

**September
13 & 14, 2025**

Celebrating
**Military Members
& our Veterans**



**PARTNERSHIP
OPPORTUNITIES**



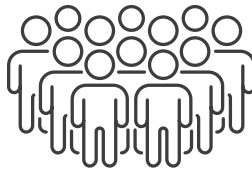
DEMOGRAPHICS

Partnering with the Show Me Air Show means significant brand exposure for your company. In only its 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.



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

Sponsorship OPPS

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

Benefits	DIAMOND \$60,000	PLATINUM \$30,000	GOLD \$20,000	SILVER \$10,000	BRONZE \$5,000	COPPER \$2,500	AIR SHOW FAN \$1,000	SUPPORTER \$500
Program Ad	BACK COVER	FULL PAGE	FULL PAGE	HALF PAGE	1/4 PAGE	1/8 PAGE	1/8 PAGE	BOLD LISTING
VIP Chalet Tickets (Sat & Sun)	50	20	15	10	5	2	2	2
VIP parking (Sat & Sun)	25	10	8	5	2	1	1	1
General Admission Tickets (Sat & Sun)	100	50	25	10	5	6	2	
Logo Linked to your website	✓	✓	✓	✓	✓	✓	✓	
Media Recognition	✓	✓	✓	✓	✓	✓	✓	
Digital Display Ad	✓	✓	✓	✓	✓	✓		
Banner(s)	MAIN GATE	FENCE	FENCE	FENCE	FENCE	FENCE		
Air Show Announcements (Sat & Sun)	HOURLY	HOURLY	HOURLY	4X/DAY	2X/DAY	1X/DAY		
Veteran's Dinner	50	30	20	10	5	2		
Booth Space (10' x10')	✓	✓	✓	✓	✓			
Flight Experience	✓	✓	✓					



THEMED AREAS

Benefits

- ▶ Tickets for Veterans Dinner
- ▶ 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'



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.

CLASSIC CAR SHOW & MILITARY VEHICLE 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.

YOUTH PROGRAMS



STEM DAY SPONSORS

PRESENTING SPONSOR YOUTH PROGRAM\$15,000

You can make a difference by opening the door for today's youth in the areas of Science, Technology, Engineering, and Math (STEM) by sponsoring the cost of materials, aircraft/equipment and expertise at the air show.

CO-SPONSOR YOUTH PROGRAM\$7,500

Partner with others in making a difference by opening the door for today's youth in the areas of Science, Technology, Engineering, and Math (STEM) by sponsoring the cost of materials, aircraft/equipment and expertise at the air show.

AVIATION RELATED SCHOLARSHIPS \$500-\$10,000

Support the future of the aviation industry by helping aspiring pilots, aircraft mechanics, air traffic controllers (and more); and the Show Me State Air Show will match your donation up to \$2,500 toward an aviation related scholarship!

EIGHTH GRADE COMPARE AND CONTRAST ESSAY (1000 WORDS)

Students will describe aspects of life which would be different for them during the time period of 1825 when Jefferson City was becoming the state capital of Missouri. Students will also describe aspects of life which are the same now as it was during the time of 1825. Cash prizes will be awarded for 1st, 2nd and 3rd place winners. The 1st place winning student's class will receive tickets to the air show as well as, a small cash donation for the class teacher and the school. Additional information will be sent out to area schools.

FIFTH GRADE POSTER CONTEST

Design a poster to illustrate an activity of a youth "Then and Now". "Then" would be represented by the time period when Missouri built the State Capitol in Jefferson City (1825). The "Now" would be modern day. Cash prizes will be awarded for 1st, 2nd and 3rd place winners. The 1st place winning student's class will also receive tickets to the air show as well as, a small cash donation for the class teacher and the school. Additional information will be sent out to area schools.

Benefits

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 Program benefits include:

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





BRANDING

Benefits

- ▶ Tickets for Veterans Dinner
- ▶ 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.

PYRO TECHNICS\$20,000

Do you like to blow things up? Here's a great way to get a Big Bang for your bucks! When you sponsor this opportunity, you get to literally push the button for the explosives. It's guaranteed to get everyone's attention! An air show isn't complete without vintage military aircraft providing an aerial demonstration of tactical maneuvers and you can make it happen.

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\$2,500

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.

EVENT SPONSORS



VETERANS DINNER.....\$7,500

This has become a very popular event and is an excellent way to honor and appreciate our veterans. The dinner is held the night before the air show and is a great kick-off event that draws a large crowd.

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.

Performers/Teams/Pilot

Sponsor your favorite aircraft, pilot, or team for the 2024 Show Me State Air Show! Contact Penny about pricing and details.

Benefits

- ▶ Tickets for Veterans Dinner
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Photos of planes, pilot, & parachuter on this page used with permission from Gynzer Photography

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

