

The background of the page is a photograph of an airshow, showing a crowd of people and parts of aircraft. A large, semi-transparent blue rectangle is overlaid on the top half of the image, containing the title text in white. The bottom of the page is a solid blue bar containing the website URL.

CLACTON AIRSHOW SPONSORSHIP OPPORTUNITIES 2026

Why Sponsor Clacton Airshow 2026?

Established for **33 years**, Clacton Airshow is one of Essex's most popular and longest-running free outdoor events, attracting more than 200,000 visitors each summer. Taking place on **Thursday 27th and Friday 28th August**, it is a major highlight along the **Essex Sunshine Coast**, drawing families, aviation enthusiasts, residents, holidaymakers and day trippers from across the region and beyond.

The flying programme typically includes an exciting mix of modern jets, precision aerobatic teams and historic aircraft. Displays take place across both days against the dramatic backdrop of Clacton's open coastline. On the ground, visitors can enjoy aircraft-themed exhibitions, food and drink stalls, entertainment and trade stands making the Airshow a brilliant day out for all ages.

The Twilight Display is always a highlight for many visitors, drawing sizeable crowds who come to enjoy the magical mix of illuminated aircraft, laser effects and pyrotechnics at dusk. This much-loved display takes place on Thursday evening.

Sponsoring Clacton Airshow gives businesses the opportunity to connect with a large, diverse audience in a memorable, high-footfall environment. Each package has been designed to offer strong value through a mix of hospitality, programme visibility, digital engagement and on-site presence.

Whether your aim is brand awareness, customer engagement, boosting community presence or supporting a long-standing event, Clacton Airshow provides a trusted, high-impact platform. By partnering with us, you will be supporting an event that continues to bring economic benefit and social value to the Tendring district year after year.

Target Audience

Clacton Airshow attracts:

- Local residents and families
- Visitors from Essex, East Anglia, London and further afield
- National and international aviation enthusiasts
- Tourists during the peak holiday season
- ABC1, C2 and D social groups
- All age ranges
- Day-trippers and staycation visitors
- Local businesses and professionals attending hospitality

This broad mix offers excellent opportunities for sponsorship visibility, brand engagement and customer interaction.

SPONSORSHIP PACKAGES 2026

HEADLINE EVENT SPONSOR – £10,000 + VAT

Headline Sponsor Status

Recognised as the “**Clacton Airshow 2026 – Official Headline Event Sponsor**”, with branding on the event website, programme sponsor page, social media announcements and all official press releases.

Premium On-Site Activation Space

A 6m x 4m high-footfall activation space for displays, demonstrations, sampling or audience engagement. Space options can be negotiated within reason.

Hospitality Package

10 Hospitality Tickets to use across Thursday and Friday, including access to the hospitality area with reserved seating and refreshments.

Media & PR Exposure

- Included in all official TDC press releases
- Included in suitable media opportunities
- Dedicated press release announcing your Headline Sponsorship
- Dedicated introductory social media post

Programme Presence

A dedicated editorial feature in the official Airshow Programme plus a full-page A4 advert.

Digital & Social Media Visibility

Up to 3 dedicated social media mentions, including:

- Sponsor announcement post
- Flying display promotional mention
- Additional pre-event visibility where appropriate

Flying Display Sponsorship

Recognition as the official supporter of a lead flying display, with PA announcements and printed acknowledgement.

Sponsor Banners

Two sponsor-supplied banners displayed on-site.

Ground Crew Branding

Sponsor logo featured on Ground Crew event T-shirts.

Exclusive Headline Sponsor Enhancements

- First refusal on the 2027 Headline Event Sponsorship
- Possible meet-and-greet with display pilots, if operational scheduling allows

Community & Stakeholder Visibility

Invitation to TDC-led media or photo opportunities, post-event recognition and acknowledgement as a major supporter of this long-established community event.

PREMIER FLIGHT SPONSOR – £3,750 + VAT

Recognition & Visibility

Listed on the Airshow website and programme sponsor page.

Includes up to 2 social media mentions (sponsor announcement + pre-event update where appropriate).

Hospitality Package

8 Hospitality Tickets (Thursday & Friday).

Programme Presence

Full-page A4 advert in the official programme (non-premium placement).

Activation Space

5m x 4m space suitable for displays and engagement activity.

Media Mentions

Included in relevant press opportunities where suitable.

Sponsor Banner

One sponsor-supplied banner displayed on-site.

FLIGHT PARTNER – £2,650 + VAT

Recognition

Logo included on the website and programme sponsor list.

Includes 1 dedicated social media mention, plus potential inclusion in pre-event updates where suitable.

Hospitality Package

4 Hospitality Tickets.

Programme Presence

Half-page advert in the official programme (non-premium placement).

Activation Space

3m x 4m promotional footprint.

Sponsor Banner

One sponsor-supplied banner displayed on-site.

SUPPORTING SPONSOR – £1,250 + VAT

Recognition

Logo featured on the Airshow website and printed programme sponsor list.

Includes 1 grouped social media mention (featured alongside other Supporting Sponsors).

Hospitality Package

2 Hospitality Tickets.

Programme Presence

Quarter-page advert in the official programme (non-premium placement).

Sponsor Banner

One sponsor-supplied banner displayed on-site.

OPTIONAL ADD-ONS

Main Event Team T-Shirt Sponsorship – £600

Includes:

- Sponsor logo printed on the main Event Team T-shirts
- Logo featured on the official Clacton Airshow website as a Supporter
- Dedicated thank-you post on social media
- Visibility across both event days as part of the core operational team

Additional Sponsor Banners

£100 per additional sponsor-supplied banner displayed on-site.

Additional Social Mentions

£100 per additional dedicated social media post (pre-event or event week, subject to availability).

Bespoke sponsorship

Tailored sponsorship packages can be developed to align with your organisation's specific goals and marketing needs.

Contact the team: clactonairshow@tendringdc.gov.uk