



SPONSORSHIP OPPORTUNITIES

2024

www.clactonairshow.com

Background

Running for 31 years, the Airshow is Tendring's largest free event taking place annually on Thursday and Friday before late August bank holiday and runs along Clacton seafront.

The event hosts a varied flight display consisting of MOD and Civilian aircraft and includes a variety of exhibition/trade stands, on-site catering, entertainment and attractions. Complimenting the day event, a special twilight show takes place on Thursday evening,

Hosted during the summer school holidays local residents, tourists and day trippers are in abundance.



Benefits

This major well-established event is a great platform for mass exposure of your business and the perfect opportunity for your business name to be promoted to thousands of people, raising brand awareness, potential lead generation and positive PR.

The benefits of sponsorship include:

- Brand awareness.
- Extensive local, regional and national press coverage (television, radio etc) reaching a wide and varied audience.
- Exclusive access to the hospitality area.
- Networking opportunities with other businesses and dignitaries.
- A prime way to showcase the area to potential clients.

The audience comprises of locals, flight enthusiasts and visitors from across the UK and Europe and attracts ABC1, C2 and D people of all ages and social groups.

Research shows that the event contributes significantly to the local economy by increasing visitor numbers and spend attracting in the region of 250,000 over the two days.

In 2022 Tendring District Council commissioned the "PRIME" report which produced the following results.

Local income £17,709,000
Regional income £5,983,000
Total £23,692,000

Local jobs 246
Regional jobs 72
Total 318

Packages



| | £3,500 (plus VAT) | £2,500 (plus VAT) | £1,000 (plus VAT) |
|--|-------------------------|--------------------------------|-------------------|
| Flight (non-lead) | | | |
| Hospitality Tickets x8 | | | |
| Hospitality Tickets x4 | | | |
| Hospitality Tickets x2 | | | |
| Specific mention in official programme | | Mention on sponsor list | |
| 1/4 page advert | | | |
| 1/2 page advert | | | |
| Full page advert | | | |
| Web mention | | | |
| Site space 6m x 4m | | | |
| Site space 3m x 4m | | | |
| Media (press & radio) | Specific mention | Mention on sponsor list | |
| Press Release (local, regional, national) | Specific mention | | |
| Socials (Facebook, Insta, Twitter) | Specific mention | Mention on sponsor list | |



Additional options:

| | | | |
|---------------------------------|--------------------------|--|---|
| Ground Crew T-shirts | £1,500 (plus VAT) | Display banner <small>(you to supply banner)</small> | £50 (plus VAT) per standard banner |
|---------------------------------|--------------------------|--|---|

To discuss a tailor made package to more suit your business needs or for lead flight sponsorship options contact the team.

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www.clactonairshow.com

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