







MARKETING & EVENT NUMBERS +

\$6.7 M Gross Revenue Generated \$300 K Raised for Project Skylab 22,000 ACE expansion

\$249 M Economic Impact I-4 corridor (2018 study)

Attendance 200,000+

- Int'l Attendees 419
- Countries represented 38
- Volunteers 2.923
- Volunteer hours 68,272
- Volunteer sandwiches 15.488
- Media Registrations 258
- Bloodmobile donors 162
- Bottled water sold 31,104
- Campsites 1,800
- VIP Upgraded ticket SOLD OUT
- Preferred Seating SOLD OUT
- Exhibits 383
- Exhibit spaces sold 539
- Exhibitors 2,265
- 1st time Exhibitors 77
- Paradise City Forums 352
- SnF Forums 315
- Hands-on Workshops 1,524
- Aircraft Campers 466
- Aircraft operations 7,144
- Aircraft parking 3,590
- Homebuilts 365
- Warbirds 459
- Vintage 925
- LSA 750
- GA 1.068
- Rotorcraft 23
- Fly-by Showcases 46
- Showplanes Judged 102
- Parking added 2,000 parking spots

LOCAL TV COVERAGE

425 Television spots on local news stations (April only)

9 hrs. Local media coverage news stories (30 seconds - 2 minutes each)

\$2.6 M Advertising Value of local media coverage

\$9.74 M Viewership of local media coverage

LIVE AIRSHOW TV

2.4 M Viewers of Live Airshow TV Broadcast

100+ Countries where LASTV

Rroadcast was viewed

SOCIAL MEDIA

23.3 M Impressions / 551% increase

1.2 M Engagements / 751 % increase

11,618 (628%) Increased Followers

- 112,458 Followers
 - 87% Men 12% Women 1% Nonbinary/unspecified

27,300 Followers

79% Men - 17% Women - 4% Nonbinary/unspecified

\$103 K

LOCAL / REGIONAL ADVERTISING

22,800 Followers

81% Men - 19% Women

\$267 K - AOPA \$85 K - EAA \$29 K

- Aviators Hotline \$13 K
- Tampa International Airport \$50 K
- Flying Magazine \$70 K GA News \$20 K

NATIONAL ADVERTISING

SUN'N FUN RADIO

63 K Hits on the audio stream

GOOGLE AD WORDS

59 K Clicks 3.6 M Impressions



SPONSORSHIP OPPORTUNITIES

For over four decades, SUN 'n FUN has grown to become one of the world's premiere events, boasting an incredible array of aviation displays, airshows, exhibitors, vendors, forums and workshops. Our international aerospace-themed tradeshow, combined with legendary family entertainment, makes for one of the best values to be found anywhere in the world for promoting your brand and product.

Sponsorship at SUN 'n FUN provides the ideal opportunity to **expose your brand, product, or service to over 200,000 aviation enthusiasts** in attendance during our week-long event. Known internationally as aviation's "Season Opener", SUN 'n FUN gives you the FIRST CHANCE of the year to roll out product, launch a campaign, or enhance your company's marketing mission in the warm, inviting springtime weather of Central Florida. Most importantly, your sponsorship dollars help SUN 'n FUN support the Aerospace Center for Excellence (ACE), the nation's leading STEM and aerospace education complex. ACE is located on the SUN 'n FUN Expo Campus, and it is the action arm of our mission to ENGAGE, EDUCATE AND ACCELERATE THE NEXT GENERATION OF AEROSPACE PROFESSIONALS.



ONE SIZE DOES NOT FIT ALL – CUSTOMIZE!

We recognize that the most effective way to market and present your product is to make a unique and memorable impression on potential clients. SUN 'n FUN staff will work with your individual needs to create a custom presence that supports and enhances YOUR brand and YOUR marketing mission. Through creative application and careful research, we will become your on-site marketing staff to ensure that your investment creates real and measurable results.

Each sponsorship level comes with added-value amenities, such as VIP accommodations, social media promotion, exclusive access, event passes, and more. Start with one of the options listed, and our team will work with you to create that perfect representation that will help make your company soar at SUN 'n FUN!



Sponsor Benefits



	\$100k	\$75k	\$50k	\$25k	\$15k	\$10k	\$5k
HOSPITALITY							
ACE Ambassador Flight Deck							
Hangar Village Skybox							
Speaking Opportunities							
Airshow Control Suite							
Corporate Chalet							
DELIVERABLES							
Daily Admission	•	•	•		•	•	
Parking Passes	•	•	•		•	•	
Access to VIP Golf Cart Pool	•					•	
Sponsor Lunch Tickets	•	•	•		•	•	
Golf Carts	•		•				
BRAND AWARENESS							
All-Sponsor Signage in 6 locations							
All-Sponsor Press Release							
All-Sponsor Page in In-Flight Guide							
SnF Logo/Branding Rights							
Logo On Website							•
Banner Space							
Recognition on Expo Map							
Public Address Announcements							
SUN 'n FUN Radio							
Social Media Posts							
Press Release							
Cross Promotional Opportunities							
Advertising Discount	•						
LiveAirshow TV Interviews							
LiveAirshow TV Commercials	•						
Product Exclusivity							

Platinum Level: \$50k and up

Campground Naming Rights

Camping at SUN 'n FUN gives our guests the opportunity for a whole new experience during the week of the SUN 'n FUN Aerospace Expo. After spending your days enjoying all things aviation, spend the evening enjoying entertainment, corn on the cob at the Corn Roast, nightly camaraderie at the Fire Hub or by your camper getting to know new friends with your same interests! Enjoy the nightly movie at "ACES' Fly-In Flix" on a huge screen under the grand old oaks near Camp Duffy. Sponsorship of this area boasts the opportunity to place your company on one of SUN 'n FUN's signature amenities and exposure to **over 1,200 campsites**.



Daily Airshow

Experience the ultimate high-flying acts as performers showcase their talent and capabilities. From breathtaking, high energy gyroscopic displays to Warbirds and formation aerobatics, it's all here at SUN 'n FUN's daily signature entertainment feature. As the sponsor, your logo will be displayed on our website, Jumbotrons, and all other media promoting the shows, as well a heavily mentioned and recognized throughout the performance.

Facility Naming Area Rights

SUN 'n FUN is an iconic event, with iconic facilities and landmarks literally everywhere. Many are even part of our "navigational culture", like the Warbird Ramp, Thunder Alley, Sunset Grill and more. Phillips 66 Plaza is just one example of how your brand can be associated with one of our heavily populated locations. Every time someone says the name, they are promoting your brand! The locations are branded on all of our maps and descriptions, so your coverage is guaranteed to have maximum impact across all of our printed, digital, and mobile application products.



Night airshow & fireworks display

On Wednesday and Saturday nights, experience our spectacular night airshow. Enjoy watching the world's top air show performers blaze through the sky with their breathtaking, aerobatic maneuvers adding brilliant shimmer, flashes of fire, smoke and bright light for your viewing pleasure. Our Pyrotechnics will impress our crowds, followed by a booming fireworks display illuminating the night, inspiring young and old alike.





MyBox Hangar Village

Looking for a private, VIP "home base" for the SUN 'n FUN event? MYBOX is your personal, modular, affordable, private event space! These unique modules are arranged in a social environment giving individual companies the convenience of a pre-set experience but also the freedom to create their own personalized event. A few amenities include: an elevated SkyDeck, tables/chairs, food and drink serving area, customized signage, generator service, power, flat screen TV and WiFi.







Airshow Control

SUN 'n FUN Aerospace Expo has a brand new show centerpiece! Airshow Control will be the hub for all flight activity on the field, and will be located right at the edge of the Warbird Ramp. Visible from nearly everywhere on the field, your brand will be seen far and wide by literally every attendee! The presenting sponsor will have their name associated with all references to Airshow Control. The airshow announcer, ground control, and all aspects of SUN 'n FUN flight operations will be housed in this new facility, so your brand is sure to get maximum exposure. Ask us about our Airshow Control In-door Hospitality Suite!!







9/27 Club Chalet

Our VIP guests enjoy their experience at SUN 'n FUN in our exclusive, chic chalet featuring delectable meals created by world-renowned, award-winning Chef Marcos of Lakeland's premiere restaurant Nineteen61. A Sunday Champagne Brunch, a relaxing, daily happy hour, access to convenient VIP parking and transportation, and the best location for viewing the airshow on the SUN 'n FUN Expo Campus are all part of this exclusive venue. With up to 500 guests attending daily, your brand will be associated with the most upscale experience SUN 'n FUN has to offer as you network with an A-list crowd!





Be the official sponsor of the ACE Ambassador Flight Deck featuring a private, comfortable lounge and outdoor seating area perfect for relaxing, entertaining guests and networking with fellow donors and VIPs. Our Flight Deck also offers concierge services via on-site hosts available to assist with transportation throughout the campus, reservations, scheduling, information and more. Admittance into this exclusive chalet is not for sale, rather it is in place to thank our donors who have given over \$5,000 in support over the past year. Your sponsorship ensures you are associated and have an audience with SUN 'n FUN's most prominent supporters!





Sunset Grill

The heart of the Fly-In core area is "the" place to find Florida hospitality, good food and drink, and great hangar flying. Open until 10 p.m. nightly, the venue serves three meals a day and features live entertainment. A band kicks off the evening as the airshow ends, and then a different act will take the stage nightly as the sun sets and the stars come out. Everyone has to eat, and where people gather to refresh and recharge is a great place to promote your company!



Veterans Plaza

Located by the main gate, our Veterans Plaza celebrates the service of our military heroes. Our Veterans Plaza offers a welcome tent, military displays, V.A. and veteran services, provided by various organizations. War reenactors demonstrate the skills and stories of those who have fought for our freedom, and there is even live entertainment Friday and Saturday. If your company is connected to veterans or has a mission to support them, this is the location to proudly show that support with your brand and message displayed to all guests entering the main gate and enjoying the Veterans Plaza venue.

International Visitors Welcome Tent

Take advantage of this sponsorship opportunity where international travelers, arriving from more than 80 countries, find a piece of home at our International Visitors Welcome Tent. Volunteer Ambassadors supporting the International Tent are on-call for guests, exhibitors and sponsors to provide translation services. Brand our International Visitors Tent for 1,500 international guests with your company logo and message.



Wifi & Splash Pages

Receive recognition and increase brand awareness by being the exclusive sponsor of our SUN 'n FUN Aerospace Expo Wifi service. Execute marketing campaigns on your own splash page co-branded with SUN 'n FUN where your company can promote its brand. Individuals are more apt to engage with a brand, promote a service, or purchase a product after being provided a service such as complimentary Wifi.











Preferred Airshow Seating

Promote your company's brand in our Preferred Seating venue, located on the flight line at Show Center in front of the Announcer's Stand. Throughout the week, over 25,000 guests enjoy the upgraded amenities of shaded seating, secure package storage, complimentary water, and monitored air-conditioned restrooms. This venue is prominently located in a high foot traffic area, enabling your brand to be seen by those that have purchased the upgraded access as well as those attending the event. Creative means to activate your brand are encouraged.









Balloon Race

Dawn on Saturday morning greets the magical sight of hot air balloons lifting off in a colorful symphony of flight. Sponsorship of this event offers an opportunity for one sponsor representative to fly in a balloon during the race and another to join the airshow announcer for lift-off narration. The sponsor would receive additional recognition with all related advertising, plus an invitation to the Balloon Luncheon with the race participants following the race.

Country Store

In SUN 'n FUN's 1000-site campground, campers need supplies, and we have just the place – our own SUN 'n FUN Country Store! Branding opportunities abound at this major junction in our camping complex. Beer, ice, sundries, and other supplies are here, along with daily activity postings and message boards. This site is well advertised and heavily used, so your brand or product can literally be carried out with every purchase.

Fly-by Showcase

Show off your aircraft in flight! This is an opportunity for manufacturers/ individuals to display their aircraft in the air in the Fly-By pattern at show center while having it described over the public address system. The Fly-By Showcase is one of our most popular attractions and is a great opportunity to promote your product or company to a true buying audience.



Kid Zone

Our aviation themed Kid Zone and Mobile Mountain brings out the kid in everyone! Your logo could be displayed at the entrance to our Kid Zone, our printable maps and our website. We have exciting activities as a rock wall, zip lines, Quad Jump, Rock Wall, Space Shuttle Slide, UFO Bouncer, Obstacle Course and a Combat Trainer.





Media Center

The SUN 'n FUN Media Center is the communications hub for over 500 registered journalists from more than 80 countries. Daily press conferences are held here, and your brand can be displayed in all references to this critical nerve center. Step and repeat backdrops for photos, lectern and presentation logos and dedicated press conferences are just some of the numerous other opportunities to connect with SUN 'n FUN's local, national, and global audiences.

Online Tickets

Take advantage of this opportunity to put your name in every attendees' hand with this exclusive offer. Online sales exceed \$780k and visibility on the ticket sales webpages and printed tickets will greatly enhance your event presence before guests put their feet on the ground.



Medical Center

Sooner or later, everyone needs a little help. From sunburns to dehydration to mild scrapes and bruises, the SUN 'n FUN Medical Hospitality team is ready to assist! Located right inside our main entrance, this facility is prime display space and offers excellent brand representation.

Mobile Registration

When pilots fly in to the event, they are greeted by the smiling faces of our Mobile Registration team. These fine volunteers interface with almost every arriving pilot, and present them with a bottle of water, a gift bag, and most importantly, a ride! Sponsorship is available for collateral distribution, marketing on the courtesy vehicles, as well as branding on the gift bags.







Paradise City

LSA and Ultralights are the grass roots of aviation these days. Thousands gather in Paradise City to chat with owners and exhibitors, learn about new products, and watch the ongoing flight demonstrations of these fun, economic aircraft. Numerous opportunities are available to market to thousands of light aircraft enthusiasts in this highly popular corner of SUN 'n FUN.

Pilot Hats For Our Guests Flying In

Promote your branding by displaying the logo on our Pilot Hats. The first 2,000 pilots arriving to SUN 'n FUN Aerospace Expo receive a complimentary "I Flew to SUN 'n FUN" hat which they proudly wear whenever their travels take them.





Pilot Welcome Center



Pilots are often in need of information about transportation, lodging, flight prep, and other services, and the SUN 'n FUN Pilot Welcome Center is the place to find it all. Charging stations, weather, and other services are here, and participating sponsors can engage personally with the majority of our flying audience in one central location.

Water bottle

Walking the expansive grounds of our Fly-In can really make our attendees thirsty and in need of a refreshing cold drink. Capture your potential customers' interest on a bottle of water with your company logo proudly displayed on it. Our bottled water is distributed to all of our exclusive areas and is purchased by over 30,000 guests. The label is customized to showcase your support of SUN 'n FUN as well as your specific branding. Your logo will be displayed by everyone with a water bottle.



Bronze Level: \$5k to \$10k





Ace's Flyin Flix

Under the trees, relaxing in a lawn chair, and taking in a big-screen outdoor movie. What better way to end a fantastic day at SUN 'n FUN? That's where your brand can be showcased nightly to thousands of campers in the SUN 'n FUN Campground. Your sponsorship provides logo inclusion and messaging on the screen prior to each movie, and distribution rights to the audience for marketing collateral and samples.

Sponsor Luncheons

If business networking is one of your objectives while at SUN 'n FUN, there is no better place to activate than by feeding your fellow sponsors. A hot, top-quality lunch is served daily to all of SUN 'n FUN's partners in this air-conditioned, lounge setting. Space is provided for a display, and your marketing collateral can be placed on the tables daily.

SUN 'n FUN Radio 1510 AM

Whether you are a first-time visitor or long time SUN 'n FUN guest, there is never enough time to take in all the activities at the fly-in. SUN 'n FUN Radio broadcasts locally on 1510 AM & audio streams worldwide on www.LiveATC.net/snf. Tune in to hear our announcers and reporters bring you interviews with a variety of interesting pilots, builders, exhibitors, sponsors and advertisers, as well as weather updates and major news stories. We also broadcast the daily airshow commentary & select evening programs. Blast your brand to the airwayes on SUN 'n FUN Radio!





Bronze Level: \$5k to \$10k

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Volunteer T-Shirts

Imagine 3,500 walking billboards, with your brand featured prominently as an Official SUN 'n FUN Sponsor! Not only does your logo get primary viewing during the SUN 'n FUN event, but these collectibles go out to every corner of the world and are worn proudly for years by our volunteers. Sightings have been reported as far away as Europe!



Victory's Arsenal and Vintage Theatre

Daily warbird discussion in a dedicated theater setting on the Warbird Ramp with a notable military aircraft and speaker. Be a part of history and those who love it!

Daily vintage aircraft discussion with notable aircraft and speaker. Featured aircraft from Aviation's Golden Age and commentary from experts who know them best are the draw for this popular setting in our Vintage Aircraft area.







Workshops

Workshops are the heart of SUN 'n FUN's activity-based draw and are attended by thousands every year. Participants from beginners to professionals gain hands-on aviation skills such as fabric covering, sheet metal, welding, etc. This is a perfect location to promote your brand to **over 4,500 workshop attendees** and distribute marketing collateral.

SINTFIN

APCOSPACE EXPO

Educational Sponsorships



Career Expo

SUN 'n FUN and the Aerospace Center for Excellence are proud to host our annual Career Expo in partnership with JSfirm.com. Bringing the best talent straight to you!

Don't go unnoticed! Promote your brand by sponsoring our annual Career Expo! SUN 'n FUN will produce signage for the venue and recognition in all relevant media, publications and advertisements acknowledging this sponsorship giving you added value in front of your target audience.





Educational Sponsorships



Project STRATOS

The Aerospace for Excellence is excited to offer Project STRATOS, an aviation-oriented and leadership program for high school students consisting of up to 4 components of aviation. Students will have an opportunity to earn a training flight in a P51 mustang, enhanced recongnition at the SUN 'n FUN Aerospace Expo, an opportunity to be an ACE ambassador and a high end camera.

Sponsoring Project STRATOS is a direct way for your company to help the Aerospace Center for Excellence (ACE) in our mission to "Engage, Educate and Accelerate the next generation of aerospace professionals. Our goal is to introduce and guide as many young people as possible into the rewarding opportunities a career in aviation can offer.

\$10K - PRESENTING SPONSOR

Listed as Presenting Sponsor in all Project STRATOS related announcements, events and marketing documents as follows:

- · Logo on Project Stratos section of SUN 'n FUN Inflight Guide
- Logo on STRATOS Squadron Shirts
- Acknowledgement in Press Conference announcing Project STRATOS during event
- Acknowledgement in Press Releases announcing Project STRATOS and the winners prior to event
- Visit and photo op from the entire STRATOS Squadron at Sponsor's exhibit during event
- Logo acknowledgement on signage posted at the Florida Air Museum for one year

\$3K - SQUADRON SPONSOR

- Logo next to a STRATOS Squadron essay winner's photo and essay in Official SUN 'n FUN Inflight Guide
- Custom ad to appear beneath winner's essay in Official SUN'n FUN Inflight Guide
- Visit and photo op from one STRATOS Squadron essay winner at Sponsor's exhibit during event
- Listed as Squadron Sponsor on signage to be posted in Florida Air Museum for one year

\$1K - CREW SPONSOR

- · Logo on thank you page in SUN 'n FUN Inflight Guide
- Listing as Crew Sponsor on signage to be posted in Florida Air Museum for one year



\$500 - ASSOCIATE SPONSOR

- Sponsor logo on thank you page in SUN 'n FUN Inflight Guide
- Listing as Associate Sponsor on signage to be posted in Florida Air Museum for one year



Educational Sponsorships



The Bash - A fundraising event benefitting the Aerospace Center for Excellence

Support the Mission by being a sponsor at "The Bash!" A Party with a Purpose! Our premiere fundraising event during the SUN 'n FUN Aerospace Expo benefiting the Aerospace Center for Excellence STEM Education and Scholarship Programs including over \$450,000 annually in scholarships for students pursuing aerospace and aviation careers. The Bash is an opportunity to share an evening of great entertainment while supporting SUN 'n FUN's cause, The Aerospace Center for Excellence (A.C.E.). Join other high-profile corporations and individuals before the event for a social Preflight Hour and Silent Auction enjoying heavy hors d'oevres and cocktails, followed by an exciting live auction and party!

\$15K - PRESENTING SPONSOR

- Verbal Recognition/Speaking Opportunity (2 min.) at The Bash
- · Logo on email blasts and Bash Marketing Campaign
- Logo on Step and Repeat Banner
- Full-Page Ad in Auction Book
- Logo Displayed on The Bash Webpage
- · Logo Displayed in All-Sponsor Auction Book at The Bash
- Logo Displayed on All-Sponsor Banner at The Bash
- · Logo Displayed in Aerospace Expo In-flight Guide
- · 20 Tickets to the The Bash

\$8K - PRIVATE JET SPONSOR

- The Bash Coaster Sponsor
- Half-page Ad in Auction Book
- Logo Displayed on The Bash Webpage
- Logo Displayed on All-Sponsor Banner at The Bash
- · Logo Displayed in All-Sponsor Auction Book at The Bash
- Logo Displayed in Aerospace Expo In-flight Guide
- 10 Tickets to The Bash

\$5K - FIRST CLASS SPONSOR

- Sponsor mention during The Bash
- · Quarter-page Ad in Auction Book
- · Verbal Recognition at The Bash
- Logo Displayed on The Bash Webpage
- Logo Displayed on All-Sponsor Banner at The Bash
- · Logo Displayed in All-Sponsor Auction Book at The Bash
- Logo Displayed in Aerospace Expo In-flight Guide
- · 6 Tickets to The Bash

\$2.5K - BUSINESS CLASS SPONSOR

- Logo Displayed on The Bash Webpage
- Logo Displayed in All-Sponsor Auction Book at The Bash
- Logo Displayed on All-Sponsor Banner at The Bash
- Logo Displayed in Aerospace Expo In-flight Guide
- 2 Tickets to The Bash





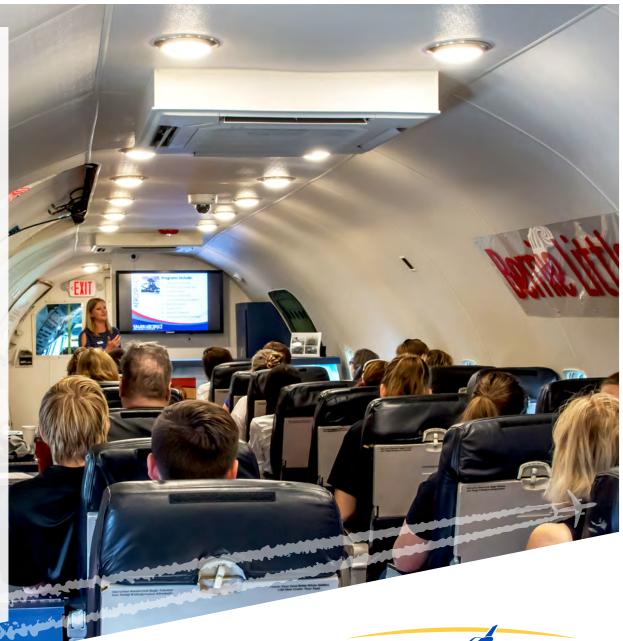


Proceeds from all events on the SUN 'n FUN Expo Campus benefit the

AEROSPACE Center For Excellence

The Aerospace Center for Excellence (ACE), a 501(c)(3) non-profit, has emerged as a nationally recognized leader in STEM-related and aerospace education through its various learning centers, outreach programs, summer camps and scholarships aimed at preparing students for tomorrow's aerospace challenges. Located on the SUN 'n FUN Expo Campus in Lakeland, Florida, the organization is known for its annual SUN 'n FUN Aerospce Expo fundraising event as well as the Aerospace Discovery Museum which is Florida's Official Aviation Museum and Education Center. ACE is the world's leader in producing licensed teenage private pilots and delivers youth programs that engage over 35,000 students per year. For more information please visit ACEedu.aero.







Reach Out! We're here to help.





For more info about our sponsorship opportunities contact

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