

Commemorative Air Force
Wings Over Houston
Airshow
General Information





Photo by Sam Bulger

Wings Over Houston Airshow is a production of the Commemorative Air Force, a 501(c)3 non-profit, tax deductible organization. The annual airshow held each Fall is one of the largest civic events in Metropolitan Houston drawing crowds of 85,000 to 110,000 plus each year.



Photo by Sam Bulger

The Wings Over Houston Airshow benefits numerous local non-profit organizations and community programs including:

- Wings Over Houston Scholarship Program
- Commemorative Air Force historical aircraft restoration
- Historic Aircraft, and military museums
- Houston Veterans Chamber, USVETS
- Exchange Club of Sugar Land
- Special Show for Special People
- Local, regional and national military recruiting efforts
- Promote veteran service organizations
- Well over 100 groups have benefitted from the show

The Airshow promotes patriotism and pays tribute to the men and women who served and are currently serving in the American military.

To honor those who fought, so that we may be free.

It is the goal of the Wings Over Houston Airshow to perpetuate the spirit in which such aircraft were flown in the defense of our nation, in the memory and hearts of all Americans.



Photo by Sam Bulger

Wings Over Houston® Demographics

Attendance 2022 110,000+
 Household Income >50K.....40%
 Own their own home.....71%
 Attended 4+ years of college.....43%
 Male/Female.....58/42%
 Regularly purchase online.....66%

Results from Wings Over Houston 2012 by
 Performance Research Co.

Airshow crowds are huge, and brand loyalty rates ahead of the Olympics and Senior PGA and just slightly behind NBA, Major League Baseball and America’s Cup. Research studies confirm airshow audiences to be among the most attractive demographic groups in the nation.

North American Airshow Demographics

College graduate or higher.....41%
 Some college.....35%
 Families attending with children.....48%
 Own their own home.....68%
 Rent their home..... 25%
 Regularly purchase online.....57%
 Owns a mobile phone.....80%
 Has internet access at home.....79%
 Owns a major credit card..... 66%

***Enormous Crowds...
 High Brand Loyalty...
 Superior Demographics...
 Unequaled Experiences...***



Results of the intercept study conducted
 at 11 North American airshows including this one with statistics calculated by
 Performance Research Co.



Photo by Sam Bulger

Some of our typical media partners:



Over
\$1,000,000
In
Media and P.R
Coverage!

1,803,380
Radio
impressions

>100,725
Unique visitors
to website

3,938,309
Print Media
Impressions

Don't wait to commit to being a sponsor
and miss an opportunity to be included in our important media.

MEDIA SCHEDULE

To include your logo, link, advertisement, company name or public announcement, please refer to the following media deadlines.

- | | |
|-------------|--|
| July 1 | To be included in the Airshow brochure |
| August 1 | To be included on the Airshow poster |
| August 1 | To be included on the online tickets |
| August 15 | To be included in the official program |
| September 1 | For on-site signage and banners |
| October 1 | Last update of logos on website |
| October 1 | Public announcements during the show |

"We have so much fun every year at the Airshow. There is always something new and exciting to see. There are many different activities to keep the whole family happy all day long. We love Wings Over Houston!"



Photo by Sam Bulger

Wings Over Houston® has VIP hospitality options for sponsors.



Photo by Bill Roach

Wings Over Houston- Private Chalets **limited qty. available**

- Entertain clients and guests in a private area up front and close to the action.
- Convenient reserved VIP parking close to the chalet.
- Watch performers taxi and perform close to chalet.
- Various optional catering companies available.
- Decorate and brand your chalet as desired.

Wings Over Houston- Eagle Squadron VIP Chalet

- Fully catered breakfast and lunch, with snacks and ice cream.
- Beer, wine, non-alcoholic beverages.
- Entertain clients and guests at the Eagle Squadron VIP Chalet.
- Exclusive parking on the airport ramp by the Eagle Squadron VIP Chalet.
- Opportunities to meet and talk with performers and distinguished guests.
- Eagle Squadron cap, Airshow poster and program included.
- Air conditioned comfort station restrooms.



Photo by Sam Bulger

Wings Over Houston – Prime View Seating

- Entertain your clients and guests in a private reserved seating area at show center.
- Reserved parking area near main gates.
- Restrooms inside reserved area.
- Food, drink and novelty vendors nearby.
- Airshow program included.



AIRSHOW SPONSORSHIPS

Thank you for your interest in supporting one of Houston's largest non-profit events!

The Commemorative Air Force produces the Airshow each year and cannot rely solely on ticket sales to fund this complex, expensive, historic and educational undertaking. We rely on significant amount of funding from civic-minded sponsoring companies and individuals.

Many different sponsorship opportunities are available. We can create a custom package from \$250 to \$250,000 tailored to suit your goals as a sponsor and meet your specific needs such as: specified amount and variety of tickets, marketing and booth space options, public announcements, cross-promotions and signage.

Other opportunities include sponsoring a performer, announcer, airboss, sound system, and other logistics required to conduct this event. The cost varies and sponsor recognition on many levels can be customized.

Please review some of the sample options in this document. We would love for you to be a part of the team for one of the best airshows in the country!

Bill Roach
Executive Director

Sponsorship packages and levels can be customized to fit your marketing and entertainment goals and budget.

Call us today to discuss the many opportunities available and be part of Wings Over Houston Airshow!

281-579-1942



Photo by Sam Bulger

COMMEMORATIVE AIR FORCE WINGS OVER HOUSTON AIRSHOW

Don't see what you are looking for? Enclosed is a sampling of options. If you don't see something in this package that works for you or your company, we are happy to create a package that fits your budget and still meets your goals.

Give us a call **281-579-1942** or email at **director@wingsoverhouston.com**





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