

ADDITIONAL SPONSORSHIP OPPORTUNITIES

CORPORATE HOSPITALITY CHALET*

Host your own private chalet starting at \$4,000 for a minimum of 50 people. Call 760-339-2559 to customize venue for your guests.

SMALL BUSINESS SPONSORSHIP \$100 PER PERSON (5 person minimum)

- One Air Show Pearl of the Desert Chalet ticket* per person
- One Air Show VIP parking pass per person

*Chalets are shaded, on the flightline with ample seating, food and beverages

NAF EL CENTRO FESTIVAL OF FLIGHT 2022



SPONSORSHIP OPPORTUNITIES ★ CELEBRATING 75 YEARS OF AVIATION HISTORY IN THE VALLEY ★



NAF EL CENTRO AIR SHOW
2024 BENNETT RD
EL CENTRO, CA 92243

YOUR SPONSORSHIP MAKES A DIFFERENCE TO OUR WARFIGHTER FAMILIES!

JOIN THE NAVY AS A SPONSOR, CONTACT US TODAY!

Sponsorship of the 2022 NAF El Centro Air Show clearly demonstrates your commitment to the community and your outstanding support of the men and women of your armed forces.

As the winter home of the Blue Angels, NAF El Centro hosts the first show of their season every year. Drawing a crowd of approximately 40,000, it is the largest single-day event in the Imperial Valley.

Sponsorship opportunities range from a \$500 commercial booth to a \$25,000 presenting sponsorship and can be tailor-made to fit your organization's objectives such as:

- Brand Awareness
- Recruiting
- Customer Appreciation
- Company Hospitality
- Networking
- Showing Support for the Military

Your support is integral to the continued success of our MWR Quality of Life Programs for our Sailors and their families.

CRISTAL MONRREAL

Community Recreation Specialist | Special Events Sponsorship Coordinator
PH: 760-339-2475 | CELL: 760-834-1592 | cristal.monrreal@navy.mil





**"THIS IS THE AIR SHOW
WE WAIT FOR ALL YEAR.
YOU CAN'T BEAT IT!"**



- Social media comment from
2019 Air show attendee.

SHARE IN OUR DYNAMIC MEDIA EXPOSURE

El Centro's Festival of Flight offers an incredible opportunity for television news stories and public service announcements on television, radio, digital news and print. Local television stations also publicize the event through live in-studio interviews.

Our extensive promotional campaign includes dedicated web pages, direct mail, media alerts and articles.

Digital signs located throughout the high traffic areas of Naval Air Facility create thousands of impressions, along with ads at the base theaters, plus posters and flyers.



NAFEC

JOIN THE NAVY AS A SPONSOR

FESTIVAL OF FLIGHT • MARCH 12, 2022

	PRESENTING \$25,000	NAVAL AVIATION \$12,000	AIR BOSS \$7,500	FLIGHT \$5,000	DETACHMENT \$1,000	AIR SHOW BOOTH \$500
Name included in event "Presented by" tag-line	★					
Name recognition on all event materials (distributed in the Imperial Valley, Riverside and San Diego Counties and Mexico)	★					
Exclusive Presenting Sponsor recognition on base marquee three weeks prior to event	★					
Presentation of recognition plaque to Sponsor during the Festival of Flight	★	★				
Right to use the NAF El Centro Air Show Presenting/Naval Aviation/ Air Boss Sponsor recognition in your product/service category ads	★	★	★			
Air Show program ad. 10,000 programs distributed free at the Air Show	Full panel	Half panel	Quarter panel			
Souvenir Air Show poster	3	2	1			
Placement of company logo on the event website	★	★	★	★		
Sponsor-provided banner (up to 4' x 10') displayed at the MWR Fitness Center and Sports Field (approximate exposures of 18,000-54,000)	2 banners (3 months)	1 banner (3 months)	1 banner (2 months)	1 banner (1 month)		
Recognition in Air Show program. 10,000 distributed free at the Air Show	★	★	★	★	★	
Hospitality chalet. Chalets are shaded, on the flightline with ample seating, food and beverages	150 person (Private Chalet)	100 person (Private Chalet)	50 person (Private Chalet)	16 VIP Passes (Pearl of the Desert)	2 VIP Passes (Pearl of the Desert)	
VIP parking passes for Air Show	20	10	7	5	2	
Sponsor-provided banner (up to 4' x 10') displayed on base (approximate exposures of 50,000 -100,000)	1 month (base front gate)	1 month (base front gate)	1 month (base front gate)	2 weeks (base fencing)	2 weeks (base fencing)	
Commercial display booth area with tables and chairs	20'x20'	20'x20'	20'x20'	10'x10'	10'x10'	10'x10'
Verbal recognition at Air Show	★	★	★	★	★	★

SPONSORSHIP BENEFITS