

**September
12 & 13, 2026**

Celebrating
**Military Members
& our Veterans**



**PARTNERSHIP
OPPORTUNITIES**



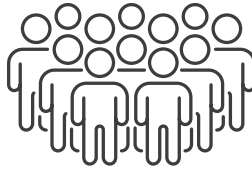
DEMOGRAPHICS

Partnering with the Show Me Air Show means significant brand exposure for your company. In only it's third year, the Show Me Air Show is growing a reputation as a premier Missouri event; drawing performers and crowds from across the country. The Show Me State Air Show has media partners that offer excellent print, online, radio and broadcast advertising; including promotional exposure leading up to and during the air show weekend.

\$350,00 ECONOMIC IMPACT

Local economy received a huge boost from lodging, food/beverage, retail, transportation, and tax revenues brought in through the air show attendees and performers.

10K ONSITE



Over 10k in attendance over the weekend, plus the crowds at Adrian's Island, north side of the Capitol, overpasses and parked on side of the highway.

AVG VISIT



The thousands that attend the air show enjoy family-friendly entertainment and spend an average of 2.5 hours onsite.

500K EYES



Number of eyes on marketing with over 500k impressions via television, radio, online marketing, social media and print.



AIRCRAFT SPONSORS

CHOOSE YOUR AIRCRAFT OR PERFORMER

Era Specific Military Aircraft (ex. F4 Phantom, MiG-17, B-25 Show Me, etc.)

Current Military Aircraft (ex. T-6 Texan II, UH-60 Black Hawk, LUH-72 Lakota, C-130, etc.)

Aerobatic Performers (ex. Red Bull, Stephen Covington, Franklin's Flying Circus, etc.)

Special Features (Ex. Motocross, Jet Truck/Car, etc.)
Starting at 15K and up

Tier-Based Benefits

- ▶ Sponsor message prior to aircraft demonstration over PA
- ▶ Sponsor included in each pre-announcement over PA
- ▶ Photo Opps and Autographs
- ▶ Performer Meet & Greet at Sponsor's Facility
- ▶ Ride-Along (some restrictions apply)



Photos of planes, pilot, & parachuter on this page used with permission from Gynzer Photography

Sponsorship



Benefits	DIAMOND \$60,000	PLATINUM \$30,000	GOLD \$20,000
Program Ad	BACK COVER	FULL PAGE	FULL PAGE
VIP Chalet Tickets (Sat & Sun)	50	20	15
VIP parking (Sat & Sun)	25	10	8
General Admission Tickets (Sat & Sun)	100	50	25
Logo Linked to your website	✓	✓	✓
Booth Space (10'x10')	✓	✓	✓
Media Recognition	✓	✓	✓
Digital Display Ad	✓	✓	✓
Banner (s)	MAIN GATE	FENCE	FENCE
Air Show Announcements (Sat & Sun)	HOURLY	HOURLY	HOURLY
Flight Experience	✓	✓	✓

PPS LEVELS

Naming Rights

Give us a call if you are interested in branding rights. We will negotiate terms beneficial for your company.

Contact Penny Smith at
penny@showmestateairshow.org
 or 573-533-0648

SILVER \$10,000	BRONZE \$5,000	COPPER \$2,500	AIR SHOW FAN \$1,000	SUPPORTER \$500
HALF PAGE	1/4 PAGE	1/8 PAGE	1/8 PAGE	BOLD LISTING
10	5	2	2	2
5	2	1	1	1
10	5	6	2	
✓	✓	✓	✓	
✓	✓	✓	✓	
✓	✓	✓		
✓	✓	✓		
FENCE	FENCE	FENCE		
4X/DAY	2X/DAY	1X/DAY		

BRANDING

Benefits may include

- ▶ Program Ad
- ▶ VIP Chalet & Parking Tickets
- ▶ General Admission Tickets
- ▶ Logo Linked to your website
- ▶ Area Banners
- ▶ Media Recognition
- ▶ Air Show Announcements
- ▶ Booth Space 10'x10'

NAMING RIGHTS

This is an opportunity for you/your company to place your brand front and center on an event that reaches 500,000 citizens of Missouri. We would love to talk to you and negotiate terms beneficial for your company.

PYROTECHNICS & FIREWORKS.....\$50,000

BLOW THINGS UP and get a "Big Bang" for your buck by literally pushing the plunger or button to blow up the wall of fire. All this fun, plus many other sponsor perks. Guaranteed to be the talk of Central Missouri!

DISABLED VETERAN TRANSPORT.....\$5000

We love to see our veterans attend the air show and want to ensure the event is accessible to all! Sponsor the handi-wheels bus that picks them up in the parking lot and drops them off inside at the veteran tent. The bus and pickup location will be branded with your company logo.

VETERAN INTERVIEWS\$5,000

Veterans tell the story of their life before, during and after the war (WWI/II, Korean/Vietnam Wars, Persian Gulf, War on Terror, etc.). Students ask the questions as the veterans tell their patriotic and sometimes heart wrenching stories on two large screens front and center of the crowd. These videos are also posted after the air show on our website and social media. The interviews have proven to be a very strong draw of all ages.

AIR SHOW SURVEY.....\$2500

Brand the surveys we distribute to all attendees with your logo and coupons of your choice.



THEMED AREAS

VETERAN HOSPITALITY TENT \$5,000

Show your appreciation for our valued veterans. The hospitality tent provides a comfortable and welcoming spot for the veterans to enjoy the air show.

VINTAGE MILITARY VEHICLES AND CLASSIC CAR DISPLAY \$2,500

Always a big draw for the entire crowd. Several of the plane displays allow you to walk through the aircraft.

AIR SHOW INFORMATION BOOTH \$5,000

An essential stop for air show attendees to find a map, and someone to answer any questions they may have.

FOOD COURT \$5,000

A variety of local vendors will provide food and drink throughout the show to stave off the hangries!

PERFORMER AUTOGRAPH TENT \$5,000

Fans can meet their favorite performers, get autographs and take photos

KIDS ZONE \$5,000

Kid friendly activities will have the littles engaged and smiling all day.

PERFORMER HOSPITALITY \$2,500

Show your support for the pilots and their crews of the air show with food, drink, and a shaded seating area.

VOLUNTEER HOSPITALITY \$2,500

Take care of our team of over 250 volunteers that make it all happen with food and drink during the week prior setting up and the weekend of the air show.

PILOT BRIEFING BREAKFAST \$5,000

As the breakfast sponsor, you get to sit among the pilots and their crews each morning (3 days) at the private air show briefing with the air boss.

Benefits may include

- ▶ Program Ad
- ▶ VIP Chalet & Parking Tickets
- ▶ General Admission Tickets
- ▶ Logo Linked to your website
- ▶ Area Banners
- ▶ Media Recognition
- ▶ Air Show Announcements
- ▶ Booth Space 10'x10'



YOUTH PROGRAMS



Benefits may include

Youth Program benefits include:

- ▶ Social media coverage
- ▶ Website acknowledgement
- ▶ Print ads
- ▶ Onsite banner promotion

Help us *INSPIRE THE FUTURE*. Through annual scholarship awards, programs and stimulating educational events, we are introducing and connecting the next generation to aviation, and STEM careers.

- ▶ Youth (STEM) Program Sponsor..... \$5,000
- ▶ Matching Aviation Scholarship(s) \$1,500
- ▶ Matching Rural & Urban Eighth Grade History Essay Contest \$1,500
- ▶ Matching Rural & Urban Fifth Grade History Poster Contest..... \$1,500



EXHIBIT BOOTHS

CUSTOM FOOTPRINTS AVAILABLE

Utilize a booth space to:

- Sell Products
- Recruit Employees
- Provide activities in the Kids Zone
- Promote your Business and/or Products
- Offer public information (veteran assistance, retirement, health, etc.)



PRIVATE CHALETs

CORPORATE HOSPITALITY

Treat your clients or employees and their families to a day at the air show. Private chalets come with admission tickets and shaded seating for groups of 20 or more. Limited quantities available.

Take advantage of these great add-ons:

- Catering
- Air Show Swag
- Parking Passes
- Pilot/Team Meet & Greet



Contact Penny about pricing and details.
penny@showmestateairshow.org
573-533-0648



OTHER SPONSORSHIPS

Benefits may include

- ▶ Social media coverage
- ▶ Website acknowledgement
- ▶ Print ads
- ▶ Onsite banner promotion

PERFORMERS PHOTO & AUTOGRAPH BOOTH . \$5000

- 14' Signage Flag w/logo
- 10'x10' Canopy
- 6' table with chairs
- Handout Company Info
- Includes Additional Sponsor Perks

INSTANT PHOTOS CROWD ENGAGEMENT \$5000

- Take and Handout Instant Photos of Attendees
- Handout Company Info
- Includes Additional Sponsor Perks

TEMPORARY SHADE BOOTH \$5000

- 10' x 20' Canopy Public Accessed Shade Area
- 14' Signage Flag w/Logo
- Handout Company Info
- Includes Additional Sponsor Perks

GRAFFITI WALL THANKING VETERANS \$5000

- Near Kids Zone
- 10'x10' Canopy
- 6' table with chairs
- Crowd Engagement Opportunity
- Handout Company Info
- Includes Additional Sponsor Perks



DISABLE VETERAN SHUTTLE BUS\$2500

- Highly Visible Signage on bus Inside and Outside Show
- Includes Additional Sponsor Perks

PARKING PASSENGER TRANSPORTS\$2500

- Highly Visible Signage
- Multiple Passenger Transports
- Includes Additional Sponsor Perks

ONLINE SURVEY SPONSOR\$2500

- Hyperlink Engaging Public to Access Your Website
- Includes Additional Sponsor Perks

**SOCIAL MEDIA VETERAN HIGHLIGHT(S)\$500/
HIGHLIGHT**

- Veteran Interview Highlight(s) Featured on Social Media,
Includes Sponsored by Logo
- Includes Additional Sponsor Perks

Benefits may include

- ▶ Social media coverage
- ▶ Website acknowledgement
- ▶ Print ads
- ▶ Onsite banner promotion



READY TO BE A PARTNER ?

CONTACT US TODAY

Air Show Director

Penny Smith

penny@showmestateairshow.org
573-533-0648

You can reach an audience of over 500,000 from the Show Me State Air Show events.

We offer branding, exhibit space and VIP hospitality to suit your needs.

Celebrating Military Members and our Veterans

