



*2024 Luke Days Airshow*  
**Commercial  
Sponsorship  
Packet**



**Luke Days Airshow**  
**Luke Air Force Base in Glendale, Arizona**  
**March 23-24, 2024**

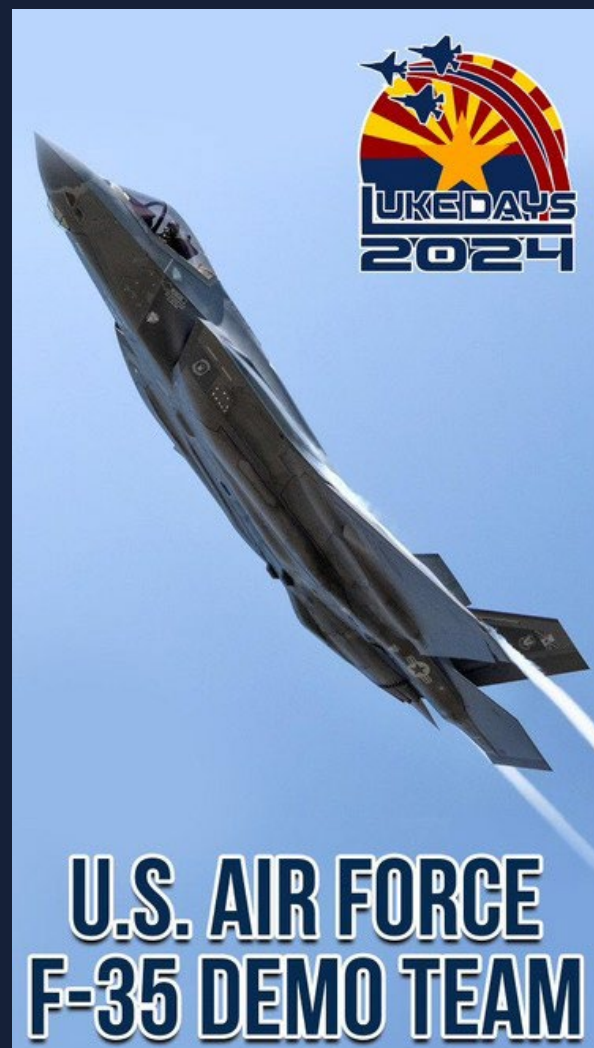


## 2024 Luke Days Airshow

The Luke Air Force Base Premier Air Show is on 23/24 March 2024. This Free Air Show is open to the public and draws projected 300,000 attendees over two days! Air Show fans will see hundreds of aircraft on display including vintage aircraft, fighters, bombers and our military's current inventory of front-line fighters, bombers, and transport. Exciting air acts entertain the crowd all day.

Of course, the highlight each day is a thrilling demonstration by the United States Air Force Thunderbird's and F35 Demo Team! The Air Show brings unprecedented opportunities for business to engage with projected attendees, generating leads and promoting your business or organization for return in investment.

In this packet you will find numerous sponsorship opportunities, contact us for further details!





## Why sponsor?

The Luke Air Force Base is the largest Fighter wing in the United States. Also, Luke AFB attracts spectators from Arizona, across the nation and the globe, bringing in projected 600,000 attendees on March 23-24, 2024. Our last Air Show was held in 2018. As one of the leading Air Shows in Arizona, this represents a significant marketing and sponsorship opportunity for local and national businesses.

In this packet, you'll find numerous levels of sponsorship opportunities available to your business for the Luke AFB Air Show. Impressions pre, during and post event is estimated 1,000,000. Engage face to face with spectators, show case your product or service, onsite signage, product displays, sampling, and demonstrations, establish brand loyalty, grow your business and so much more!

300k

### ***Attendees***

Projected to join us!

67%

### ***Air Show Attendees***

are more likely to support a Sponsor due to their support of an Air Show.  
- International Council of Air Shows



## ***Benefits for Sponsoring***

- Increase on Return on Investment
- HUGE Crowds
- Engage on-on-one with Potential Customers!
- Foster a Positive Relationship!
- Generate Leads
- Reach Sales Goals
- Benefit from Association
- Boost Brand Visibility
- Showcase a Product or Service
- Gain a Competitive Edge
- Put your Business in the Spotlight
- And many more reasons...



## COMMERCIAL SPONSORSHIP SUMMARY

**\$25,000**

Investment

***Kid Zone (10'x10') + Sponsor's Row (10'x20')  
+ Package A***

**\$15,500**

Investment

***Kid Zone (10'x10') + Sponsor's Row (10'x10')  
+ Package B***

**\$20,000**

Investment

***Sponsor's Row (10'x30') + F-35 Package***

**\$13,500**

Investment

***Sponsor's Row (10'x20') + F-16 Package***

**\$6,500**

Investment

***Sponsor's Row (10'x10') + A-10 Package***

**\$4,250**

Investment

***2 x Banners + C-17 Package***

**\$2,250**

Investment

***1 Banner***

## Packages are Detailed below!

Contact Larry "Crusher" Keen

Sponsorship & Advertising Chief

7383 N. Litchfield Road Luke AFB, AZ 85309



## Kid Zone and Sponsor's Row: Package A

**\$25,000**  
Investment

*Have a 10 x 10 booth area in the kid zone and a 10 x 20 area in sponsor row.*

*These area draws thousands of children and families excited to enjoy fun activities such as rides, bouncy castles and more plus hundreds of thousands to sponsor row.*

## Advertising and Publicity

- Logo on promotional materials – May include advertisements in print, digital, web, social media platforms such as the Bolt Magazine, 56FSSs.com, Facebook, Instagram. posters, banners, digital monitors & more (deadlines applies)
- Sponsor logo included on promotional Air Show graphic.
- Post event "Thank you to our Sponsors" graphic on 20+ digital monitors displayed throughout the base running 24/7 for whole month April 2024
- Full Page approved ad graphic provided by Sponsor in Bolt Magazine for six months in 2024 (choose six months June to Dec) months and business provided digital monitor approved ad graphic to run six months digital monitor slides in 2024 from months May to December 2024

## On-Site Exposure

- Engage projected 600K+ spectators with a 10x10 exhibit area in the Kids Zone area on flight line and a 10x20 exhibit area on sponsor row with branded canopy, signage, approved flyers, tables, chairs, sampling, product display, contact collection & more!
- Sponsor provides canopies for exhibit areas designated.
- Sponsor provides signage at display space up to 3' x 6.'
- Three tables and six chairs provided by 56FSS MWR.
- Verbal announcements on public announcement system
- Thank You Banner with sponsors logo displayed in high traffic areas at designated location.

## Hospitality

- 10 tickets to Luke Pre-Air Show Evening Hanger Party, 22 March, 2024
- 10 Parking Passes for two-day Air Show
- Air Show Poster
- Thank You Letter signed by 56FW Air Show Air Director

Contact Larry "Crusher" Keen

Sponsorship & Advertising Chief

7383 N. Litchfield Road Luke AFB, AZ 85309

Office: 623.856.3245 Cell Phone: 602.592.5775

Email: lawrence.keen.1@us.af.mil





## Kid Zone + Sponsor's Row: Package B

**\$15,500**

Investment

*Have a 10 x 10 booth area in the kid zone and a 10 x 10 area in sponsor row.*

*These area draws thousands of children and families excited to enjoy fun activities such as rides, bouncy castles and more plus hundreds of thousands to sponsor row.*

## Advertising and Publicity

- Logo on promotional materials – May include advertisements in print, digital, web, social media platforms such as the Bolt Magazine, 56FSSs.com, Facebook, Instagram. posters, banners, digital monitors & more (deadlines applies)
- Sponsor logo included on promotional Air Show graphic.
- Post event "Thank you to our Sponsors" graphic on 20+ digital monitors displayed throughout the base running 24/7 for whole month April 2024
- Business provided two posters 22x28 to be displayed in an approved MWR location for two months and business provided digital monitor ad graphic to run three months digital monitor slides in 2024 from months May to December 2024

## On-Site Exposure

- Engage projected 600K+ spectators with a 10x10 exhibit area in the Kids Zone area on flight line and a 10x10 exhibit area on sponsor row with branded canopy, signage, approved flyers, tables, chairs, sampling, product display, contact collection and more!
- Sponsor provides canopies for exhibit areas designated.
- Sponsor provides signage at display space up to 3' x 6.'
- Two tables and four chairs provided by 56FSS MWR.
- Verbal announcements on public announcement system
- Thank You Banner with sponsors logo displayed in high traffic area at designated location.

## Hospitality

- 10 tickets to the Pre Air Show Evening Hanger Party, 22 March 2024
- 6 Parking Passes for two day Air Show
- Air Show Poster
- Thank You Letter signed by 56FW Air Show Air Director

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## Sponsor's Row: F-35 Package

**\$20,000**  
Investment

*The F-35 Lighting II is championed as the most versatile aircraft in aviation history with features that includes stealth technology, super-sonic speed, and awesome agility.*

*Just as the F-35 Lighting II, this sponsorship level is the premier sponsorship level offered.*

### Advertising and Publicity

- Logo on promotional materials – May include advertisements in print, digital, web, social media platforms such as the Bolt Magazine, 56FSSs.com, Facebook, Instagram, posters, banners, digital monitors & more (deadlines applies)
- Sponsor logo included on promotional Air Show graphic Sponsored in part by
- Post event "Thank you to our Sponsors" graphic on 20+ digital monitors displayed throughout the base running 24/7 running whole month in April 2024
- Business provided approved full-page ad to run in Bolt magazine three months and business provided digital monitor approved ad graphic to run three months digital monitor slides in 2024 from months May to December 2024

### On-Site Exposure

- Engage projected 600K+ spectators with a 10x30 exhibit area on flight line with business providing their own branded canopy, banner / signage, approved flyer's, sampling, product display, contact collection & more!
- Sponsor provides canopies for exhibit areas designated.
- Sponsor provides signage at display space up to 3' x 6.'
- Three tables and six chairs provided by 56FSS MWR.
- Three Company provided 3x6 banners displayed in high traffic area at designated locations
- Verbal announcements on public announcement system
- Thank You Banner with sponsors logo displayed in designated high traffic area

### Hospitality

- 10 Parking Passes for Air Show
- 10 tickets to Luke Friday Night Pre-Air Show Evening Hanger Party, 22 March, 2024
- Air Show Poster
- Thank You Letter signed by 56th FW Air Show Air Show Director

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## Sponsor's Row: F-16 Package

**\$13,500**  
Investment

*The F-16 Fighting Falcon is a compact, multi-role fighter aircraft. It is highly maneuverable and has proven itself in air-to-air combat and air-to-surface attack. It provides a relatively low-cost, high-performance weapon system for the United States and allied Nations. This level is costeffective, top visibility of spectators with unlimited Return on Investment.*

### Advertising and Publicity

- Logo on promotional materials -- May include advertisements in print, digital, web, social media platforms such as the Bolt Magazine, 56FSS.com, Facebook, Instagram, posters, banners, digital monitors and more (deadlines applies)
- Sponsor logo included on promotional Air Show graphic Sponsored in part by
- Post event "Thank you to our Sponsors" graphic on 20+ digital monitors displayed throughout the base running 24/7 running whole month April 2024
- Business provided two posters 22x28 to be displayed in an approved MWR location for two months and business provided digital monitor ad graphic to run three months digital monitor slides in 2024 from months May to December 2024

### On-Site Exposure

- Engage projected 600K+ spectators with a 10x20 exhibit area on flight line with two business branded canopies, banner / signage, approved flyer's, two tables, four chairs, sampling, product display, contact collection & more!
- Sponsor provides canopies for exhibit areas designated.
- Sponsor provides signage at display space up to 3' x 6.'
- Two tables and four chairs provided by 56FSS MWR.
- Thank You Banner with sponsors logo displayed in designated high traffic area.
- Verbal announcements on public announcement system

### Hospitality

- 5 Parking Passes for Air Show
- 6 Tickets to the Luke Pre Air Show Evening Hanger Party, 22, March, 2024
- Air Show Poster
- Thank You Letter signed by 56FW Air Show Air Show Director

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## Sponsor's Row: A-10 Package

**\$6,500**  
Investment

*The A-10 Thunderbolt II has excellent maneuverability at low air speeds and altitude and is a highly accurate and survivable weapons-delivery platform.  
This level is low cost with high accessibility to spectators on site.*

### Advertising and Publicity

- Logo on promotional materials -- May include advertisements in print, digital, web, social media platforms such as the Bolt Magazine, 56FSS.com, Facebook, Instagram, posters, banners, digital monitors and more (deadlines applies)
- Sponsor logo included on promotional Air Show graphic Sponsored in part by
- Post event "Thank you to our Sponsors" graphic on 20+ digital monitors displayed throughout the base running 24/7 running whole month in April 2024
- One business provided poster 22x28 to be displayed in an approved MWR location for one month and business provided digital monitor ad graphic to run one month in 2024 from months May to December 2024

### On-Site Exposure

- Engage projected 600K spectators with a 10x10 exhibit area on flight line with business branded canopy, signage, approved flyers, one table, four chairs, sampling, product display, contact collection & more!
- Sponsor provides canopies for exhibit areas designated.
- Sponsor provides signage at display space up to 3' x 6.'
- One table and two chairs provided by 56FSS MWR.
- Verbal announcements on public announcement system
- Thank You Banner with sponsors logo displayed in designated high traffic area.

### Hospitality

- 6 tickets to Luke Pre Air Show Evening Hanger Party, 22 March 2024
- 3 Parking Passes for Air Show
- Air Show Poster
- Thank You Letter signed by 56th FW Air Show Director

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## Banner Only Sponsor: C-17 Package

# \$4,250

Investment

*The C-17 Globemaster is capable of rapid strategic delivery of troops and all types of cargo to main operating bases or directly to forward bases in the deployment area. With this level, your business will get both benefits of advertising, publicity along with exposure to your business provided banner.*

## Advertising and Publicity

- Logo on promotional materials – May include advertisements in print, digital, web, social media platforms such as the Bolt Magazine, Base Newspaper, MWR / Base Air Show Home Page Web Sites, MWR / Base Facebook/Instagram, posters, banners, 20+ digital monitors and more (deadlines applies)
- Sponsor logo included on “Thank you to our Sponsors” graphic on 20+ digital monitors displayed throughout the base running 24/7 in whole month for April 2024

## On-Site Exposure

- Two 3x6 business provided banner displayed in designated high traffic areas at the event. Seen by projected 600,000 event attendees.

## Banner Only Sponsor: KC-135 Package

# \$2,250

Investment

*The KC-135 Stratotanker provides the core aerial refueling capability for the United States Air Force. Your provided business banner will capture spectator's attention.*

## On-Site Exposure

- One 3x6 business provided banner displayed in designated high traffic area event. Seen by 600,000+ projected event attendees.



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## 2024 Luke Days Airshow

This is a solicitation for commercial sponsorship by a Nonappropriated Fund Instrumentality of the United States Government. It does not obligate appropriated funds or nonappropriated funds of the Government. No Federal Endorsement of Sponsors Intended. Rates, Levels and Benefits are subject to change.



## Your Impact

**Direct Interaction with the Military  
and Civilian Community  
– Return on Investment –**



## Contact Us

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