



2022 SPONSORSHIP PACKAGES

Thank you for your interest in sponsoring the 2022 Upper Cumberland Air Fair! Below you will see a simplified listing of the basic provisions for each sponsor level. We are eager to work with you to customize the final product to your company's specific needs. More information about the event can be found on our website at www.ucairfair.com. In addition to the lineup below, we can negotiate additional corporate amenities such as:

- Employee Ticket Discounts
- Hospitality Areas
- Aircraft Rides (as available)
- Marketing co-ops

The possibilities are endless, so please review the information below and contact us to get your company some outstanding benefits as one of our sponsors. Welcome to the Air Fair!

For more information, please contact:

Greg Gibson
(813) 507-1799
greg@tailwindonline.com



\$15,000 – Title Sponsor (1 Available)

- Event will be branded as the “Sponsor Name – Upper Cumberland Air Fair”
- Logo included with event logo
- Logo on Event Website header
- Linked logo on each page of website
- Press Release announcing sponsorship to local media
- Recognition as “Sponsor Name – Upper Cumberland Air Fair” in all event marketing
 - Social Media posts and shares to/from sponsor
 - Media interviews
 - Advertising
 - Printed materials
 - T-Shirts (must secure paid sponsorship by 8/1/22)
- Featured Logo on event entrance banner
- May provide up to 8 banners to place at agreed upon site locations around the event
- Logo on event flyers and posters
- 75 admission tickets (\$1400 value)
- Activation space (20 x 20 or as needed)



\$10,000 - Presenting Sponsor (1 available)

- Logo on Event Website header
- Linked logo on each page of website
- Press Release announcing sponsorship to local media
- Recognition as “brought to you by” or “presented by” in all event marketing
 - Social Media posts and shares to/from sponsor
 - Media interviews
 - Advertising
 - Printed materials
 - T-Shirts (must secure paid sponsorship by 8/1/22)
- Featured Logo on event entrance banner
- May provide up to 4 banners to place at agreed upon site locations around the event
- Logo on event flyers and posters
- 50 admission tickets (\$1000 value)
- Activation space (20 x 20 or as needed)

\$ 7,500 - ACE Sponsor (4 available)

Balloons, Airshow, 5k, or Drone Show

- Sponsor brand associated with all promotion of featured areas (see above)
- Linked Logo on Event Website
- Press Release announcing sponsorship to local media
- Recognition in event marketing that includes
 - Social Media posts and shares to/from sponsor
 - Advertising
 - Printed materials
- Premiere positioned Logo on event entrance banner
- Logo on event flyers and posters
- 40 admission tickets (\$800 value)
- Activation space (20 x 20 or as needed)



\$ 5,000 – Flight Lead Sponsor (4 available)

- Linked Logo on Event Website
- Recognition in event marketing
 - Social Media posts and shares to/from sponsor
 - Advertising
 - Printed materials
- Logo on event entrance banner
- Logo on event flyers and posters
- 30 admission tickets (\$600 value)
- Activation space (20 x 20 or as needed)

\$ 2,500 – Wingman Sponsor (5 available)

- Linked Logo on Event Website
- Recognition in event marketing that includes
 - Advertising
 - Printed materials
- Logo on event entrance banner
- Logo on event flyers and posters
- 20 admission tickets (\$400 value)
- Activation space (20 x 20 or as needed)

\$ 1,000 – Crewman Sponsor (Multiple available)

- Linked Logo on Event Website
- Recognition in event marketing that includes Advertising & Printed materials
- Logo on event entrance banner
- Logo on event flyers and posters
- 10 admission tickets (\$200 value)
- Activation space (20 x 20)