



BOUNDARY BAY
AIRSHOW '17

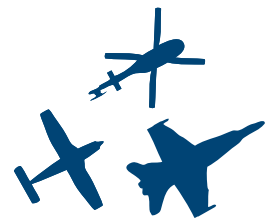
Flying, Family & Fun!



Delta

Alpha
AVIATION INC.

**Sponsorship
Opportunities 2017**



BOUNDARY BAY AIRSHOW '17

Flying, Family & Fun!

Saturday, July 22

Join us in hosting one of the remaining free community airshows! Through your support of the 2017 Boundary Bay Airshow, your business will become associated with the appeal and excitement of this fun-filled family event. Not only will you be identified as one of Delta's valuable community supporters, this will provide you with an outstanding opportunity to showcase your business to thousands of residents and guests alike and share in the energy of one of Delta's most anticipated events of the year! Contact us today to discuss the many sponsorship opportunities available and how you can get involved.

Check out boundarybayairshow.com for more airshow details.

SPONSORSHIP LEVELS

- Platinum \$12,000
- Performer \$8,000
- Gold \$5,000
- Silver \$2,500
- Bronze \$1,000
- Frequent Flyer \$500
- Individual Corporate Chalet (value customized to your needs)

In-kind sponsorships are welcomed at all levels.



Testimonial

"The Boundary Bay Airshow is growing in popularity every year. It's a fantastic and well organized event, great for families, and it's free. The show features some amazing planes and stunts, and attracts an impressively large and engaged crowd. It is a great opportunity to connect with the Delta community."

- Evangeline Englezos
Director, Community and Aboriginal Affairs,
Vancouver Fraser Port Authority

PLATINUM \$12,000

Help us bring this popular event to the community and receive Title Naming Rights for a Marque Airshow Performer or Attraction such as the extremely popular Family Zone activity area. Marketing exposure will be on-site and in all airshow promotional material.

At this level of sponsorship, the following exposure will be given:

VIP EXPERIENCE

- Guest access to VIP chalet with food and beverage service and the best viewing location on the apron - twelve complimentary passes
- VIP parking – six reserved parking passes
- Photo op meet and greet at media event
- One ride in an airshow aircraft at media event

MARKETING EXPOSURE

- Prominent exposure as title sponsor of an airshow marque attraction

Sponsor featured in:

- Promotional booths – Ladner Village Market, North Delta Farmers Market, major Delta events
- Promotional video to be shown in Boundary Bay Airport terminal, Delta Facilities and on social media platforms prior to and at airshow – full screen logo and short video advertisement available
- Airshow website
- Local paper coverage
- On-site signage for marque attraction
- Airshow public address announcements – eight minimum



Logo on:

- Local newspaper ads
- Delta Summer Event Flyer to all Delta households – 33,000
- Delta facility/program flyers
- Poster
- Airshow website
- Event program
- Airshow volunteer t-shirts
- Thank you ad in Delta Fall 2017 Leisure Guide
- Thank you ad in local newspaper

ON-SITE DISPLAY SPACE

- Customizable

BANNER DISPLAYS

- Sponsor to provide up to five, 3' x 8' banners (must have grommets for hanging on fence)

LETTER FOR TAX PURPOSES

PERFORMER \$8,000

Help us bring quality performers to the Boundary Bay Airshow. You will be named sponsor of an airshow performer in both promotional material and on-site at the airshow. At this level of sponsorship, the following exposure will be given:

VIP EXPERIENCE

- Guest access to VIP chalet with food and beverage service and the best viewing location on the apron - six complimentary passes
- VIP parking – three reserved parking passes
- Photo op meet and greet at media event
- One ride in an airshow aircraft at media event

MARKETING EXPOSURE

Named sponsor of an airshow performer

Sponsor featured in:

- Promotional video to be shown in Boundary Bay Airport terminal, Delta facilities and on social media platforms prior to and at airshow – full screen logo
- Airshow website
- Local paper coverage
- Airshow public address announcements – five minimum



Logo on:

- Delta Summer Event Flyer to all Delta households – 33,000
- Delta facility/program flyers
- Poster
- Airshow website
- Event program
- Airshow volunteer t-shirts
- Thank you ad in Delta Fall 2017 Leisure Guide
- Thank you ad in local newspaper

ON-SITE DISPLAY SPACE

- 10' x 10'

BANNER DISPLAYS

- Sponsor to provide up to three, 3' x 8' banners (must have grommets for hanging on fence)

LETTER FOR TAX PURPOSES



GOLD \$5,000

At this level of sponsorship, the following exposure will be given:

VIP EXPERIENCE

- Guest access to VIP chalet with food and beverage service and the best viewing location on the apron - four complimentary passes
- VIP parking – two reserved parking passes

MARKETING EXPOSURE

Logo on:

- Delta Summer Event Flyer to all Delta households – 33,000
- Delta facility/program flyers
- Poster
- Airshow website
- Event program
- Airshow volunteer t-shirts
- Thank you ad in Delta Fall 2017 Leisure Guide
- Thank you ad in local newspaper

ON-SITE DISPLAY SPACE

- 10' x 10'

BANNER DISPLAYS

- Sponsor to provide up to two, 3' x 8' banners (must have grommets for hanging on fence)

PUBLIC ADDRESS ANNOUNCEMENTS

- Four minimum

LETTER FOR TAX PURPOSES



SILVER \$2,500

At this level of sponsorship, the following exposure will be given:

VIP EXPERIENCE

- Guest access to VIP chalet with food and beverage service and the best viewing location on the apron - two complimentary passes
- VIP parking – one reserved parking pass

MARKETING EXPOSURE

Logo on:

- Poster
- Airshow website
- Event program
- Airshow volunteer t-shirts
- Thank you ad in Delta Fall 2017 Leisure Guide
- Thank you ad in local newspaper

BANNER DISPLAYS

- Sponsor to provide one, 3' x 8' banner (must have grommets for hanging on fence)

PUBLIC ADDRESS ANNOUNCEMENTS

- Two minimum

LETTER FOR TAX PURPOSES

BRONZE \$1,000

At this level of sponsorship, the following exposure will be given:

VIP EXPERIENCE

- Guest access to VIP chalet with food and beverage service and the best viewing location on the apron - two complimentary passes
- VIP parking – one reserved parking pass

MARKETING EXPOSURE

Logo on:

- Airshow volunteer t-shirts
- Corporate name on:
- Event program
 - Thank you ad in Delta Fall 2017 Leisure Guide
 - Thank you ad in local newspaper

BANNER DISPLAYS

- Sponsor to provide one, 3' x 8' banner (must have grommets for hanging on fence)

PUBLIC ADDRESS ANNOUNCEMENTS

- One minimum

LETTER FOR TAX PURPOSES

FREQUENT FLYER

\$500

At this level of sponsorship, the following exposure will be given:

MARKETING EXPOSURE

Corporate name on:

- Event program
- Thank you ad in Delta Fall 2017 Leisure Guide
- Thank you ad in local newspaper

PUBLIC ADDRESS ANNOUNCEMENTS

- One minimum

LETTER FOR TAX PURPOSES



DESIGN YOUR OWN CORPORATE CHALET

3 Available

This is a great opportunity to entertain clients, reward staff or entertain your friends and family.

- Full catering and beverage services available
- Front row seating
- Priority VIP access and VIP parking passes

Give us a call. We are happy to customize a private chalet to suit your individual needs.

Please fax or email completed form, or to receive more information regarding the benefits available at each sponsorship level, contact the individuals below:

Melissa Sayers – Boundary Bay Airshow Producer tel: 778-968-2229 email: melissa.sayers@alpha.ca

Judi Stene – Deputy Director of Delta Parks, Recreation & Culture tel: 604-952-3060 fax: 604-946-4693 email: jstene@delta.ca

Company _____

(As you would like to be recognized)

Address _____

Sponsor Contact _____ Title _____

Telephone _____

Email _____



**BOUNDARY BAY
AIRSHOW '17**

Flying, Family & Fun!

Saturday, July 22

SPONSORSHIP LEVELS

(Please check appropriate one)

- | | | |
|--|---|---|
| <input type="checkbox"/> Platinum \$12,000 | <input type="checkbox"/> Silver \$2,500 | <input type="checkbox"/> Frequent Flyer \$500 |
| <input type="checkbox"/> Performer \$8,000 | <input type="checkbox"/> Bronze \$1,000 | <input type="checkbox"/> Individual Corporate
Chalet |
| <input type="checkbox"/> Gold \$5,000 | | |

In-kind sponsorships are welcomed at all levels. Benefits to be individually negotiated based on direct offset value to core Airshow operating expenses.

Deadline to receive logo for all print material is May 2, 2017.

