



SIOE AWYR WALES — CYMRU AIRSHOW

4 & 5 Gorffennaf/July 2020

Sponsorship Packages 2020



Cyngor **Abertawe**
Swansea Council

Welcome

It is with pleasure that we present the 2020 sponsorship opportunities for the award winning Wales Airshow in Swansea- the largest free event in Wales.

The Wales Airshow is a fantastic event, featuring a variety of thrilling air and land displays, a reserved public viewing area, two trade villages featuring over 80 trade stands and an interactive military village. The overall audience for the weekend exceeds 250,000 visitors.

The event continues to grow year on year - both in terms of visitor numbers and content.

We fully anticipate this year's event to be bigger and better! If you would like to be a part of our success story, we have a range of sponsorship packages available to suit all budgets, ensuring your company gets the exposure it deserves.

Each sponsorship package differs in its content, affording you the opportunity to be the Headline Sponsor of the entire Airshow, or alternatively, you could invest to become a supporter of the Airshow. There are also numerous contra opportunities available such as vehicles, equipment or services. Each sponsorship package contains a comprehensive marketing plan, ensuring maximum exposure in the build up to, throughout the weekend and post event.

Swansea Council has a long and established reputation for staging and delivering award winning major events. We are seeking sponsors who wish to share in that success and partner with us to ensure a dynamic and sustainable events programme for the future.

We would invite you to take a look at the enclosed packages to see the levels of

sponsorship available. However, if you have any questions or would like us to

look at a bespoke package that is designed specifically for your needs and

requirements, please don't hesitate to get in touch - we would be delighted to discuss your requirements in greater detail.

We look forward to hearing from you and in the first instance, please contact

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Examples of event marketing collateral include



Design and Print

- Site boards at key strategic city centre locations
- Bridge Banner at 6 key strategic city centre locations
- A4 and A3 posters
- Branded vehicle

Online Activity

- Wales Airshow Website
- Visit Swansea Bay Website
- Social Media including Twitter and Facebook with a 4.6m reach
- Google Adwords
- Email Marketing
- Exclusive Wales Airshow App

Advertising

- Radio partnership outreach
- Train station advertising in Swansea and other key Welsh stations
- Bus stop advertising
- Big Screen adverts in the City Centre
- City Centre Inlink information kiosks
- What's on in Swansea magazine
- Kidscene magazine
- Aviation industry magazines

At the Airshow



Event Headline Sponsorship

Our primary sponsorship package is the Wales Airshow Headline Sponsor. The Wales Airshow attracts huge audiences and makes a significant economic contribution to Swansea Bay and the surrounding areas.

We will ensure that your company/brand receives the maximum publicity possible in both the build up to, over the course of the event and during the post event coverage. Your company/brand will become synonymous with the Wales Airshow, the largest free event in Wales.

You will benefit from a complete marketing plan, utilising all available distribution channels, including digital, print and on the day marketing and promotion. You will also benefit from all lead-in marketing activity - some of which is several months in advance but with approximately 10-12 weeks of intensive pre-event marketing and promotion.

Our Headline Sponsorship package includes:

- Our marketing will include Wales Airshow in partnership with (client) on all relevant Wales Airshow marketing material including bridge banners, printed material, outdoor advertising boards and other relevant event marketing collateral. (full marketing plan available).
- Wales Airshow in partnership with (client) branding on Wales Airshow website homepage, social media accounts and our event specific App (available in both iTunes and Google Play).
- Extensive in event branding opportunities
- Hospitality access throughout the weekend

In Partnership with



Red Arrows Sponsorship



The Red Arrows are one of the highlights of the Wales Airshow. Extremely popular among aviation enthusiasts and the general public alike, the Red Arrows have been a mainstay of the Wales Airshow since its inception.

The Red Arrows are the public face of the Royal Air Force. They assist in recruiting to the Armed Forces, act as ambassadors for the United Kingdom at home and overseas and generally promote the best of British.

They have been thrilling crowds with their distinctive air displays, featuring enthralling acrobatics and heart stopping stunts since their formation in 1965. Swansea Council offer a unique opportunity to exclusively sponsor the Red Arrows throughout the Wales Airshow.

This is an unique opportunity as your company will become associated with one of the most famous and best loved air displays in the world.

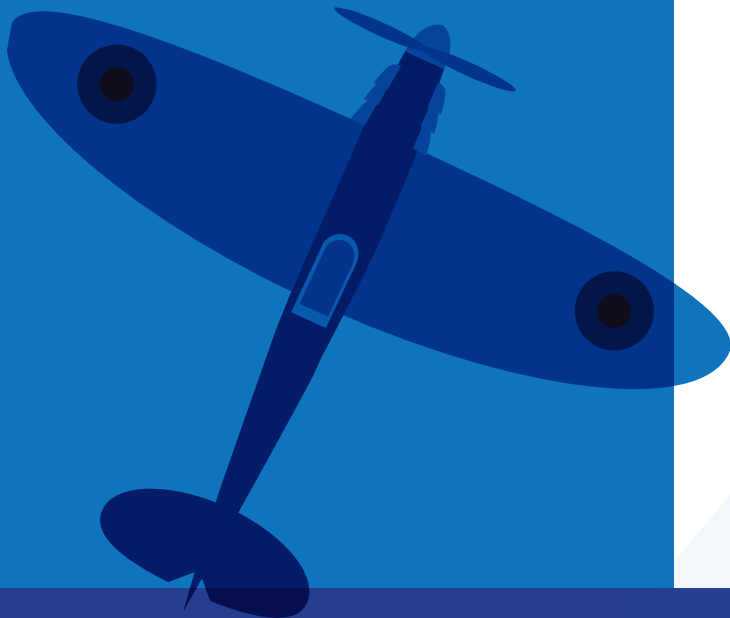


Major Air Displays Sponsorship

The Wales Airshow always promotes a diverse and action packed programme of events, offering a wide range of air displays and aircraft.

Whilst air displays are usually subject to confirmation, the Wales Airshow generally benefits from two major air displays. Alongside the Red Arrows, these are usually the main attractions of the Show.

In 2019, the audience experienced memorable displays from the Typhoon fighter jet and the Battle of Britain Memorial flight.



Battle of Britain

The Battle of Britain Memorial flight is a nostalgic trip down memory lane for the audience as we remember the aircraft that took to the skies to defend our Country during World War Two.

A Lancaster, Hurricane and Spitfire complete a fly over offering a historic glimpse of the Aircraft that were vital to the war effort. These are three of only



Typhoon

The RAF Typhoon is a real show stopper! Crowds watch in awe of the power and speed of the Typhoon as it displays spectacular twists and turns across Swansea Bay, usually breaking the sound barrier to generate a sonic boom!

Manoeuvring the Typhoon through its routine is a real team effort. Considering that a Typhoon costs £120m, each manoeuvre is impeccably planned.

a handful of planes still working from the War and put on a fly past not to be missed.

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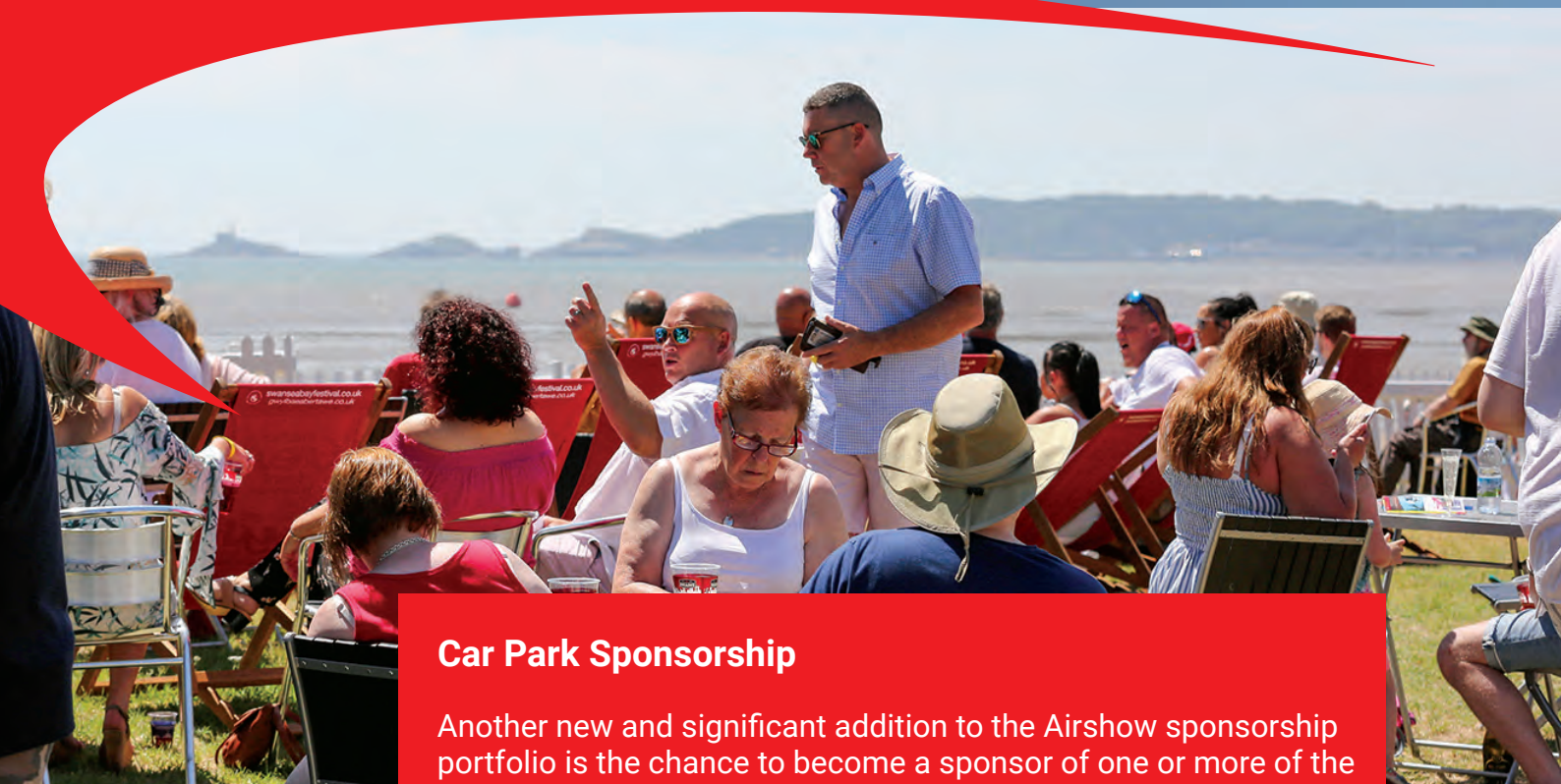


Supporter Package

A new feature in the Airshow portfolio for 2020 is the introduction of a supporter's package. Based on feedback from the local business community, we have created a sponsorship package with the aim of inclusivity in mind.

Collaborating with local businesses is a key directive for Swansea Council in the aim to ensure our events remain sustainable. This new package offers an exclusive opportunity for local SME's to be a part of the

Airshow. Companies who invest to become Airshow supporters will receive marketing benefits linked to the level of investment made. This will include digital marketing activity and in-event benefits throughout the weekend.



Car Park Sponsorship

Another new and significant addition to the Airshow sponsorship portfolio is the chance to become a sponsor of one or more of the premium car parks for the entirety of the Airshow weekend.

The event is noted for regularly attracting large crowds and our four premium car parks, all located within a stone's throw of the event site are frequently filled to capacity.

This is a unique opportunity for your company to have its branding prominently displayed in front of thousands of visitors.



Other Opportunities

Contra Opportunities

- At Swansea Council, we strive to forge effective working relationships with our clients. We also acknowledge that during these times of austerity, companies may have limited budgets that are focussed on very specific outcomes and targets.
- We actively champion contra deals with clients, whereby sponsorship can be exchanged for relevant services in-kind. This could take the form of vehicles, equipment, or services in exchange for sponsorship opportunities.



Lost Children Wristband Sponsorship

- The Wales Airshow places paramount importance on family and children's safety throughout the event. Each child that visits the Airshow will be offered a wristband, which are used to reunite them with their parents or guardians should they get lost. This essential and invaluable safety item can feature your company logo.
- The wristbands are unique to the Airshow and offer the potential to have your brand placed in front of up to 250,000 people - with all of the associated positive connotations.

Airshow App Sponsorship

- The Airshow App offers an unique opportunity to maximise your exposure to a large targeted audience. Sponsors can have their logo on the App homepage, along with an opening splash page.
- The App is unique to the Airshow and has displayed significant download reach in the past two years. The potential for longevity through the App is paramount, as it has already gone live for this year's event, giving Sponsors months of exposure in the build-up to, during and for a period post event.

Trade Stands

- The opportunity to purchase trade stand space at the Airshow enables you to get your company/brand in front of 250,000* potential clients. Use it as an opportunity to network face to face with the general public to showcase your company/brand, or promote a specific offer or service.
- Demand for trade stands at the 2019 Airshow was unprecedented. With demand higher than ever, a second trade village was created to cope with the number of applications. Book now to guarantee your pitch.

* Figures based on 2019 attendance figures.



Post Event Analysis

We understand the importance of being able to apply a value or tangible return on your investment.

Sponsorship Packages include a full post event analysis, providing details of the on and offline marketing and promotional activity, visitor numbers and profile etc. This will enable you to determine the return on your sponsorship investment and how it has helped you to achieve your anticipated company/brand exposure.

Benefits of Event Sponsorship

- Position your company name and brand in front of 250,000 attendees over the two days.
- Reach out to the 80+ unique companies represented within the Trade Village
- Benefit from our extensive pre, during and post event marketing, promotion and PR.
- Deliver a fantastic return on your sponsorship investment.
- Enhance your organisations corporate social responsibility (CSR) activity.
- Align your brand with one of Wales' key flagship events.



Past Sponsors

