



CALIFORNIA CAPITAL AIRSHOW

in partnership with
a fresh take.
RANCHO CORDOVA
CALIFORNIA

2019 OCTOBER 5-6

SPONSORSHIP OPPORTUNITIES

HONORING OUR PAST — INSPIRING THE FUTURE

ABOUT US



OVERVIEW

THE CALIFORNIA CAPITAL AIRSHOW ROARS ACROSS THE SKIES OF THE SACRAMENTO REGION EACH YEAR TO INSPIRE, HONOR, EDUCATE AND ENTERTAIN. THE 2019 AIRSHOW WILL WELCOME BACK THE UNITED STATES NAVY BLUES ANGELS AND DELIVER SPINE-TINGLING MILITARY AND CIVILIAN JET DEMONSTRATIONS, WORLD-CLASS AEROBATICS, THEATRICAL TRIBUTE PERFORMANCES AND SO MUCH MORE! BUT IT'S NOT ALL ABOUT WHAT'S SOARING OVERHEAD...

OUR MISSION

CALIFORNIA CAPITAL AIRSHOW USES THE POWER AND MAGIC OF FLIGHT TO HONOR OUR PAST, INSPIRE THE FUTURE AND SHINE A SPOTLIGHT ON OUR REGION.

WE VALUE

HONORING OUR PAST

AIRSHOW ATTENDEES STEP BACK IN TIME EACH YEAR WITH THEATRICAL TRIBUTES THAT HONOR OUR REGION'S MANY VETERANS, SHARE THE STORY OF OUR NATION'S HISTORY AND SHOW GRATITUDE TO THE MEN AND WOMEN WHO SERVE AND SACRIFICE TO PROVIDE THE FREEDOMS WE ALL ENJOY TODAY.

INSPIRING THE FUTURE

WE INSPIRE YOUNG PEOPLE BY CREATING EXCITING EDUCATIONAL ENVIRONMENTS THROUGHOUT THE YEAR AND AT THE AIRSHOW SHOWCASING SCIENCE, TECHNOLOGY, ENGINEERING AND MATH AS THE TOOLS NEEDED TO ACCOMPLISH GREAT THINGS, REACH FOR THE STARS AND CHANGE THE WORLD!

SHINING A SPOTLIGHT ON OUR REGION

THE AIRSHOW NOT ONLY SERVES OUR REGIONAL RESIDENTS WITH A THRILLING AND UNFORGETTABLE CIVIC AMENITY, BUT ATTRACTS PEOPLE FROM ALL OVER THE NATION AND BEYOND TO SEE WHAT'S SO SPECIAL ABOUT WHERE WE LIVE, WORK AND THRIVE.

GIVING BACK

OVER THE PAST 13 YEARS, THIS 501(C)3 NONPROFIT ORGANIZATION GIVES BACK TO THE SIX-COUNTY REGION THROUGH SCHOLARSHIPS, CHARITABLE GROUP DONATIONS, AND EXCITING EDUCATIONAL YOUTH PROGRAMS THROUGHOUT THE YEAR.

DATES

SATURDAY, OCTOBER 5 AND SUNDAY, OCTOBER 6, 2019

LOCATION

SACRAMENTO COUNTY'S MATHER AIRPORT

TIME

GATES ARE OPEN 9:00AM-5:00PM BOTH SATURDAY AND SUNDAY

DEMOGRAPHICS

AVERAGE ANNUAL ATTENDANCE:
65,000 TO 100,000+

ATTENDEE STATS:

BETWEEN AGES 30-50 YEARS

53%

GENDER

FEMALE 49%

MALE 51%

FAMILIES WITH CHILDREN

60%

SOME COLLEGE EDUCATION

64%

HOUSEHOLD INCOME OVER \$100K

33%

OWN THEIR OWN HOME

64%

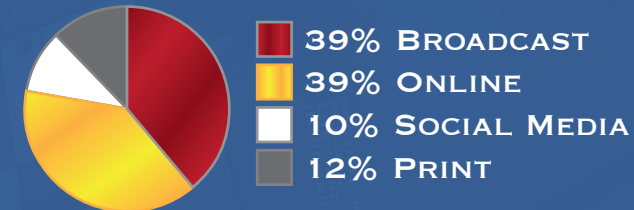
BRAND EXPOSURE

PARTNERING WITH THE 2019 CALIFORNIA CAPITAL AIRSHOW MEANS CONTINUED BRAND RECOGNITION FOR YOUR COMPANY. THE CALIFORNIA CAPITAL AIRSHOW HAS A ROBUST SET OF MEDIA PARTNERS THAT OFFER UNPARALLELED PRINT, ONLINE, RADIO AND BROADCAST ADVERTISING AND PROMOTIONAL EXPOSURE THAT BEGINS SEVERAL MONTHS BEFORE THE ACTUAL AIRSHOW.

TOTAL REACH IN THE SURVEY AREA FOR THE MONTH OF SEPTEMBER

165 MILLION IMPRESSIONS

NUMBER OF STORIES:
241 PLACEMENTS



PRINT EDITORIAL COVERAGE



PRINTED COLLATERAL MATERIALS

POSTERS: 12K

PROGRAMS: 35K

RADIO PROMOTIONS AND COVERAGE

2MIL+ REACH

BROADCAST COVERAGE

3.2MIL+ REACH

ONLINE COVERAGE

68MIL REACH

AIRSHOW WEBSITE IMPRESSIONS

400K

PAGE VIEWS

210K

PAGE VISITS

2MIN. AVERAGE

TIME ON PAGE

FACEBOOK IMPRESSIONS



BENEFITS

SUMMARY

| | | SUPER GALAXY \$100,000 | STRATOFORTRESS \$50,000 | SPIRIT \$25,000 | GLOBEMASTER \$15,000 | LANCER \$10,000 | HERCULES \$5,000 |
|--------------|---------------------------------|---------------------------|----------------------------|------------------------|-----------------------------|--------------------|---------------------|
| RECOGNITION | RECOGNITION ON WEBSITE | HOME PAGE | HOME PAGE | HOME PAGE | SPONSOR PAGE | SPONSOR PAGE | SPONSOR PAGE |
| | RECOGNITION ON WELCOME BANNERS | YES | YES | YES | YES | YES | YES |
| | RECOGNITION IN COLLECTOR'S BOOK | YES | YES | YES | YES | YES | YES |
| | USE OF AIRSHOW LOGO | YES | YES | YES | YES | YES | YES |
| | RECOGNITION ON VOLUNTEER SHIRTS | YES | YES | YES | YES | YES | - |
| | RECOGNITION ON ONLINE TICKETS | YES | YES | YES | YES | YES | - |
| | RECOGNITION ON POSTER | YES | YES | YES | YES | - | - |
| | RECOGNITION IN PRINT ADS | YES | YES | YES | - | - | - |
| | RECOGNITION IN PRESS RELEASES | YES | YES | YES | - | - | - |
| | RECOGNITION IN TV ADS | YES | - | - | - | - | - |
| | RECOGNITION N RADIO ADS | YES | - | - | - | - | - |
| ACTIVATION | EXHIBIT SPACE | CUSTOM WITH ELECTRICAL | CUSTOM WITH ELECTRICAL | CUSTOM WITH ELECTRICAL | UP TO 30x30 WITH ELECTRICAL | UP TO 20x20 | 10x10 |
| | BANNER SPACE ON FENCE | 10 | 8 | 6 | 4 | 3 | 2 |
| | PA ANNOUNCEMENTS | 8 | 6 | 5 | 4 | 3 | 2 |
| | FIRST RIGHT OF REFUSAL | YES | YES | YES | - | - | - |
| | PRODUCT SALES RIGHTS | YES | YES | YES | - | - | - |
| | CATEGORY EXCLUSIVITY | YES | YES | - | - | - | - |
| HOSPITALITY | GENERAL ADMISSION TICKETS | 400 | 250 | 150 | 50 | 25 | 12 |
| | CAPITAL CLUB PASSES* | 30 | 25 | 20 | 8 | 6 | 4 |
| | VIP PARKING PASSES | 15 | 12 | 10 | 4 | 3 | 2 |
| APPRECIATION | AIRSHOW POSTERS | 100 | 50 | 25 | 10 | 10 | 10 |
| | AIRSHOW PROGRAMS | 10 | 8 | 6 | 4 | 2 | 2 |
| | AIRSHOW SPONSOR HATS | 10 | 6 | 4 | 3 | 2 | 1 |
| | COLLECTOR'S BOOK | 5 | 2 | 1 | 1 | 1 | 1 |
| | VIP EXHIBITION FLIGHT | 2 | 1 | 1 | - | - | - |

*A PRIVATE CHALET CAN BE REQUESTED INSTEAD OF CAPITAL CLUB PASSES FOR SUPER GALAXY, STRATOFORTRESS AND SPIRIT LEVELS - PLEASE CONTACT ADC GROUP FOR FURTHER DETAILS

SUPER GALAXY

\$100,000

SOLD OUT FOR 2019

RECOGNITION

- † EVENT TITLED AS “SPONSOR NAME CALIFORNIA CAPITAL AIRSHOW”
- † SPONSOR LOGO ON THE HOMEPAGE OF THE CCA WEBSITE
- † SPONSOR LOGO INCLUDED IN TV ADS
- † SPONSOR NAME INCLUDED IN RADIO ADS
- † SPONSOR LOGO ON THE AIRSHOW POSTER
- † SPONSOR LOGO IN PRINT ADS
- † SPONSOR LOGO ON ONLINE TICKETS
- † SPONSOR LOGO ON VOLUNTEER SHIRTS
- † SPECIAL SECTION IN COLLECTOR’S BOOK HIGHLIGHTING THE SPONSOR’S COMMUNITY PARTICIPATION
- † SPONSOR NAME INCLUDED IN ALL PRESS RELEASES
- † SPONSOR LOGO ON AIRSHOW WELCOME BANNERS
- † PERMISSION TO USE THE AIRSHOW LOGO

ACTIVATION

- † PREFERRED PLACEMENT OF A CUSTOM EXHIBIT SPACE WITH COMPLEMENTARY ELECTRICAL ACCESS
- † 10 SPONSOR PROVIDED BANNERS PLACED ALONG THE FENCE
- † 8 PA ANNOUNCEMENTS (PER DAY)
- † FIRST RIGHT OF REFUSAL
- † CATEGORY EXCLUSIVITY
- † PRODUCT SALES RIGHTS

HOSPITALITY

- † 400 GENERAL ADMISSION TICKETS (VALID FOR ONE DAY)
- † 30 CAPITAL CLUB PASSES* PER DAY
- † 15 VIP PARKING PASSES FOR CAPITAL CLUB PER DAY

APPRECIATION

- † 10 AIRSHOW SPONSOR HATS
- † 100 AIRSHOW POSTERS
- † 10 AIRSHOW PROGRAMS
- † 5 COLLECTOR’S BOOK



STRATOFORTRESS

\$50,000

RECOGNITION

- † THE PERFORMER HOST SPONSORSHIP
- † INCLUDES HOSTING THE PERFORMER WELCOME RECEPTION, WITH INTRODUCTION AT EVENT
- † YOUR COMPANY WILL BE ABLE TO MEET AND GREET WITH A PERFORMER OF YOUR CHOICE, INCLUDING PHOTO OPPORTUNITY
- † SPONSOR LOGO ON THE HOMEPAGE OF THE CCA WEBSITE
- † SPONSOR LOGO ON THE AIRSHOW POSTER
- † SPONSOR LOGO IN PRINT ADS
- † SPONSOR LOGO ON ONLINE TICKETS
- † SPONSOR LOGO ON VOLUNTEER SHIRTS
- † SPECIAL SECTION IN COLLECTOR’S BOOK
- † SPONSOR NAME INCLUDED IN ALL PRESS RELEASES
- † SPONSOR LOGO ON AIRSHOW WELCOME BANNERS
- † PERMISSION TO USE THE AIRSHOW LOGO

ACTIVATION

- † PREFERRED PLACEMENT OF A CUSTOM EXHIBIT SPACE WITH COMPLEMENTARY ELECTRICAL ACCESS
- † 8 SPONSOR PROVIDED BANNERS PLACED ALONG THE FENCE
- † 6 PA ANNOUNCEMENTS (PER DAY)
- † FIRST RIGHT OF REFUSAL
- † CATEGORY EXCLUSIVITY
- † PRODUCT SALES RIGHTS

HOSPITALITY

- † 250 GENERAL ADMISSION TICKETS (VALID FOR ONE DAY)
- † 25 CAPITAL CLUB PASSES* PER DAY
- † 12 VIP PARKING PASSES FOR CAPITAL CLUB PER DAY

APPRECIATION

- † 6 AIRSHOW SPONSOR HATS
- † 50 AIRSHOW POSTERS
- † 5 AIRSHOW PROGRAMS
- † 2 COLLECTOR’S BOOK



SPIRIT

\$25,000



RECOGNITION

- + SPONSOR LOGO ON THE HOMEPAGE OF THE CCA WEBSITE
- + SPONSOR LOGO ON THE AIRSHOW POSTER
- + SPONSOR LOGO IN PRINT ADS
- + SPONSOR LOGO ON ONLINE TICKETS
- + SPONSOR LOGO ON VOLUNTEER SHIRTS
- + SPECIAL SECTION IN COLLECTOR'S BOOK
- + SPONSOR NAME INCLUDED IN ALL PRESS RELEASES
- + SPONSOR LOGO ON AIRSHOW WELCOME BANNERS
- + PERMISSION TO USE THE AIRSHOW LOGO

ACTIVATION

- + PREFERRED PLACEMENT OF A CUSTOM EXHIBIT SPACE WITH COMPLEMENTARY ELECTRICAL ACCESS
- + 6 SPONSOR PROVIDED BANNERS PLACED ALONG THE FENCE
- + 5 PA ANNOUNCEMENTS (PER DAY)
- + FIRST RIGHT OF REFUSAL
- + CATEGORY EXCLUSIVITY
- + PRODUCT SALES RIGHTS

HOSPITALITY

- + 150 GENERAL ADMISSION TICKETS (VALID FOR ONE DAY)
- + 20 CAPITAL CLUB PASSES PER DAY
- + 10 VIP PARKING PASSES FOR CAPITAL CLUB PER DAY

APPRECIATION

- + 4 AIRSHOW SPONSOR HATS
- + 25 AIRSHOW POSTERS
- + 5 AIRSHOW PROGRAMS
- + 1 COLLECTOR'S BOOK



GLOBEMASTER

\$15,000



RECOGNITION

- + SPONSOR LOGO ON THE SPONSOR PAGE OF THE CCA WEBSITE
- + SPONSOR LOGO ON THE AIRSHOW POSTER
- + SPONSOR LOGO ON ONLINE TICKETS
- + SPONSOR LOGO ON VOLUNTEER SHIRTS
- + SPONSOR LOGO IN THE COLLECTOR'S BOOK
- + SPONSOR LOGO ON AIRSHOW WELCOME BANNERS
- + PERMISSION TO USE THE AIRSHOW LOGO

ACTIVATION

- + PREFERRED PLACEMENT OF UP TO A 30'X30' EXHIBIT SPACE WITH COMPLEMENTARY ELECTRICAL ACCESS
- + 4 SPONSOR PROVIDED BANNERS PLACED ALONG THE FENCE
- + 4 PA ANNOUNCEMENTS (PER DAY)

HOSPITALITY

- + 50 GENERAL ADMISSION TICKETS (VALID FOR ONE DAY)
- + 8 CAPITAL CLUB PASSES PER DAY
- + 4 VIP PARKING PASSES FOR CAPITAL CLUB PER DAY

APPRECIATION

- + 3 AIRSHOW SPONSOR HATS
- + 10 AIRSHOW POSTERS
- + 4 AIRSHOW PROGRAMS
- + 1 COLLECTOR'S BOOK

" I can't think of another event that does as much to create community, demonstrate the benefits of education, celebrate our regional heritage, thrill an audience and inspire pride in our nation."

~Jim A., SAFE Credit Union



LANCER

\$10,000



RECOGNITION

- + SPONSOR LOGO ON THE SPONSOR PAGE OF THE CCA WEBSITE
- + SPONSOR LOGO ON ONLINE TICKETS
- + SPONSOR LOGO IN THE COLLECTOR'S BOOK
- + SPONSOR LOGO ON AIRSHOW WELCOME BANNERS
- + PERMISSION TO USE THE AIRSHOW LOGO

ACTIVATION

- + PREFERRED PLACEMENT OF UP TO A 20'x20' EXHIBIT SPACE
- + 3 SPONSOR PROVIDED BANNERS PLACED ALONG THE FENCE
- + 3 PA ANNOUNCEMENTS (PER DAY)

HOSPITALITY

- + 25 GENERAL ADMISSION TICKETS (VALID FOR ONE DAY)
- + 6 CAPITAL CLUB PASSES PER DAY
- + 3 VIP PARKING PASSES FOR CAPITAL CLUB PER DAY

APPRECIATION

- + 2 AIRSHOW SPONSOR HATS
- + 10 AIRSHOW POSTERS
- + 2 AIRSHOW PROGRAMS
- + 1 COLLECTOR'S BOOK



"We really enjoyed the location we were placed, almost mid-flight path of the Airshow. The staff were all great showing where we needed to set up and helping us get things torn down; even throughout the show they kept checking on us."

~Nate H., Moroch (McDonald's Agency)

HERCULES

\$5,000

RECOGNITION

- + SPONSOR LOGO ON THE SPONSOR PAGE OF THE CCA WEBSITE
- + SPONSOR LOGO IN THE COLLECTOR'S BOOK
- + PERMISSION TO USE THE AIRSHOW LOGO

ACTIVATION

- + PREFERRED PLACEMENT OF 10'x10' EXHIBIT SPACE
- + 2 SPONSOR PROVIDED BANNERS PLACED ALONG THE FENCE
- + 2 PA ANNOUNCEMENTS (PER DAY)

HOSPITALITY

- + 12 GENERAL ADMISSION TICKETS (VALID FOR ONE DAY)
- + 4 CAPITAL CLUB PASSES PER DAY
- + 2 VIP PARKING PASSES FOR CAPITAL CLUB PER DAY

APPRECIATION

- + 1 AIRSHOW SPONSOR HAT
- + 10 AIRSHOW POSTERS
- + 2 AIRSHOW PROGRAMS



PRIVATE CHALETS

A PRIVATE CHALET IS THE ULTIMATE WAY TO EXPERIENCE THE EXCITEMENT OF THE CALIFORNIA CAPITAL AIRSHOW IN STYLE. IT IS THE PERFECT OPTION FOR HOSTING 50-100 SPECIAL GUESTS PER DAY. ALLOW YOUR CORPORATION THE OPPORTUNITY TO ENTERTAIN CLIENTS, EMPLOYEES, FAMILY AND FRIENDS IN AN UP-CLOSE VIP CHALET. YOU PROVIDE THE GUESTS, WE'LL DO THE REST!

CHALET FOR 50 PEOPLE A DAY FOR TWO DAYS

INCLUDES TENT, CHAIRS, TABLES, TABLE COVERINGS, SPONSOR SIGNAGE AT CHALET ENTRANCE, ONE PARKING PASS FOR EVERY TWO ADMISSION TICKETS, OUTDOOR LAWN SEATING AND PRIVATE RESTROOM FACILITIES.

\$6,500*

CHALET FOR 100 PEOPLE A DAY FOR ONE DAY

INCLUDES TENT, CHAIRS, TABLES, TABLE COVERINGS, SPONSOR SIGNAGE AT CHALET ENTRANCE, ONE PARKING PASS FOR EVERY TWO ADMISSION TICKETS, OUTDOOR LAWN SEATING AND PRIVATE RESTROOM FACILITIES.

\$6,500*

CHALET FOR 100 PEOPLE A DAY FOR TWO DAYS

INCLUDES TENT, CHAIRS, TABLES, TABLE COVERINGS, SPONSOR SIGNAGE AT CHALET ENTRANCE, ONE PARKING PASS FOR EVERY TWO ADMISSION TICKETS, OUTDOOR LAWN SEATING AND PRIVATE RESTROOM FACILITIES.

\$9,000*

*FOOD AND BEVERAGE SERVICE ARE AVAILABLE AT AN ADDITIONAL COST
ADDITIONAL CHALET TICKETS (0-25) \$45 EACH

"The show was fantastic in all facets and the Gulfstream team (employees and customers) really enjoyed the event and our private chalet. I hope we can make this a yearly partnership."
~Arno F., Gulfstream Aerospace



EMPLOYEE LODGES

LOOKING TO ENTERTAIN MORE THAN 200 GUESTS A DAY? AN EMPLOYEE LODGE, LOCATED RIGHT ON THE FLIGHT LINE IS THE RIGHT CHOICE FOR YOU! THIS AREA INCLUDES PRIVATE LODGE AREA THAT CAN ENTERTAIN 200-1,000+ GUESTS PER DAY. THIS IS A PERFECT WAY TO HOST A CORPORATE FAMILY EVENT.

RECOGNITION

- + FIRST RIGHT OF REFUSAL
- + LOGO ON SPONSOR PAGE OF WEBSITE

ACTIVATION

- + 3 PA MENTIONS PER DAY
- + SPONSOR SIGNAGE ON CHALET (PROVIDED BY SPONSOR)

HOSPITALITY

- + 1,000 CREDENTIALS FOR ACCESS TO LODGE (PER DAY) FOR A TOTAL OF 2,000 GUESTS OVER THE WEEKEND
- + 40X80 PRIVATE CHALET IN PRIME VIEWING AREA
- + 2 PARKING PASSES AND CREDENTIALS FOR STAFF
- + PRIVATE RESTROOM FACILITY

\$40,000



RECOGNITION

- + FIRST RIGHT OF REFUSAL
- + LOGO ON SPONSOR PAGE OF WEBSITE

ACTIVATION

- + SPONSOR SIGNAGE ON CHALET (PROVIDED BY SPONSOR)

HOSPITALITY

- + 500 CREDENTIALS FOR ACCESS TO LODGE (PER DAY) FOR A TOTAL OF 1,000 GUESTS OVER THE WEEKEND
- + 30X50 PRIVATE CHALET IN PRIME VIEWING AREA
- + 2 PARKING PASSES AND CREDENTIALS FOR STAFF
- + PRIVATE RESTROOM FACILITY

\$22,500



EXHIBIT SPACE

EXHIBIT BOOTH SPACES ARE EXCELLENT OPPORTUNITIES FOR INTERACTION WITH AIRSHOW ATTENDEES! THESE HIGH-TRAFFIC DISPLAY AREAS AFFORD AN IDEAL OPPORTUNITY FOR MOBILE MARKETING, PRODUCT SAMPLING (UPON APPROVAL), COUPONING, LEAD GENERATION OR SIMPLY TREMENDOUS EXPOSURE.

| | PREMIUM | STANDARD | NON-PROFIT |
|-----------|---------|----------|------------|
| 10' x 10' | \$2,000 | \$1,500 | \$1,250 |
| 10' x 20' | \$3,250 | \$2,500 | - |
| 20' x 20' | \$4,000 | \$3,345 | \$2,500 |
| 20' x 25' | \$4,250 | \$3,500 | - |
| 20' x 30' | \$4,500 | \$3,750 | - |
| 20' x 35' | \$4,750 | \$4,000 | - |
| 20' x 40' | \$5,000 | \$4,250 | - |
| 30' x 30' | \$5,500 | \$4,750 | - |
| 40' x 40' | \$6,500 | \$5,500 | - |
| 80' x 30' | \$7,500 | \$6,250 | \$5,500 |

AIRSHOW WILL PROVIDE TENT WITH CONCRETE WEIGHTS, 1 TABLE, 2 CHAIRS, AND CREDENTIALS LISTED BELOW:

| | |
|------------------|------------------------------------|
| UP TO 10'x20': | 6 WRISTBANDS AND 3 PARKING PASSES |
| 20'x20'-30'x30': | 10 WRISTBANDS AND 5 PARKING PASSES |
| 30'x80': | 18 WRISTBANDS AND 9 PARKING PASSES |

"The 7UP Snapple Group has been proud to be a part of the California Capital Airshow for the past six years. This past year we saw the most foot traffic in our exhibitor booth area than ever before, we cannot wait to see how big 2018 will be!"

~Nikolaas B., Dr. Pepper Snapple Group

RAMP LAYOUT



Honoring our Past – Inspiring the Future

In the air, on the ground and throughout the year, the non-profit California Capital Airshow produces a variety of programs and events designed to inspire young people; creating exciting educational environments that clearly show how science, technology, engineering and math are the tools needed to accomplish great things. We are proud to have awarded over 146 scholarships to stellar students who dream of changing the world. The Airshow also gives back to the community through charitable donations and revenue-share programs supporting other nonprofits throughout the region...and its almost completely produced by volunteers! Thank you for helping to support our important mission. To get involved or learn more, please visit: www.californiacapitalairshow.com

*MAP SHOWN IS FROM 2018, THE REVISED 2019 MAP WILL BE DEVELOPED IN THE COMING MONTHS

EXHIBITOR UPGRADES

IN ADDITION TO YOUR EXHIBIT AREA, TAKE ADVANTAGE OF THE OPPORTUNITY TO UPGRADE AND PROMOTE YOUR DISPLAY EVEN MORE! PROMOTE YOUR ORGANIZATION WITH ADVERTISING, BRANDING, PUBLIC ANNOUNCEMENTS, BANNERS, ENTERTAINMENT AND NETWORKING OPPORTUNITIES.

| | LEVEL 1 \$1,000 | LEVEL 2 \$2,500 | LEVEL 3 \$5,000 | LEVEL 4 \$7,500 |
|-------------------------------------|--------------------|--------------------|--------------------|--------------------|
| INCLUSION IN SOCIAL MEDIA | - | Y | Y | Y |
| CCA COLLECTOR'S BOOK | LOGO | LOGO | LOGO | SECTION |
| LOGO ON VOLUNTEER T-SHIRTS | - | - | Y | Y |
| LOGO ON WELCOME BANNERS | Y | Y | Y | Y |
| PA MENTIONS PER DAY | - | 2 | 3 | 4 |
| BANNER SPACE ALONG FLIGHT LINE | 1 | 2 | 3 | 5 |
| CAPITAL CLUB VIP CHALET PASSES | 2 | 4 | 6 | 8 |
| VIP PARKING PASSES FOR CAPITAL CLUB | 1 | 2 | 3 | 4 |



"We can't thank you and your team enough for all of your hospitality. This has been a great experience for me and our team. This feels like family here. Traveling and leaving our families behind can be tough, but your team and everyone in this Airshow makes me feel like I'm with family. It makes our experience so much fun!"
~Allison M., Agency for Bridgestone Tires

RIDE AND DRIVE

\$25,000

RECOGNITION

- + SPONSOR LOGO ON THE HOMEPAGE OF THE CCA WEBSITE
- + SPONSOR LOGO ON THE AIRSHOW POSTER
- + SPONSOR LOGO ON VOLUNTEER SHIRTS
- + SPONSOR NAME INCLUDED IN ALL PRESS RELEASES
- + PERMISSION TO USE THE AIRSHOW LOGO

ACTIVATION

- + PREMIUM PLACEMENT OF 300'x300' EXHIBIT SPACE FOR RIDE & DRIVE WITH ADDITIONAL 50'x50' EXHIBIT
- + 8 SPONSOR PROVIDED BANNERS PLACED ALONG THE FENCE
- + 6 PA ANNOUNCEMENTS (PER DAY)

HOSPITALITY

- + 50 GENERAL ADMISSION TICKETS (VALID FOR ONE DAY)
- + 8 CAPITAL CLUB PASSES PER DAY
- + 4 VIP PARKING PASSES FOR CAPITAL CLUB PER DAY



NAMING RIGHTS



| | | |
|------------------------------------|--|---|
| STEM PAVILION | YOUR INVESTMENT WILL SUPPORT THE SPACE & AVIATION LAUNCHPAD, ROBOTICS COMPETITION, DRONE HANGAR, FLIGHT SIMULATORS AND MORE. YOUR COMPANY WILL RECEIVE DAILY PA ANNOUNCEMENTS, A PRIME EXHIBIT AREA, LOGO IN PROGRAM, CAPITAL CLUB VIP PASSES, VIP PARKING PASSES, OTHER TICKET ACCESS, PLACEMENT OF PROMOTIONAL BANNERS ALONG THE FLIGHT LINE AND MORE. | AVAILABLE OPTIONS FROM \$5,000-\$30,000 |
| CAPITAL CLUB VIP CHALET | INCLUDES EXCLUSIVE SIGNAGE, GIVEAWAYS AND EXHIBIT SPACE IN THE VIP AREA OF AIRSHOW, LOGO ON HOMEPAGE OF WEBSITE, WELCOME BANNERS ONLINE TICKETS, VOLUNTEER SHIRTS AND ANNUAL COLLECTOR'S BOOK, AS WELL AS 20 CAPITAL CLUB TICKETS AND 10 VIP PARKING PASSES PER DAY, 3 PA ANNOUNCEMENTS PER DAY, AND UP TO 3 BANNERS ON THE FLIGHT LINE AND IN CHALET. | \$25,000 |
| KIDDIE HAWK - YOUTH DISCOVERY ZONE | INCLUDES 3 PA ANNOUNCEMENTS EACH DAY PROMOTING YOUR COMPANY WITH THE KIDDIE HAWK AND UP TO A 20 x20 EXHIBIT IN THE AREA, PLUS LOGO IN PROGRAM, 6 CAPITAL CLUB VIP PASSES PER DAY, 3 VIP PARKING PASSES PER DAY, PLACEMENT OF UP TO 3 BANNERS ON THE FLIGHT LINE (PROVIDED BY SPONSOR). | \$10,000 |
| PERFORMER WELCOME RECEPTION | PACKAGE INCLUDES BRIEF INTRODUCTION AT PARTY, LOGO ON WEBSITE SPONSOR PAGE, LOGO ON 1,000 VOLUNTEER SHIRTS, 3 PA MENTIONS PER DAY, 3 BANNERS DISPLAYED IN PRIME VIEWING SPACE (PROVIDED BY SPONSOR), 6 CAPITAL CLUB VIP PASSES AND 3 VIP PARKING PASSES PER DAY. | \$10,000 |
| VOLUNTEER SERVICES (AREA 51) | INCLUDES SPONSORING ALL LUNCHES, SNACKS AND BEVERAGES, SERVING 850 PER DAY --2 PA MENTIONS EACH DAY PROMOTING YOUR COMPANY. AIRSHOW WILL PROVIDE LOGO ON SPONSOR PAGE OF WEBSITE AND 4 CAPITAL CLUB VIP PASSES AND 2 VIP PARKING PASS PER DAY. | \$7,500 |
| TRAM SPONSOR | INCLUDES 2 PA MENTIONS EACH DAY PROMOTING YOUR COMPANY. AIRSHOW WILL PROVIDE LOGO ON SPONSOR PAGE OF WEBSITE AND 4 CAPITAL CLUB VIP PASSES AND 2 VIP PARKING PASS PER DAY. | \$7,000 |
| FLY-IN PILOT CHALETs & FORUMS | INCLUDES 2 PA ANNOUNCEMENTS EACH DAY AND 2 BANNERS DISPLAYED IN PRIME VIEWING SPACE (PROVIDED BY SPONSOR), COMPANY LOGO ON SPONSOR PAGE OF WEBSITE, 2 CAPITAL CLUB VIP PASSES AND 1 VIP PARKING PASS PER DAY. | \$5,000 |
| PERFORMERS AUTOGRAPH TENT | INCLUDING 3 PA MENTIONS EACH DAY PROMOTING YOUR COMPANY TO THE PERFORMERS AUTOGRAPH TENT. AIRSHOW WILL PROVIDE LOGO ON SPONSOR PAGE OF WEBSITE AND 2 CAPITAL CLUB VIP PASSES AND 1 VIP PARKING PASS PER DAY. PLACEMENT IS AT SHOW CENTER. | \$3,500 |
| MEDIA CHALET | INCLUDING 2 PA ANNOUNCEMENTS EACH DAY AND 2 BANNERS DISPLAYED IN PRIME VIEWING SPACE (PROVIDED BY SPONSOR), COMPANY LOGO ON SPONSOR PAGE OF WEBSITE, 4 MEDIA PASSES, 2 VIP PARKING PASSES AND EXHIBIT WITHIN MEDIA TENT. | \$2,500 |
| MOTHER'S LOUNGE SPONSOR | INCLUDES 2 PA ANNOUNCEMENTS EACH DAY AND 2 BANNERS DISPLAYED IN PRIME VIEWING SPACE (PROVIDED BY SPONSOR), COMPANY LOGO ON SPONSOR PAGE OF WEBSITE, 2 CAPITAL CLUB VIP PASSES AND 1 VIP PARKING PASSES PER DAY. | \$1,500 |

*ASK US ABOUT OTHER NAMING RIGHT AREAS INCLUDING AIRSHOW PREMIUM CHALETs (CAPITAL CLUB, FLIGHT LINE AND MATHER CLUB) AS WELL AS HOSTING THE JET TEAM.

FRIENDS & FAMILY

THIS PROGRAM IS DESIGNED TO ALLOW COMPANIES LARGE OR SMALL TO GET INVOLVED WITH THE CALIFORNIA CAPITAL AIRSHOW. YOUR SUPPORT WILL HELP INSPIRE THE NEXT GENERATION AND TO HONOR OUR REGION'S RICH AVIATION HERITAGE.

| | LEVEL 1 \$500 | LEVEL 2 \$1,000 | LEVEL 3 \$1,500 | LEVEL 4 \$2,750 |
|--------------------------------|------------------|--------------------|--------------------|--------------------|
| INCLUSION IN SOCIAL MEDIA | - | - | - | YES |
| PA MENTIONS/DAY | - | - | 1 | 2 |
| CAPITAL CLUB CHALET PASSES | - | 2 | 4 | 10 |
| VIP PARKING PASSES | - | 2 | 2 | 5 |
| BANNER SPACE ALONG FLIGHT LINE | - | - | - | 1 |
| LOGO ON AIRSHOW WEBSITE | YES | YES | YES | YES |
| LOGO ON WELCOME BANNER | YES | YES | YES | YES |

EXTRA CHALET PASSES ARE \$150 EACH



"The Intel Employee Chalet location was amazing to view the event and the service provided was top notch. A BIG Thank You for everything CCA did to ensure that things ran smoothly and every one of our guests had a fabulous Airshow experience. On behalf of all the Intel Folsom attendees, thanks for a great event, fantastic hospitality and for what the Airshow does for our community!"
~Eric H., Intel

CAPITAL CLUB MEMBERSHIP

CAPITAL CLUB VIP CHALET ACCESS \$1,750

- + 10 VIP TICKETS TO EITHER SATURDAY OR SUNDAY'S AIRSHOW (LIMITED QUANTITIES FOR EACH DAY)
- + 5 VIP PARKING PASSES
- + RESERVED TABLE IN THE CAPITAL CLUB FROM 9:00A-5:00P
- + HEARTY BUFFET LUNCH AND DESSERT WITH OPEN BAR SERVICE
- + SHADED TENT, UMBRELLA TABLE AND OPEN AIR SEATING LOCATED AT AIRSHOW CENTER FOR BEST VIEWING



CALIFORNIA CAPITAL AIRSHOW

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THANK YOU IN ADVANCE FOR
YOUR GENEROUS SUPPORT
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