



*We'll Take Your
Marketing to New
Heights*



**SPONSORSHIP
OPPORTUNITIES**

WINGS OVER CAMARILLO

Ventura County's Most Exciting Summer Event



Photo: R. Shellabarger

Continuing a 40 plus tradition, the Wings Over Camarillo Airshow is a two-day weekend event in mid-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's 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. Gate attendance is over 20,000 for the two day event. We expanded our Science, Technology, Engineering and Math (STEM) Pavilion to inspire youth with hands-on activities and exposure to new technologies and educational opportunities.

AIR SHOW DEMOGRAPHICS



Photo: R. Shellabarger

Reach an Active, Affluent Group Of People From Our Area

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.

SPONSORSHIP 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 plus history, Wings Over Camarillo has donated back over \$700,000 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. Directly interact with crowds of around 25,000 over the 2-day weekend
2. Increase local and regional awareness for your company through Wings Over Camarillo social media and promotions
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 |
|---|---|--|---|
| Visibility, Branding, Media Exposure, Connections, Hospitality | Maximum Exposure in High Traffic Areas | Private Skyboxes right on the flight line | Cultivate Community Pride and Brand Awareness |
|  |  |  |  |

SPONSORSHIPS

Photo: D. Khorsandi



PRESENTING SPONSOR (Exclusive): Inquire

- Wings Over Camarillo Air Show branded with Company Name
- Name and Logo on Poster (Deadline 3/30)
- Name and Logo on Event Flyers and Official Program (Deadline 6/1)
- Named included in Advertising and Press Materials (Deadline 6/1)
- 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 Premium Booth Space 30 x 20 (Insurance Required)
- 2 Entrance Gate Banners
- Logo and Name on Group Sponsor Banner
- 30 VIP Chalet Tickets (☐ SAT or ☐ SUN)
- Official Air Show Posters and Collectible Pins
- 40 Airshow Admissions good for either day

VIP CHALET SPONSOR (Exclusive): Suggested Donation \$15,000

- Newly Expanded 20' x 140' VIP Chalet branded with Company Name
- Name on Event Flyers and Official Program
- 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 Space next to VIP Chalet Tent (Insurance Required)
- Logo on Group Sponsor Banner
- Logo on Program Sponsor Page
- 12 VIP Chalet Tickets (☐ SAT or ☐ SUN)
- 30 Air Show Admissions good for either day
- Official Airshow Posters and Collectible Pins

VETERAN'S HANGAR SPONSOR (Exclusive): Suggested Donation \$10,000

- Veteran Hangar branded with Company Name
- Name on Event Flyers and Official Program
- Mentions on Camarillo Airshow Facebook Page and Twitter
- Company Logo on Airshow Veterans Hangar Page on Website through March
- Vendor/Display Booth Premium Space 30 x 20 (Insurance Required)
- Logo on Group Sponsor Banner
- Logo on Program Sponsor Page
- Public Service Announcements
- 4 VIP Chalet Tickets (☐ SAT or ☐ SUN)
- 20 Airshow Admissions good for either day
- Official Airshow Posters and Collectible Pins

CAR SHOW SPONSOR (Exclusive): Suggested Donation \$5,000

- Lead Car In Parade with Banner
- Vendor/Display Booth Space 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- Social Media Posts Upon Signing Contract
- Public Service Announcements
- 2 VIP Chalet Tickets (☐ SAT or ☐ SUN)
- Official Air Show Posters and Collectible Pins
- 6 Airshow General Admissions good for either day



ANNOUNCER BOOTH SPONSOR (Exclusive): Suggested Donation \$5,000

- Announcers Booth branded with Logo (Prime Location for Media opportunity)
- Vendor/Display Booth Space 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)
- 10 Airshow Admissions good for either day
- Official Airshow Posters and Collectible Pins

SHUTTLE SPONSOR: Suggested Donation \$5,000

- Your Company Banner on a Parking Lot Shuttle or Shuttle Waiting Area
- Public Service Announcements
- Vendor/Display Booth Space 10 x 20 (Insurance Required)
- Logo on Group Sponsor Banner
- Logo on Program Sponsor Page
- Logo and Link on Airshow website through March
- 1 Facebook/Twitter post upon contract signing
- 2 VIP Chalet Tickets (☐ SAT or ☐ SUN)
- 10 Airshow Admissions good for either day
- Official Air Show Posters and Collectible Pins



Photo: F. Mormillo



Photo: F. Mormillo

STEM PAVILION SPONSORSHIP OPPORTUNITIES

The STEM Pavilion highlights what is new in aviation and aerospace and other Science, Technology, Engineering and Math fields.

It's 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.

Talk with us to see how your company can support and participate in this exciting event.

Sponsorship Opportunities include:

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

FRIENDS OF THE AIR SHOW

Platinum Level: \$5,000

- 6 VIP Chalet Tickets (☐ SAT or ☐ SUN)
- 8 Official Air Show Posters & Collectable 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 Space 20 x 20 (Insurance Required)
- 4 VIP Chalet Tickets (☐ SAT or ☐ SUN)
- 4 Official Air Show Posters and Collectable 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 Space 10 x 20 (Insurance Required)

Gold Level: \$3,500

Silver Level: \$2,500

- 2 VIP Chalet Tickets (☐ SAT or ☐ SUN)
- Official Air Show Poster and Collectable Pin
- 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 Space 10 x 20 (Insurance Required)

Bronze Level: \$1,500

- 4 Airshow General Admission good for either day
- Logo on Website through March
- Social Media Posts upon Contract Signing
- Optional Display/Vendor Booth 10 x 10 Space (Insurance Required)



AIR SHOW VENDORS



Applications are available at
www.wingsovercamarillo.com/Vendors

Air Show Vendor Information:

- 10'x20', 20'x20', or 30'x20' Booth Spaces available
- Booth Spaces 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 31st 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



Your Corporate Skybox includes:

- 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 Airshow Program and over the airshow PR system
- Festival style food booths nearby

Additional Amenities Available (charges apply)

- Catering Services, including Beer and Wine
- Cold Beverage and Ice Deliveries



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, YouTube Pre-roll | Facebook, Twitter, Instagram, You Tube. Social Media has become the “go-to” resource for local activities. Through regular postings on our social media accounts, we were able to generate record attendance figures in 2021. Our Facebook, Instagram and Twitter feeds are already promoting the 2022 event. Sponsors can easily participate in our social media success through promotions, games and other online activities. | Facebook impressions leading up to the 2021 airshow totaled more than 585,000 and reached more than 235,000 people. Our Instagram posts generated more than 58,000 post impressions and an engagement rate of 11%. Sponsors can share in this opportunity to reach active and affluent Ventura County residents. |
| Digital Calendars | Online Event Calendars | Ventura County Reporter, Acorn Calendar, InFlightUSA, Conejo365, 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 | |
| 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 | Local and Metro LA radio stations | Studio interviews, Ticket Giveaways, Live Commercials, 0:30 second radio ads, 0:10 second radio promotions, banner ads, weekly and monthly promos |
| Posters and Flyers | Printed Advertising | City of Camarillo water bill inserts. Constant Contact email campaign to past attendees, Banners placed around the airport vicinity, | Flyers: 4,000, Posters: 400 |
| Direct | Mail and email blast | Ventura County Reporter Eblast, Pleasant Valley Parks and Rec Eblast, | Direct mail: 40,000, Eblast: 15,000 |



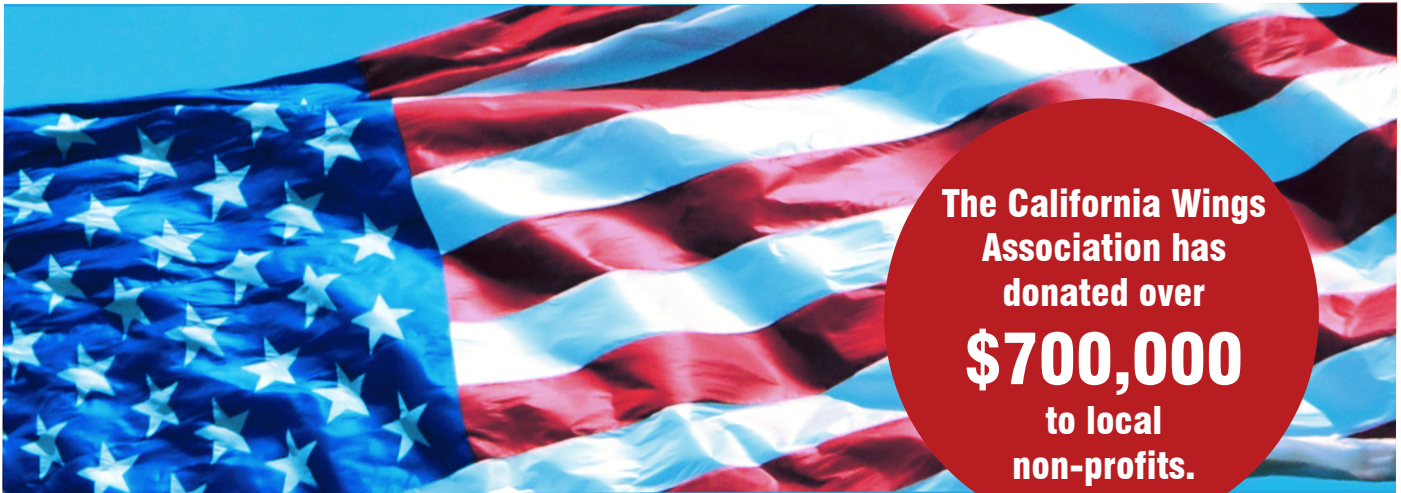
Photo: F. Mormillo

Prior Sponsors Include:

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

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
Rotary Club of California
Order of DeMolay, Conejo Valley Chapter
Buena High School
Camarillo Family YMCA
Camarillo Police Explorer Post 2902
Trident Patrol Squadron 65
Pleasant Valley TAC
Rancho Campana High School ASB
Royal High School
Civil Air Patrol – Camarillo, Santa Barbara, Simi Valley
Crossroads Church
Ventura County Animal Services
Boy Scouts of America

Contact our team!

SPONSORS

Email: sponsors@wingsovercamarillo.com
Website: wingsovercamarillo.com/sponsors

VENDORS

Email: vendors@wingsovercamarillo.com
Website: wingsovercamarillo.com/vendors

VOLUNTEERS

Email: volunteers@wingsovercamarillo.com
Website: wingsovercamarillo.com/volunteers

Phone 805-419-3530



Camarillo Wings Association

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