities, or even a place to hold your annual company picnic, the Wings Over Camarillo Airshow can deliver your message and provide brand awareness for your organization.

BENEFITS

1. Reach crowds of around 25,000 over the 2-day weekend
2. Increase local and regional awareness for your company
3. Provide key clients and employees an exciting VIP experience
4. Fun, education and entertainment for all ages, backgrounds and occupations

SPONSORSHIP	VENDOR	CORPORATE SKYBOX	FRIENDS OF AIRSHOW
<p>Visibility, Branding, Media Exposure, Connections, Hospitality</p>	<p>Maximum Exposure in High Traffic Areas</p>	<p>Private Skyboxes right on the flight line</p>	<p>Cultivate Community Pride and Brand Awareness</p>
			

SPONSORSHIPS



Presenting Sponsor (limit 1): Inquire

- Wings Over Camarillo Air Show branded with Company Name
- Name and Logo on Poster (Deadline 5/1)
- Name and Logo on Event Flyers and Camarillo Water Bill (~20K - Deadline 7/1)
- Named included in Radio Commercials (Deadline 7/1)
- Name and Logo on Program Front Page (Deadline 7/31)
- Name on Camarillo Airshow Facebook Page
- Company Logo on Airshow Website through March
- Company Logo and Link on Ticketing Page
- Public Service Announcements
- Vendor/Display Booth Premium Spot 30 x 20 (Insurance Required)
- 3 Entrance Gate Banners
- Logo and Name on Group Sponsor Banner
- 30 VIP Chalet Tickets (☐SAT or ☐SUN)
- 35 VIP Parking Passes (☐SAT or ☐SUN)
- 30 Official Air Show Pins
- 30 Official Air Show Posters
- 40 Airshow Admissions good for either day



VIP Chalet Sponsor (Limit 1): Suggested Donation \$15,000

- VIP Chalet branded with Company Name
- Name on Event Flyers and Camarillo Water Bill for VIP Skybox (~20K - deadline 6/1)
- Name on VIP Chalet.
- Mentions on Camarillo Airshow Facebook Page and Twitter
- Company Logo on Airshow VIP Chalet Page on Website through March
- Company Logo and Link on Ticketing Page
- Company Logo and Name on VIP Chalet Tickets
- Company Logo and Name on VIP Chalet Banner
- Public Service Announcements
- Vendor/Display Booth next to VIP Chalet Tent (Insurance Required)
- Logo on Group Sponsor Banner
- Logo on Program Sponsor Page
- 16 VIP Chalet Tickets (☐SAT or ☐SUN)
- 10 VIP Parking Passes (☐SAT or ☐SUN)
- 30 Air Show Admissions good for either day
- 14 Prime View Seating (☐SAT or ☐SUN)
- Official Airshow Posters and Collectible Pins



Veterans Hangar Sponsor (Limit 1): Suggested Donation \$10,000

- Veteran Hangar branded with Company Name
- Name on Event Flyers and Camarillo Water Bill for Veterans Hangar mention (~20K - deadline 6/1)
- Name on Veterans Hangar mentions on Camarillo Airshow Facebook Page and Twitter
- Company Logo on Airshow Veterans Hangar Page on Website through March
- Vendor/Display Booth Premium Spot 30 x 20 (Insurance Required)
- Logo on Group Sponsor Banner
- Social Media Posts upon contract signing
- Logo on Program Sponsor Page
- Public Service Announcements
- 4 VIP Chalet Tickets (☐SAT or ☐SUN)
- 8 VIP Parking Passes (☐SAT or ☐SUN)
- 20 Airshow Admissions good for either day
- 6 Prime View Seating (☐SAT or ☐SUN)
- Official Airshow Posters and Collectible Pins



Announcer Booth Sponsor (Limit 1): \$5,000

- Announcers Booth branded with Logo (Prime Location for Media opportunity)
- Vendor/Display Booth 20 x 20 (Insurance Required)
- Logo and Link on Airshow website through March
- Logo on Group Sponsor Banner
- Logo on Program Sponsor Page
- 1 Facebook/Twitter post upon contract signing
- Public Service Announcements
- 2 VIP Chalet Tickets (☐SAT or ☐SUN)
- 1 VIP Parking Passes (☐SAT or ☐SUN)
- 20 Airshow Admissions good for either day
- 6 Prime View Seating (☐SAT or ☐SUN)
- Official Airshow Posters and Collectible Pins

Shuttle Sponsor (Limit 3): \$3,000

- Your Company Banner on a parking lot shuttle or shuttle waiting area
- Public Service Announcements
- Vendor/Display Booth 10 x 20 (Insurance Required)
- Logo on Group Sponsor Banner
- Logo on Program Sponsor Page
- Logo and Link on Airshow website through March of following year
- 1 Facebook/Twitter post upon contract signing
- 2 VIP Parking Passes (☐SAT or ☐SUN)
- 10 Airshow Admissions good for either day
- 6 Prime View Seating (☐SAT or ☐SUN)
- Official Airshow Posters and Collectible Pins

SPONSORSHIPS



Car Show Sponsor: Suggested Donation \$2,500

- Lead Car In Parade with Banner
- Vendor/Display Booth 20 x 20 (Insurance Required)
- Banner at Car Show Display Area
- Logo on handouts to Car Owners
- Logo and Link on Airshow Website through March
- Logo on Group Sponsor Banner
- Logo on Program Sponsor Page
- 1 Facebook/Twitter post upon signing contract
- Public Service Announcements
- 2 VIP Parking Passes (☐SAT or ☐SUN)
- 10 Official Airshow Pins
- 10 Official Airshow Posters
- 6 Airshow General Admissions good for either day



T-Shirt Sponsor (limit 1): Suggested Donation \$5,000

Your company name and logo on an exclusive Wings Over Camarillo T-Shirt worn by 400 airshow volunteers in front of 25,000 airshow guests over the 2-day weekend. The T-shirt will also be cherished and worn for years to come. (Deadline 6/1)

- Logo on Group Sponsor Banner
- 2 VIP Chalet Tickets
- 2 VIP Parking Passes per day (☐SAT or ☐SUN)
- 20 Airshow General Admissions per day
- 6 Prime View Seating (☐SAT or ☐SUN)
- Vendors Display Booth 20x20 (Insurance Required)
- Logo on Airshow Website through March
- Logo on Group Sponsor Banner
- Social Media Posts Upon Contract Signing



STEM Pavilion Sponsorship Opportunities

The STEM Pavilion highlights what is new in aviation and aerospace and other Science, Technology, Engineering and Math fields. It is a place for families to see Drones and UAVs fly, see robotics in action, learn how airplanes fly, create all types of flying objects, participate in many hands-on, fun activities and learn about education opportunities and STEM programs in the area.

- Branding package
- Exhibitor Booth space in Pavilion
- Logo and Link on website through March of next year
- Logo on Group Sponsor Banner
- Logo on Program Sponsor Page
- 1 Facebook/Twitter post upon contract signing
- Public Service Announcements
- Hospitality package with VIP Chalet Tickets, VIP Parking, and General Admission tickets

FRIENDS OF THE AIR SHOW

Platinum Level: \$5,000

- 8 VIP Chalet Tickets (☐SAT or ☐SUN)
- 4 VIP Parking Passes (☐SAT or ☐SUN)
- Official Airshow Posters and Collectible Pins
- 8 Airshow Admissions good for either day
- Logo on Group Sponsor Banner
- Logo on Program Friends of Airshow Page
- Logo on Website through March
- Social Media Posts upon Contract Signing
- Optional Display/Vendor Booth 20 x 20 (Insurance Required)

Gold Level: \$3,500

- 4 VIP Chalet Tickets (☐SAT or ☐SUN)
- 2 VIP Parking Passes (☐SAT or ☐SUN)
- Official Airshow Posters and Collectible Pins
- 4 Airshow Admissions good for either day
- Logo on Group Sponsor Banner
- Logo on Program Friends of Airshow Page
- Logo on Website through March
- Social Media Posts upon Contract Signing
- Optional Display/Vendor Booth 10 x 20 (Insurance Required)

Silver Level: \$2,500

- 2 VIP Chalet Tickets (☐SAT or ☐SUN)
- 1 VIP Parking Passes (☐SAT or ☐SUN)
- Official Airshow Posters and Collectible Pins
- 2 Airshow Admissions good for either day
- Logo on Group Sponsor Banner
- Logo on Program Friends of Airshow Page
- Logo on Website through March
- Social Media Posts upon Contract Signing
- Optional Display/Vendor Booth 10 x 20 (Insurance Required)

Bronze Level: \$1,500

- 1 VIP Parking Pass per day, Sat or Sun
- 2 Airshow General Admission per day (☐SAT or ☐SUN)
- Prime View Seating (☐SAT or ☐SUN)
- Logo on Website through March
- Social Media Posts upon Contract Signing
- Optional Display/Vendor Booth 10 x 10 (Insurance Required)

AIR SHOW VENDORS



Applications are available at
www.wingsovercamarillo.com/Vendors

Air Show Vendor Information:

- 10'x20', 20'x20', or 30'x20' booths available
- Booth space can be combined
- Vendors must supply tables, awning, weights for awning, chairs, etc. or purchase as an add on
- Vendor must supply their own generator for electricity and be quiet enough to be behind assigned booth or purchase for an add on
- Food vendors must provide their own waste water disposal and sinks if needed or purchase for an add on
- Proof of insurance is required for all vendors

Applications will be accepted until July 10th or until we are full.

CORPORATE SKYBOX

Are you looking for a fun and unique venue to host your annual summer corporate picnic? A Corporate Skybox is the perfect solution. Entertain important guests, customers, employees, family and friends with a fun, VIP air show experience. The fun, festival style is also perfect for reunions



Additional Amenities Available (charges apply)

- Catering Services
- Cold Beverage and Ice Deliveries
- Bartending services

Corporate Skybox include:

- VIP Parking
- Private airshow viewing area right on the flight line
- Shaded chalet tent and patio seating
- Access to executive washroom facilities
- Meet and greet sessions with Performers and Dignitaries
- Recognition in the event program and over the airshow PR system
- Single Day or Weekend options available
- Festival style food booths nearby

MEDIA PRESENCE

Media	Type	Example of Outlets	
Social Media	WOC Highlights, Events postings, Animated posts and videos, Performer, Sponsor and Vendor Announcements, Promotions and Giveaways, Facebook Ads	Facebook, Twitter, Instagram, You Tube	Facebook Post engagements (1 month prior to event): 6,253 likes, 418 loves, 122 wows, 564 comments, 792 shares. 4,445 total event responses. Facebook ads: 175,249 impressions, reached 72,784 people, 1,539 event responses, 919 page likes, 14,082 post engagements
Television	Interviews, Feature Stories, Advertising website ads	Spectrum Cable, KEYT TV (ABC), NEYT, KKFX (Fox)	0:30 second ads on geo-targeted areas, 0:30 second bonus ads, Rams Game Package. Reach: 1,572,010 Households
Digital Calendars	Online Event Calendars	Ventura County Reporter, Acorn Calendar, InFlightUSA, Conjo365, Ventura County Today Daily News, KCLU Events, Mommy Poppins, Macaroni Kids, So-Cal Moms, Flyin.com, International Council of Air Shows, Southwest Council of Air Shows, Camarillo Chamber of Commerce, Ventura Chamber of Commerce, AOPA, Social Flight, Ventura County West, Westways Magazine, VisitCamarillo, Cumulus Media Calendar, Ventura County 99s, EAA #723, Commemorative Air Force, Ventura Breeze	Reach: 100 mile radius
Digital Advertising	Digital Banners, marques, website links, streaming video	VC Star, KETY Online, Acorn Online, Ventura Rocks, Macaroni Kid, VC Reporter	Circulation: 50 mile radius
Magazines	Print Advertising	Ventura County Reporter Summer Guide, Ventana, The Happenings, Camarillo City Scene, Pleasant Valley Parks and Recreations	Circulation: 50 mile radius
Newspaper	Feature Stories, Advertising	VC Star, Acorn	Circulation: 50 mile radius
Radio	Ticket Promotions, Interviews, Live and Recorded Advertising	KTVA-Tom & Sandy, Cumulus Media, Cumulus Media KHAY-FM, Cumulus Media KVEN-AM, Gold Coast KCAO-FM, Gold Coast KFV-FM, KATZ Online Radio, KVTA-Kim Pagano	Studio interviews, Ticket Giveaways, Live Commercials, Saturday Radio Remotes, 0:30 second radio ads, 0:10 second radio promotions, banner ads, weekly and monthly promos
Posters and Flyers	Printed Advertising	Posters and flyers posted throughout Ventura County	Flyers: 4,000, Posters: 400
Direct	Mail and email blast	City of Camarillo water bill inserts. Constant Contact email campaign to past attendees, Banners placed around the airport vicinity, Ventura County Reporter Eblast, Pleasant Valley Parks and Rec Eblast, Etix Eblast	Direct mail: 40,000, Eblast: 15,000

Prior Sponsorships Include:

AeroComputers, Inc.	CP Aviation	Orbic Helicopters	Systems Application and Technologies, Inc.
Air 7	D.A. Davidson	Paradise Chevrolet	Taft Electric
Butro & Alter Orthodontics	DCH Auto Group	Parker Aerospace	The Gene Haas Foundation
California Aeronautical University	Dr Scott's Aviation Medicine	Party Pleasers	Thrivent Financial
California Lutheran University	Flying Tigers	Plan B Cellars	Ventura County Credit Union
Camarillo Aircraft Service	Hampton Inn	Rabobank	Ventura County Department of Airports
Champion Golf Carts	Harris Water	Red Bull	Ventura County Star
Channel Islands Aviation	Harwil Corporation	Roadrunner Shuttle	Wells Fargo
City of Camarillo	Hillcrest Financial	Sensor Systems	Wendy's
Coast Cart	Kirby Subaru	Sky Dive Coastal	Western Cardinal
Comstock Homes	Land Rover Jaguar of Ventura	SoCalGas	World Fuel
Courtyard Marriot	Navy Federal Credit Union	Sun Air Jets	

PAST MEDIA





Mission Statement:

To promote aviation and its heritage, while inspiring youth with aviation related programs, education and leadership opportunities.

The following organizations have received donations from CWA

Commemorative Air Force SoCal Wing
Experimental Aircraft Association Chapter 723
Ventura County Ninety-Nines
Camarillo Police Explorer Post 2932
Civil Air Patrol – Camarillo Composite Squadron 61
Order of DeMolay, Cornejo Valley Chapter
California Association of Job's Daughters, Bethel 324
Pacific Aviation Museum
Rancho Campana High School ASB KIWIN's
Rio Mesa High School Band
Sulphur Mountain Repeater Association
Trident Patrol Squadron 65
Ventura Military Explorers
Royal High School JROTC
Ventura County Fire Department Widows Orphans and Assistance Funds

Contact our team!

You can now book your space via

EventHub.net

https://eventhub.net/events/2021-Wings-Over-Camarillo-Airshow--Carshow--STEM_2202

Phone: 805-419-3530

SPONSORS

sponsors@wingsovercamarillo.com
wingsovercamarillo.com/sponsors

VENDORS

vendors@wingsovercamarillo.com
wingsovercamarillo.com/vendors

VOLUNTEERS

volunteers@wingsovercamarillo.com



Camarillo Wings Association

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www.wingsovercamarillo.com

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