PARTNER WITH NAS KEY WEST

Southernmost Air Spectacular March 29 & 30, 2025



@southernmostairspectacular | keywestairshow.com

Celebrating our U.S. Navy in Air on Land & at Sea!



Who goes to air shows?

Each year, millions of people throughout North America will make their way to their local or regional air show. But what types of people comprise these large audiences? A recently completed survey of more than 1,047 air show spectators commissioned by the International Council of Air Shows documents that it is a well-educated, affluent group of men, women and children of all ages.

- Over 78 percent (78.1%) of air show spectators have at least some college education. More than 32 percent have at least one college degree
- Nearly two-thirds (82.3%) report a household income of \$50,000 or more and 56 percent report income of \$75,000 or more



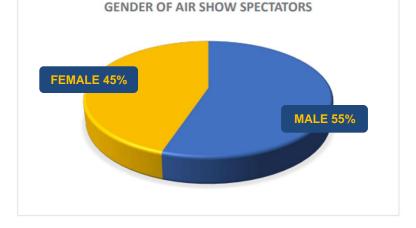
Air Show Attendance

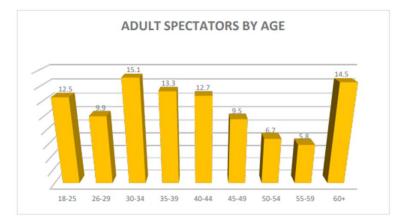
Provided by the International Council of Air Shows

One of the best-kept secrets is now out! From the earliest barnstormers of the 1920s and 1930s to today's highly professional aerobatic experts, air show pilots have demonstrated that the public's interest in aviation entertainment is not a fad. Year-in and yearout for more than 100 years, air shows have been among North America's largest spectator events.

In the last millennium, air shows were the second most popular spectator sport in North America and continue to hit record numbers. Over 26 million people attend more than 400 air shows annually. During the past decade, air shows drew nearly twice the attendance figures of NFL football. Air shows deliver significant and measurable results for everyone, from mature product marketers with broad customer bases, to new product marketers, to hose with specialized or niche customer bases.

Whatever your marketing objective – moving product, building recognition, enhancing or positioning brand image – air shows can help you accomplish your goals.





	Presenting \$50,000	Associate \$25,000	Supporting \$15,000	Patriot 10,000	Conch \$5,000	Bubba \$2,500	Cuzzy \$1,000	Media \$30,000	Hospitality \$30,000	Exhibitor \$500
Naming Rights	CASH									
Social Media	X	x								
PA Mentions	8	8	4	4	2	2		8	8	
Display Booth	10x30	10x20	10x10	10x10	10x10			10x20	10x20	10x10
Program Ad	Back Cover	Full Page	Full Page	½ Page	¼ Page			Full Page	Full Page	
Venue Signage	Gate / Speakers	Gate / Speakers	Gate Only	Gate Only				Gate / Speakers	Gate / Speakers	
Digital Signage	x	x	x					x	x	
Logo on Website	Large	Large	Medium	Medium	Small	Small	Name	Large	Large	
Logo on Poster	Large	Medium	Medium	Medium	Small	Small		Large	Large	
Sponsor Banners	3	3	2	2	1			3	3	
Chalet Tickets	80 Private	60 Private	40 Chalet	30 Chalet	20 Chalet	10 Chalet	4 Chalet	80 Private	80 Private	
Parking Passes	8	8	6	6	4	2	2	8	8	
Reception Tickets	6	4	2	2	2	2	2	6	6	
Social Tickets	6	4	2	2	2	2		6	6	
Sponsor Rides	3	2	1					3	3	

PRESENTING SPONSOR \$50,000 - CASH

2025 NAS Key West Southernmost Air Spectacular

ADVERTISING – PUBLICITY

NAMING RIGHTS – Identified in the name of the event: 2025 NAS Key
 West Southernmost Air Spectacular presented by *Company Name*.
 SOCIAL MEDIA – Inclusion in social media promotion of the 2025 NAS Key
 West Southernmost Air Spectacular on Instagram and Facebook platforms.
 ANNOUNCEMENTS – 8 sponsor mentions throughout the two-day event by the

air show announcer via the public address system.

PROGRAM AD – Back cover full page and full color advertisement in the Official Souvenir Program and recognized on the sponsorship page.

MAIN GATE/SPEAKER TOWER – Your company logo included at the main gate entrances and on the speaker towers located in direct spectator line of site.

COMPANY BANNERS – Placement of up to 3 company banners (4' x 8' max) throughout the airfield with placement by event staff.

DIGITAL SIGNAGE – Company logo included on digital promotion of the air show to include internal (onboard the installation) and external (off base).

WEBSITE – Company logo (large) with active hyperlink on the air show website. **POSTER** – Company logo (large) included on the printed 11" x 17" promotional poster distributed throughout Key West and the Florida Keys.

VIP HOSPITALITY OPPORTUNITIES

PRIVATE FLIGHTLINE CHALET – Corporate chalet with preferred seating for Saturday and Sunday. Viewing area includes a chalet tent, chairs, catered lunch from 11 AM – 2 PM and complimentary non-alcoholic beverages throughout the day. Full-service bar available for purchase. 40 passes for Saturday and 40 passes for Sunday.

PARKING PASSES – 8 VIP parking passes providing easy access to tarmac. **PRE-EVENT PARTIES** – 6 invitations to the Blue Angels Meet & Greet Reception on 28 March 2025 from 6 – 9 PM at the Beachside Resort and Residences and 6 invitations to the Flight Suit Social on 27 March 2025. **EXCLUSIVE RIDE EXPERIENCE** – 3 VIP rides in either an aerobatic aircraft or in one of the Precision Exotic cars on the runway.

MARKETING OPPORTUNITIES

EXHIBITOR BOOTH – Booth space of 10' x 30' for demonstration of product/merchandise, distribution of literature or sampling of products (*approval required for sampling*). Prominent display of corporate signage and banners on booth (optional). *Sponsor provides their own tent, tables & chairs.*EXPOSURE – The 2025 NAS Key West Southernmost Air Spectacular generates consistent audience involvement and offers Sponsors unique and cost-effective opportunities to promote their products and services. Interaction with up to 40,000 potential future customers.

MEDIA – Outstanding photo and video media opportunities. The 2025 NAS Key West Southernmost Air Spectacular always receives a great deal of media coverage including national and local network television, radio, newspaper and local magazine.

APPRECIATION GIFT



ASSOCIATE SPONSOR

\$25,000

2025 NAS Key West Southernmost Air Spectacular

ADVERTISING – PUBLICITY

SOCIAL MEDIA – Inclusion in social media promotion of the 2025 NAS Key West Southernmost Air Spectacular on Instagram and Facebook platforms. **ANNOUNCEMENTS** – 8 sponsor mentions throughout the two-day event by the air show announcer via the public address system.

PROGRAM – Full page and full color advertisement in the Official Souvenir Program and recognized on the sponsorship.

MAIN GATE/SPEAKER TOWER – Your company logo included at the main gate entrances and on the speaker towers located in direct spectator line of site. COMPANY BANNERS – Placement of up to 3 company banners (4' x 8' max) throughout the airfield with placement by event staff.

DIGITAL SIGNAGE – Company logo included on digital promotion of the air show to include internal (onboard the installation) and external (off base).
 WEBSITE – Company logo (large) with active hyperlink on the air show website.
 POSTER – Company logo (medium) included on the printed 11" x 17" promotional poster distributed throughout Key West and the Florida Keys.

VIP HOSPITALITY OPPORTUNITIES

PRIVATE FLIGHTLINE CHALET – Corporate chalet with preferred seating for Saturday and Sunday. Viewing area includes a chalet tent, chairs, catered lunch from 11 AM – 2 PM and complimentary non-alcoholic beverages throughout the day. Cash bar is available. 30 passes for Saturday and 30 passes for Sunday.
PARKING PASSES – 8 VIP parking passes providing easy access to tarmac.
PRE-EVENT PARTIES – 4 invitations to the Blue Angels Meet & Greet Reception on 28 March 2025 from 6 – 9 PM at the Beachside Resort and Residences and 4 invitations to the Flight Suit Social on 27 March 2025.
EXCLUSIVE RIDE EXPERIENCE – 2 VIP rides in either an aerobatic aircraft or in one of the Precision Exotic cars on the runway.

MARKETING OPPORTUNITIES

EXHIBITOR BOOTH – Booth space of 10' x 20' for demonstration of product/merchandise, distribution of literature or sampling of products (*approval required for sampling*). Prominent display of corporate signage and banners on booth (optional). *Sponsor provides their own tent, tables & chairs*.
EXPOSURE – The 2025 NAS Key West Southernmost Air Spectacular generates consistent audience involvement and offers Sponsors unique and cost-effective opportunities to promote their products and services. Interaction with up to 40,000 potential future customers.

MEDIA – Outstanding photo and video media opportunities. The 2025 NAS Key West Southernmost Air Spectacular always receives a great deal of media coverage including national and local network television, radio, newspaper and local magazine.

APPRECIATION GIFT



SUPPORTING SPONSOR

\$15,000

2025 NAS Key West Southernmost Air Spectacular

ADVERTISING – PUBLICITY

ANNOUNCEMENTS – 4 sponsor mentions throughout the two-day event by the air show announcer via the public address system.

PROGRAM – Full page and full color advertisement in the Official Souvenir Program and recognized on the sponsorship.

MAIN GATE SIGNAGE – Your company logo included at the main gate entrances located in direct spectator line of site.

COMPANY BANNERS – Placement of up to 2 company banners (4' x 8' max) throughout the airfield with placement by event staff.

DIGITAL SIGNAGE – Company logo included on digital promotion of the air show to include internal (onboard the installation) and external (off base).

WEBSITE – Company logo (medium) with active hyperlink on the air show website.

POSTER – Company logo (medium) included on the printed 11" x 17" promotional poster distributed throughout Key West and the Florida Keys.

VIP HOSPITALITY OPPORTUNITIES

FLIGHTLINE CHALET – MWR Chalet preferred seating for Saturday and Sunday. Seating area includes tent, chairs and catered lunch from 11 AM – 2 PM and complimentary non-alcoholic beverages throughout the day. 20 passes for Saturday and 20 passes for Sunday.

PARKING PASSES – 6 VIP parking passes providing easy access to tarmac.
 PRE-EVENT PARTIES – 2 invitations to the Blue Angels Meet & Greet
 Reception on 28 March 2025 from 6 – 9 PM at the Beachside Resort and
 Residences and 2 invitations to the Flight Suit Social on 27 March 2025.
 EXCLUSIVE RIDE EXPERIENCE – 1 VIP rides in either an aerobatic aircraft or in one of the Precision Exotic cars on the runway.

MARKETING OPPORTUNITIES

EXHIBITOR BOOTH – Booth space of 10' x 10' for demonstration of product/merchandise, distribution of literature or sampling of products (approval required for sampling). Prominent display of corporate signage and banners on booth (optional). Sponsor provides their own tent, tables & chairs.
EXPOSURE – The 2025 NAS Key West Southernmost Air Spectacular generates consistent audience involvement and offers Sponsors unique and cost-effective opportunities to promote their products and services. Interaction with up to 40,000 potential future customers.

MEDIA – Outstanding photo and video media opportunities. The 2025 NAS Key West Southernmost Air Spectacular always receives a great deal of media coverage including national and local network television, radio, newspaper and local magazine.

APPRECIATION GIFT



PATRIOT SPONSOR

\$10,000

2025 NAS Key West Southernmost Air Spectacular

ADVERTISING – PUBLICITY

 $\label{eq:announce} \textbf{ANNOUNCEMENTS} - 4 \text{ sponsor mentions throughout the two-day event by the} \\ air show announcer via the public address system. \\$

PROGRAM – ½ page and full color advertisement in the Official Souvenir Program and recognized on the sponsorship.

MAIN GATE SIGNAGE – Your company logo included at the main gate entrances located in direct spectator line of site.

COMPANY BANNERS – Placement of up to 2 company banners (4' x 8' max) throughout the airfield with placement by event staff.

WEBSITE – Company logo (medium) with active link on the air show website. **POSTER** – Company logo (medium) included on the printed 11" x 17" promotional poster distributed throughout Key West and the Florida Keys.

VIP HOSPITALITY OPPORTUNITIES

FLIGHTLINE CHALET – MWR Chalet preferred seating for Saturday and Sunday. Seating area includes tent, chairs and catered lunch from 11 AM – 2 PM and complimentary non-alcoholic beverages throughout the day. 15 passes for Saturday and 15 passes for Sunday.

PARKING PASSES – 6 VIP parking passes providing easy access to tarmac. **PRE-EVENT PARTIES** – 2 invitations to the Blue Angels Meet & Greet Reception on 28 March 2025 from 6 – 9 PM at the Beachside Resort and Residences and 2 invitations to the Flight Suit Social on 27 March 2025.

MARKETING OPPORTUNITIES

EXHIBITOR BOOTH – Booth space of 10' x 10' for demonstration of product/merchandise, distribution of literature or sampling of products (*approval required for sampling*). Prominent display of corporate signage and banners on booth (optional). *Sponsor provides their own tent, tables & chairs*.
EXPOSURE – The 2025 NAS Key West Southernmost Air Spectacular generates consistent audience involvement and offers Sponsors unique and cost-effective opportunities to promote their products and services. Interaction with up to 40,000 potential future customers.

MEDIA – Outstanding photo and video media opportunities. The 2025 NAS Key West Southernmost Air Spectacular always receives a great deal of media coverage including national and local network television, radio, newspaper and local magazine.

APPRECIATION GIFT



CONCH SPONSOR

\$5,000

2025 NAS Key West Southernmost Air Spectacular

ADVERTISING – PUBLICITY

ANNOUNCEMENTS – 2 sponsor mentions throughout the two-day event by the air show announcer via the public address system.
PROGRAM – ¼ page and full color advertisement in the Official Souvenir Program and recognized on the sponsorship.
COMPANY BANNERS – Placement of up to 1 company banner (4' x 8' max) throughout the airfield with placement by event staff.
WEBSITE – Company logo (small) with active link on the air show website.
POSTER – Company logo (small) included on the printed 11" x 17" promotional poster distributed throughout Key West and the Florida Keys.

VIP HOSPITALITY OPPORTUNITIES

FLIGHTLINE CHALET – MWR Chalet preferred seating for Saturday and Sunday. Seating area includes tent, chairs and catered lunch from 11 AM – 2 PM and complimentary non-alcoholic beverages throughout the day. 10 passes for Saturday and 10 passes for Sunday.

PARKING PASSES – 4 VIP parking passes providing easy access to tarmac. **PRE-EVENT PARTIES** – 2 invitations to the Blue Angels Meet & Greet Reception on 28 March 2025 from 6 – 9 PM at the Beachside Resort and Residences and 2 invitations to the Flight Suit Social on 27 March 2025.

MARKETING OPPORTUNITIES

EXHIBITOR BOOTH – Booth space of 10' x 10' for demonstration of product/merchandise, distribution of literature or sampling of products (*approval required for sampling*). Prominent display of corporate signage and banners on booth (optional). *Sponsor provides their own tent, tables & chairs*.
EXPOSURE – The 2025 NAS Key West Southernmost Air Spectacular generates consistent audience involvement and offers Sponsors unique and cost-effective opportunities to promote their products and services. Interaction with up to 40,000 potential future customers.

MEDIA – Outstanding photo and video media opportunities. The 2025 NAS Key West Southernmost Air Spectacular always receives a great deal of media coverage including national and local network television, radio, newspaper and local magazine.

APPRECIATION GIFT



BUBBA SPONSOR

\$2,500

2025 NAS Key West Southernmost Air Spectacular

ADVERTISING – PUBLICITY

ANNOUNCEMENTS – 2 sponsor mentions throughout the two-day event by the air show announcer via the public address system.

WEBSITE – Company logo (small) with active link on the air show website. **POSTER** – Company logo (small) included on the printed 11" x 17" promotional poster distributed throughout Key West and the Florida Keys.

VIP HOSPITALITY OPPORTUNITIES

FLIGHTLINE CHALET – MWR Chalet preferred seating for Saturday and Sunday. Seating area includes tent, chairs and catered lunch from 11 AM – 2 PM and complimentary non-alcoholic beverages throughout the day. 5 passes for Saturday and 5 passes for Sunday.

PARKING PASSES – 2 VIP parking passes providing easy access to tarmac. **PRE-EVENT PARTIES** – 2 invitations to the Blue Angels Meet & Greet Reception on 28 March 2025 from 6 – 9 PM at the Beachside Resort and Residences and 2 invitations to the Flight Suit Social on 27 March 2025.

MARKETING OPPORTUNITIES

EXPOSURE – The 2025 NAS Key West Southernmost Air Spectacular generates consistent audience involvement and offers Sponsors unique and cost-effective opportunities to promote their products and services. Interaction with up to 40,000 potential future customers.

MEDIA – Outstanding photo and video media opportunities. The 2025 NAS Key West Southernmost Air Spectacular always receives a great deal of media coverage including national and local network television, radio, newspaper and local magazine.

APPRECIATION GIFT



CUZZY SPONSOR

\$1,000

2025 NAS Key West Southernmost Air Spectacular

ADVERTISING – PUBLICITY

WEBSITE - Company name on the air show website.

VIP HOSPITALITY OPPORTUNITIES

FLIGHTLINE CHALET – MWR Chalet preferred seating for Saturday and Sunday. Seating area includes tent, chairs and catered lunch from 11 AM – 2 PM and complimentary non-alcoholic beverages throughout the day. 2 passes for Saturday and 2 passes for Sunday.

PARKING PASSES – 2 VIP parking passes providing easy access to tarmac.

PRE-EVENT PARTIES -2 invitations to the Blue Angels Meet & Greet Reception on 28 March 2025 from 6 - 9 PM at the Beachside Resort and Residences.

MARKETING OPPORTUNITIES

EXPOSURE – The 2025 NAS Key West Southernmost Air Spectacular generates consistent audience involvement and offers Sponsors unique and cost-effective opportunities to promote their products and services. Interaction with up to 40,000 potential future customers.

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APPRECIATION GIFT

Custom plaque and commemorative coin.



MEDIA SPONSOR

\$30,000

2025 NAS Key West Southernmost Air Spectacular

ADVERTISING – PUBLICITY

ANNOUNCEMENTS – 8 sponsor mentions throughout the two-day event by the air show announcer via the public address system.

PROGRAM – Full page and full color advertisement in the Official Souvenir Program and recognized on the sponsorship.

MAIN GATE/SPEAKER TOWER – Your company logo included at the main gate entrances and on the speaker towers located in direct spectator line of site.

COMPANY BANNERS – Placement of up to 3 company banners (4' x 8' max) throughout the airfield with placement by event staff.

DIGITAL SIGNAGE – Company logo included on digital promotion of the air show to include internal (onboard the installation) and external (off base). **WEBSITE** – Company logo (large) with active hyperlink on the air show website.

POSTER – Company logo (large) included on the printed 11" x 17" promotional poster distributed throughout Key West and the Florida Keys.

VIP HOSPITALITY OPPORTUNITIES

PRIVATE FLIGHTLINE CHALET – Corporate chalet with preferred seating for Saturday and Sunday. Viewing area includes a chalet tent, chairs, catered lunch from 11 AM – 2 PM and complimentary non-alcoholic beverages throughout the day. Full-service bar available for purchase. 40 passes for Saturday and 40 passes for Sunday.

PARKING PASSES – 8 VIP parking passes providing easy access to tarmac. **PRE-EVENT PARTIES** – 6 invitations to the Blue Angels Meet & Greet Reception on 28 March 2025 from 6 – 9 PM at the Beachside Resort and Residences and 6 invitations to the Flight Suit Social on 27 March 2025. **EXCLUSIVE RIDE EXPERIENCE** – 3 VIP rides in either an aerobatic aircraft or in one of the Precision Exotic cars on the runway.

MARKETING OPPORTUNITIES

EXHIBITOR BOOTH – Booth space of 10' x 20' for demonstration of product/merchandise, distribution of literature or sampling of products (*approval required for sampling*). Prominent display of corporate signage and banners on booth (optional). Sponsor provides their own tent, tables & chairs.
EXPOSURE – The 2025 NAS Key West Southernmost Air Spectacular generates consistent audience involvement and offers Sponsors unique and cost-effective opportunities to promote their products and services. Interaction with up to 40,000 potential future customers.

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APPRECIATION GIFT



HOSPITALITY SPONSOR

\$30,000

2025 NAS Key West Southernmost Air Spectacular

ADVERTISING – PUBLICITY

ANNOUNCEMENTS – 8 sponsor mentions throughout the two-day event by the air show announcer via the public address system.

PROGRAM – Full page and full color advertisement in the Official Souvenir Program and recognized on the sponsorship.

MAIN GATE/SPEAKER TOWER – Your company logo included at the main gate entrances and on the speaker towers located in direct spectator line of site.

COMPANY BANNERS – Placement of up to 3 company banners (4' x 8' max) throughout the airfield with placement by event staff.

DIGITAL SIGNAGE – Company logo included on digital promotion of the air show to include internal (onboard the installation) and external (off base). **WEBSITE** – Company logo (large) with active hyperlink on the air show website.

POSTER – Company logo (large) included on the printed 11" x 17" promotional poster distributed throughout Key West and the Florida Keys.

VIP HOSPITALITY OPPORTUNITIES

PRIVATE FLIGHTLINE CHALET – Corporate chalet with preferred seating for Saturday and Sunday. Viewing area includes a chalet tent, chairs, catered lunch from 11 AM – 2 PM and complimentary non-alcoholic beverages throughout the day. Full-service bar available for purchase. 40 passes for Saturday and 40 passes for Sunday.

PARKING PASSES – 8 VIP parking passes providing easy access to tarmac. **PRE-EVENT PARTIES** – 6 invitations to the Blue Angels Meet & Greet Reception on 28 March 2025 from 6 – 9 PM at the Beachside Resort and Residences and 6 invitations to the Flight Suit Social on 27 March 2025. **EXCLUSIVE RIDE EXPERIENCE** – 3 VIP rides in either an aerobatic aircraft or in one of the Precision Exotic cars on the runway.

MARKETING OPPORTUNITIES

EXHIBITOR BOOTH – Booth space of 10' x 20' for demonstration of product/merchandise, distribution of literature or sampling of products (*approval required for sampling*). Prominent display of corporate signage and banners on booth (optional). *Sponsor provides their own tent, tables & chairs*.
EXPOSURE – The 2025 NAS Key West Southernmost Air Spectacular generates consistent audience involvement and offers Sponsors unique and cost-effective opportunities to promote their products and services. Interaction with up to 40,000 potential future customers.

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APPRECIATION GIFT



IN-KIND SPONSOR

2025 NAS Key West Southernmost Air Spectacular

CUSTOM SPONSOR

2025 NAS Key West Southernmost Air Spectacular

Opportunities to support the 2025 NAS Key West Southernmost Air Spectacular with in-kind or product donations are also available. Product support is important because it improves the event quality for participants.

In-kind services, including advertising and promotional support, are also accepted and can help offset expenses and increase publicity.

The benefits your company receives in exchange will depend upon your level of involvement. Please contact us for further information.

Possible in-kind opportunities:

- Portable Toilets & Electric Cars
- Staff & Volunteer Uniforms
- Radio, TV & Print Publication Media Support

The sponsorship packages outlined in this material were designed to provide maximum exposure for the Sponsor's products and/or services and to allow interaction with 2025 NAS Key West Southernmost Air Spectacular attendees.

However, we realize that "no one size fits all" and we would be pleased to work with you to support your commitment to our military families' Quality of Life Programs.

Whether your company goals focus on marketing, community visibility, customer entertainment or employee morale, we can help you reach them.

Please feel free to request a customized sponsorship package created exclusively for your business.

Sponsorship of the 2025 NAS Key West Southernmost Air Spectacular does not imply Federal endorsement of product or service. Sponsorship dollars benefit our military & their families Quality of Life Programs.

Emma Harlow, Marketing Director 305-293-2503 | mwrnaskw@us.navy.mil @southernmostairspectacular