

CLACTON AIRSHOW

23/24 August 2018
Celebrating 27 years



Sponsorship

www.clactonairshow.com

What the Airshow can do for you....

Whether you want to entertain important clients or just spoil yourself a little, a day at Clacton Airshow is just the ticket!

This major event is a great platform for mass exposure of your business and the perfect opportunity to get your business name promoted to thousands of people, raising brand awareness, potential lead generation and positive PR by being associated with this prestigious event.



Benefits of sponsorship opportunities:

The benefits of sponsorship include:

- Brand awareness – Your company name associated with one of the most prestigious events on the Essex Sunshine Coast!
- Extensive local, regional and national press coverage (television, radio and media) reaching a wide audience and varied audience.
- Company mention on www.clactonairshow.com and other promotional material (e.g. programmes etc).
- Sponsors of a flight, the lead flight is usually the world famous Red Arrows.
- Exclusive access to the hospitality area, complimentary drink on arrival, food and refreshments, light entertainment and a chargeable bar area.
- Networking opportunities with other local businesses and dignitaries.
- A prime way to showcase the area to potential clients and impress them with the display!
- Mention during the show over the PA system.
- Exhibition space on site (up to 5mx4m deep).
- Sponsorship packages can also be tailored to meet the requirements of your company.



What the Airshow does for the District....

Well..... It puts Tendring's Essex Sunshine Coast firmly on the map!

Key Facts:

- The Airshow is one of Tendring's largest FREE events.
- A full flying programme is set out over two days using both Civilian and MOD craft.
- An assortment of ground events are available including exhibition/trade stands and displays, family entertainment and on-site catering.
- A special evening show on Thursday.
- Plus lots, lots more!

The Airshow generates extensive pre and post event publicity locally and regionally however the event has also reached national level. By becoming an Airshow sponsor your company will become associated with the area's most prestigious event therefore raising your brand awareness.

The audience, comprising huge numbers of locals as well as visitors from across the UK and Europe, attracts ABC1, C2 and D people of all ages and social groups.

Research shows that the event is not only for local residents but it also attracts a large number of visitors from outside the District over the two days as well as contributing significantly to the local economy by increasing visitor numbers and most importantly visitors spend locally.

In 2016 Tendring District Council commissioned the "PRIME" report. The figures have been derived using PRIME (Project Impact Evaluation). The results are based on 250,000 visitors to the event in Clacton over the two days.

The model is computer based and provides a standard approach to appraising the direct and indirect impacts of an event or tourism activity. It uses key tourism data from a number of national tourism surveys as well as a range of local and regional expenditure levels for various tourism and leisure surveys.

The outcome of the report estimated that a total net income generated by the Airshow in 2016 was:

PRIME Results	
Local income	£8,256,724
Regional income	£1, 228,692
Total	£9,485,415

Local jobs	116.95
Regional jobs	13.87
Total	130.82



...Clacton Airshow Sponsors Packages

Flight packages...

	AIR ONE £1,000 +VAT	AIR TWO £2,000 + VAT	AIR THREE £3,000 + VAT
Thursday:			
VIP Tickets x 2	→		
VIP Tickets x 4		→	
VIP Tickets x 8			→
Friday:			
VIP Tickets x 4	→		
VIP Tickets x 6		→	
VIP Tickets x 8			→
Inclusion in official souvenir programme.	→	→	→
Advertisement in official show programme:			
¼ Page.	→		
½ Page.		→	
Full page.			→
Mention on www.clactonairshow.com.	→	→	→
Exhibition Space on site (maximum 5m x 4m deep).		→	→
Sponsorship of Plane – Two Days*	→	→	→
Lead flight sponsorship (by negotiation, contact the team).			

*Plane allocation is subject to number of planes available.

Additional sponsorship options (limited availability)...

	AIR FOUR £850 +VAT	AIR FIVE £3,500 + VAT
Thursday:		
VIP Tickets x 2		→
Mention in official souvenir programme as sponsor.	→	→
Advertisement in official show programme:		
½ Page.		→
Mention as a sponsor on www.clactonairshow.com.	→	→
Exhibition Space on site (maximum 3m x 4m deep).		→
Ground crew t-shirts.	→	
Clacton Lamppost banners (x27).		→
Additional hospitality tickets can be purchased (subject to availability), call the team for details.		

For further details contact the events team: clactonairshow@tendringdc.gov.uk.

Log on to: www.clactonairshow.com or follow us at
@ClactonAirshow