



2026 PARTNERSHIP OPPORTUNITIES
PROUDLY CELEBRATING AMERICA'S 250TH

A Message from the California Capital Airshow

We are pleased to announce the 20th annual California Capital Airshow – presented by Sacramento County in partnership with the City of Rancho Cordova – will return to the skies **October 10-11, 2026**. This event will feature the internationally renowned **U.S. Air Force Thunderbirds** along with some of the world's most talented pilots and spectacular aircraft delivering exhilarating performances, exciting displays, interactive exhibits, live music, and more.

When the California Capital Airshow roars across the skies of the Sacramento region, it's not only about what you see overhead...

We **HONOR OUR PAST**. Airshow attendees step back in time and experience theatrical tribute performances, an interactive pop-up museum, and unique displays that honor significant moments in aviation history and show gratitude to the men and women who serve.

We **INSPIRE THE FUTURE**. Through annual scholarship awards, internship and mentorship programs, and educational events, we are connecting the next generation to aviation, aerospace, and STEM careers.

We **SHINE A SPOTLIGHT ON OUR REGION**. The Airshow annually draws not only California residents, but national and international visitors alike with an annual economic impact to the Sacramento Region of more than \$10 million.



This unforgettable non-profit event provides a captive audience for lead generation, extensive company branding, community engagement, exhibit space, corporate entertainment, and employee appreciation opportunities.

We look forward to working with you to deliver this entertaining and inspiring event for the whole community.

We look forward to our partnership in 2026!

**SATURDAY, OCTOBER 10 +
SUNDAY, OCTOBER 11**

**12:00 PM - 8:00 PM
BOTH DAYS**

MATHER AIRPORT | SACRAMENTO, CA

DEMOGRAPHICS + BRAND EXPOSURE

With a robust set of media partners, we offer unparalleled print, online, radio and broadcast advertising plus promotional exposure year-round with a significant gain in attention before, during, and after the show.

1

Escape the Clutter of Mass Advertising

Potential customers are exposed to fewer marketing messages.

2

Grow Your Brand's Visibility

Increase the public's awareness through your community partnership.

3

Media Benefits

Your business name appearing in advertising used to promote the airshow.

DID YOU KNOW?
CCA HAS AN
AVERAGE OF
100K
ATTENDEES
EVERY YEAR!

*Data collected from California Capital Airshow and the International Council of Airshows (ICAS)

\$2M
Publicity Value

5M
Reach
(Broadcast, Print, Radio, & Online)

70% of attendees stay on airshow grounds for more than 4 hours.

80% of spectators have at least some college education.



WHAT IS A NIGHT SHOW?

Night shows are the newest, most exciting frontier in the airshow industry — a high energy, immersive experience that draws massive crowds, lights up social feeds, and leaves people talking long after the smoke clears.

We'll kick off the show with a performance by the U.S. Air Force Thunderbirds, followed by a full twilight show with an incredible line-up of performers. It builds up to an epic fireworks and drone show finale, combining innovation and patriotism in a way only an airshow can.



PROUDLY CELEBRATING AMERICA'S 250TH!

We're pulling out all the stops to celebrate America's 250th birthday! This will be the biggest birthday party Sacramento has ever seen. It's not just a show. It's an experience. Don't miss the chance to partner with us on one of the most awe-inspiring events of the year.



PYROTECHNICS SPONSOR

LIMITED TO TWO!

\$50,000

- **Hospitality:** 100 General Admission tickets, 10 Business Class chalet passes with VIP parking per day, one branded reserved table in Business Class.
- **Recognition:** in/on the airshow website (home page), welcome banners, highlights gallery, online tickets, poster & program, press releases, and on social media. Additional use of airshow logo.
- **Attraction:** custom exhibit space with electric, eight banner placements throughout event space, six public address announcements, product sales rights, industry exclusivity, and first right of refusal for following year.
- **Appreciation:** 50 souvenir airshow posters, five sponsor hats, access to highlights gallery, invitation to VIP welcome party.

These Pyrotechnics, Concert, and Name in Lights sponsor packages are **EXCLUSIVE** to our 2026 airshow!

CONCERT SPONSOR

LIMITED TO TWO!

\$50,000

- **Hospitality:** 100 General Admission tickets, 10 Business Class chalet passes with VIP parking per day, one branded reserved table in Business Class.
- **Recognition:** in/on the airshow website (home page), welcome banners, highlights gallery, online tickets, poster & program, press releases, and on social media. Additional use of airshow logo.
- **Attraction:** custom exhibit space with electric, eight banner placements throughout event space, six public address announcements, product sales rights, industry exclusivity, and first right of refusal for following year.
- **Appreciation:** 50 souvenir airshow posters, five sponsor hats, access to highlights gallery, invitation to VIP welcome party.

NAME IN LIGHTS SPONSOR

LIMITED TO ONE!

\$50,000



- **Hospitality:** 100 General Admission tickets, 10 Business Class chalet passes with VIP parking per day, one branded reserved table in Business Class.
- **Recognition:** in/on the airshow website (home page), welcome banners, highlights gallery, online tickets, poster & program, press releases, and on social media. Additional use of airshow logo.
- **Attraction:** custom exhibit space with electric, eight banner placements throughout event space, six public address announcements, product sales rights, industry exclusivity, and first right of refusal for following year.
- **Appreciation:** 50 souvenir airshow posters, five sponsor hats, access to highlights gallery, invitation to VIP welcome party.

In addition to being a first-class aviation event, our proceeds also support STEM scholarships and educational youth events throughout the year.





PRESENTING SPONSOR

\$250,000 ✈️

- **Hospitality:** 200 General Admission tickets, 20 Business Class chalet passes with VIP parking per day, two branded reserved tables in Business Class.
- **Recognition:** in/on the airshow website (home page), welcome banners, highlights gallery, online tickets, poster & program, print ads, press releases, tv & radio ads, and on social media. Additional use of airshow logo.
- **Attraction:** custom exhibit space with electric, 10 banner placements throughout event space, eight public address announcements, industry exclusivity, and first right of refusal for following year.
- **Appreciation:** 100 souvenir airshow posters, 10 sponsor hats, access to highlights gallery, one VIP exhibition flight.

BENEFITS TO BEING A PRESENTING SPONSOR

1

Your brand is integrated into the entire air show experience — from tickets to advertising and event-day programming.

2

You'll have access to a premium hospitality experience for clients, employees, or partners.

3

Your team has the opportunity to interact on-site **with thousands of guests** at your **exclusive exhibit space**.

4

Your company's support will be acknowledged by the community **both during the event and long after it's over**.

It's not just a weekend... it's months of brand recognition, community engagement, and lasting impact.





SPIRIT SPONSOR

\$25,000 ✈️

- **Hospitality:** 50 General Admission tickets, six Business Class chalet passes with VIP parking per day.
- **Recognition:** in/on the airshow website (home page), welcome banners, highlights gallery, online tickets, poster & program, press releases, social media, and use of airshow logo.
- **Attraction:** custom exhibit space with electric, six banner placements throughout event space, five public address announcements, product sales rights, industry exclusivity, and first right of refusal for following year.
- **Appreciation:** 25 souvenir airshow posters, six sponsor hats, access to highlights gallery, one invitation to VIP welcome party.

DID YOU KNOW? The Airshow awarded more than \$600,000 in scholarships to more than 250 students from across the region who dream of changing the world.

GLOBEMASTER SPONSOR

\$15,000 ✈️

- **Hospitality:** 30 General Admission tickets, four Business Class chalet passes with VIP parking per day.
- **Recognition:** in/on the airshow website (sponsor page), welcome banners, highlights gallery, online tickets, poster & program, and use of airshow logo.
- **Attraction:** 20x20 exhibit space, four banner placements throughout event space, and four public address announcements.
- **Appreciation:** 10 souvenir airshow posters, four sponsor hats, access to highlights gallery.

LANCER SPONSOR

\$10,000 ✈️

- **Hospitality:** 25 General Admission tickets, four Business Class chalet passes with VIP parking per day.
- **Recognition:** in/on the airshow website (sponsor page), welcome banners, highlights gallery, and use of airshow logo.
- **Attraction:** 20x10 exhibit space, three banner placements throughout event space, and three public address announcements.
- **Appreciation:** 10 souvenir airshow posters, three sponsor hats, access to highlights gallery.

We provide the very best in family-friendly entertainment and consistently attract engaged and excited attendees, who spend, on average, up to 6 hours on site.

HERCULES SPONSOR

\$5,000 ✈️

- **Hospitality:** 10 General Admission tickets, two Business Class chalet passes with VIP parking per day.
- **Recognition:** in/on the airshow website (sponsor page), welcome banners, highlights gallery, and use of airshow logo.
- **Attraction:** 10x10 exhibit space, two banner placements throughout event space, and two public address announcements.
- **Appreciation:** five souvenir airshow posters, two sponsor hats, access to highlights gallery.



ENTERTAINING:

SKY SUITES, FIRST CLASS, BUSINESS CLASS, CORPORATE CHALETs

Experience the excitement of the California Capital Airshow in style! Located right up front along the flight line, closest to the jets, these opportunities are the perfect choice for hosting valued customers for the day and showing your appreciation to dedicated employees and their families. You provide the guests — we'll do the rest!



SKY SUITES

EXTREMELY LIMITED

\$20,000 PER DAY (ALL INCLUSIVE) ✈️

- Tickets for 25 guests in your own luxury private Sky Suite for Saturday or Sunday with VIP parking.
- Your brand in multiple locations with ample modern lounge seating.
- Chef-prepared passed small plates and food stations available throughout the day with custom wine pairings and specialty cocktails.
- Access to Executive Restrooms with air conditioning.
- Located at Show Center on the private elevated section of the First-Class, getting you closer to the jets.
- Option to upgrade to an end unit or include additional guests available. Prices vary.
- **The Ultimate Airshow Experience!**

CORPORATE CHALETs

\$15,000 PER DAY ✈️

- Private Chalets are available for groups up to 100 guests.
- Host clients, employees, family, and friends with a chalet experience right on the flight line with premium views.
- Option to include catering or pre-paid concessions vouchers to allow your guest to enjoy their favorite festival fare.
- Chalet will include friendly service staff & upgraded restrooms.
- Option to add guests for an additional fee.
- Space is limited — ask us about details, options, and availability.



FIRST CLASS

\$7,500 PER DAY (ALL INCLUSIVE)



- Tickets for 10 guests in our luxurious First-Class area for Saturday or Sunday with VIP parking.
- Ample comfortable lounge seating.
- Chef-prepared passed small plates and food stations available throughout the day with custom wine pairings and specialty cocktails.
- Access to Executive Restrooms with air conditioning.
- Located at Show Center, getting you closer to the jets.

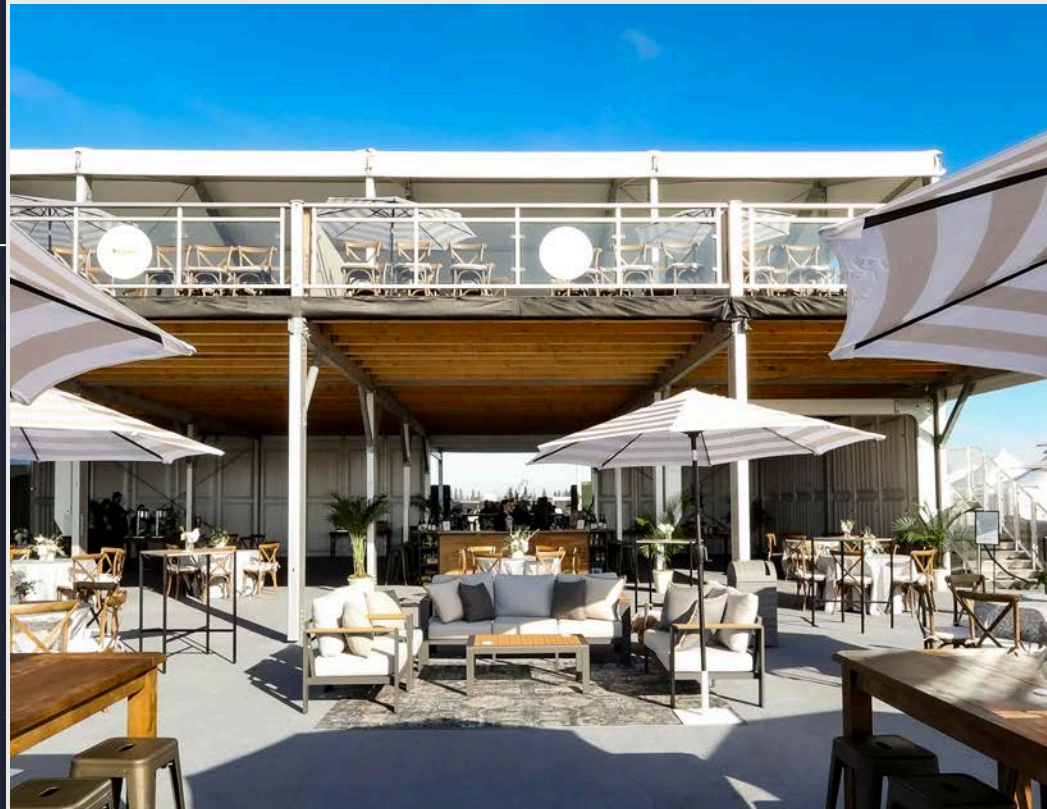
DID YOU KNOW? THE AIRSHOW HAS OVER **100K AIRSHOW INSIDERS** WHO STAY UP-TO-DATE WITH INFORMATION SENT STRAIGHT TO THEIR INBOX.

BUSINESS CLASS

\$4,500 PER DAY (ALL INCLUSIVE)



- Tickets for 10 guests in our new Business Class Chalet for Saturday or Sunday with VIP parking.
- Reserved table with your brand in the exclusive sponsor area of the newly created Business Class Chalet.
- Catered lunch and dessert bar with hosted beverage service and specialty cocktails.
- Access to Executive Restrooms with air conditioning.
- Shaded seating, open air and covered lounge areas with a premium viewing experience.



EXHIBITS ✈

Exhibit space along the ramp is an excellent opportunity for interaction with Airshow attendees. These high-traffic display areas provide an ideal opportunity for mobile marketing, product sampling (upon approval), couponing, lead generation, and tremendous exposure to tens of thousands of attendees!

	PREMIUM	STANDARD	NON-PROFIT
10' x 10'	\$2,500	\$2,000	\$1,750
10' x 20'	\$3,500	\$2,750	\$2,500
20' x 20'	\$4,500	\$3,500	\$2,500
20' x 30'	\$5,000	-	-
20' x 40'	\$5,500	-	-
30' x 30'	\$6,500	-	-
80' x 30'	\$8,500	-	-

Custom exhibit space sizes available upon request.
Tent, table, chairs, and credentials are included with the table.

BRANDING OPPORTUNITIES

Various levels of branding opportunities are available to allow companies and non-profits to build brand awareness and support the California Capital Airshow. Your brand will be included in any reference to your sponsored area via announcements, ramp maps, and the official program. Each of these sponsorship opportunities will include additional benefits such as hospitality, exclusive access to the event, and more.

Examples: Veterans Chalet, Airshow Kick-off Party, Adopt-A-Performer, Airshow Grand Marshall, Pilot Briefing Breakfast, Volunteer Café, Sunscreen Bar, Autograph Tent, Guest Trams, and more. Ask us!

If you'd like to explore all the Naming Rights Opportunities, please let us know – we love to get creative!

RIDE + DRIVE

\$25,000 ✈

Airshow visitors will be able to experience the full capabilities of your latest vehicles as they steer through a set course to enjoy an exciting day of both wings and wheels.

- **Hospitality:** 50 General Admission tickets, four Business Class chalet passes with VIP parking per day.
- **Recognition:** in/on the airshow website (home page), welcome banners, highlights gallery, online tickets, poster & program, press releases, social media, and use of airshow logo.
- **Attraction:** custom exhibit space with electric, six banner placements throughout event space, five public address announcements, product sales rights, industry exclusivity, and first right of refusal for following year.
- **Appreciation:** 25 souvenir airshow posters, four sponsor hats, access to highlights gallery, one invitation to VIP welcome party.



FUNDING THE MISSION ✈️

In addition to the Airshow, our non-profit organization gives back to the community through scholarships and exciting educational youth programs throughout the year. You can help support this mission through one or more of these opportunities.



SCHOLARSHIP PROGRAM ✈️

We support the future of flight by raising funds for our annual scholarship awards. Open to high school seniors and college students pursuing aviation and aerospace careers, the program provides much-needed funds to deserving students to pursue their dreams.

Your company can support this program by:

- Naming a scholarship after your company/organization or in memoriam: \$10,000
- Fund a scholarship for one student: \$5,000
- Support the scholarship program: \$2,500

YEAR-ROUND YOUTH PROGRAMS

We are committed to delivering a variety of exciting, year-round aviation and aerospace education events that inspire our region's future workforce to take flight. We offer **free** hands-on learning opportunities to students with the goal of opening their eyes to the magic of aviation and encouraging them to explore these rewarding career fields.

Here's how YOU can help:

- Presenting sponsor: \$10,000
- Co-host a youth program: \$2,500
- Fund a student to attend an event or summer camp: \$500

TO LEARN MORE,
SCAN HERE:



Established in 2004, the 501(c)3 non-profit California Capital Airshow plans and operates the exciting family-friendly annual event designed to honor the Sacramento region's rich aviation heritage and its veterans while using the power and magic of flight to inspire young people.



BECOME A PARTNER

We look forward to working with you this year to reach your company's outreach goals. Thank you in advance for joining us to play a role in delivering a safe and exciting weekend that honors veterans, inspires students, and shines a spotlight on our region.

[WATCH OUR SIZZLE REEL](#)

The Airshow partners with ADC Group, Inc. to support sponsors and exhibitors for this event.



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Give us a call at 972.540.1742

ADC
group