

*Sports Media, Inc.*

Spencer Suderman Air Shows

Sponsorship Proposal

2006-2007

**Spencer**



**Airshows**

**Suderman**

# Airplane-Air Show Sponsorship

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- **Spencer Suderman Air shows** will debut on the air show circuit in the United States starting in 2006. There is currently an opportunity to fully sponsor the airplane and the performer. A full sponsorship would offer branding rights on the airplane's wings and fuselage. This will provide the highest level of crowd recognition and visibility available. The air show performances can tie directly into the sponsor's other marketing efforts. A typical air show scenario consists of corporate presence at the show with a display booth on the ground where spectators can experience the sponsor's various products.
- Other benefits include mention in the local media, hospitality space, and other amenities at air shows, such as VIP passes to the flight line when military display teams such as the Blue Angels are present. The pilot will also be available for personal appearances, autograph signings, and other marketing events as required by the sponsor. Rides in the airplane for media representatives and other VIP's, designated by the sponsor, are typically part of this type of branding program.
- The Sponsor will also have the option of co-branding with their suppliers.



# Sponsor Benefits at Air Shows

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- **Spencer Suderman Air show** provide the sponsor with the exclusive right to brand the upper & lower wing, fuselage, and the vertical tail of the aircraft along with the pilot's flight suit.
- Corporate name are associated with the act in print media, press releases, and banner advertising onsite.
- Corporate hospitality chalet is available each day of the event and is fully catered for up to fifty persons.
- A Mobil Display/Booth area of 20' x 20' is provided for each event date.
- Sponsor receives prominent banner advertising placement at up to five locations throughout the event property.
- Sponsor receives a full page ad in each of the nine official event programs.
- Sponsor will receive five or more public address announcements live on local radio per day in addition to narration during the act.
- Event tickets and parking passes provided to the sponsor.
- Spencer Suderman will make appearances throughout the event at the corporate hospitality chalet.
- The Sponsor shall have the opportunity to display and/or offer for sale company merchandise as well as offer the sales of branded premiums.
- Media rides in the performer's airplane shall be available on the day before the air show to gain extra exposure for the Sponsor.



# Exposure

- Typical air shows occur on weekends with each act performing three times per day for fifteen minutes per flight.
- The performance is narrated from the ground by an experienced air show announcer and interspersed with live, from the cockpit, broadcasts by the pilot. During the entire performance the sponsor is recognized and thanked.
- During each performance, all eyes will be on the airplane for the duration of the act. The Airplane is fully branded with the design provided by the sponsor.
- VIP rides in the aircraft are available as requested by the sponsor
- Personal appearances by the pilot attired in a branded flight suit are available as requested by the sponsor
- Corporate names can be associated with air show acts in print media, press releases, TV, radio spots, and websites.
- Public service activities by the pilot yielding “goodwill” toward the sponsors brand are available at the sponsors request.



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# Background

- **Spencer Suderman Air shows** was formed in 2005 with the mission to perform aerobatic displays at air show events in support of the sponsor's business objectives. The pilot is Spencer Suderman who currently holds the following airman ratings:
  - **Private pilot**
  - **Commercial Pilot**
  - **Instrument Pilot**
  - **Flight Instructor**
- In addition, Spencer Suderman actively participates in aerobatic contests and teaches aerobatics and flight safety to other pilots through his "Be a Safe Pilot" ([www.beasafepilot.com](http://www.beasafepilot.com)) training program.
- Spencer holds a Bachelor of Science degree in business management and has worked both in technical and sales & marketing roles.
- **Spencer Suderman Air show** fly's the Pitts S-2B high performance biplane. Spencer has been trained in air show flying by some of the top air show biplane pilots currently performing today. The air show act will consist of high energy maneuvers such as the inverted flat spin, double hammerhead, avalanche, and lomcevak (tumbling), as well as the classic crowd pleasers; Immelmann's, loops, rolls, and cuban eights.
- Sports Media and Spencer Suderman Air Show entered into a multi-year agreement. Sports Media will work with air show promoters to create an onsite presence for the sponsor. Sponsorship sales and event management is the responsibility of Sports Media. As part of the sponsorship package, sponsors will have the ability to choose nine air shows from a list of over 200 markets to better meet there market objectives.



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# Air Show Locations

- The Air show sponsorship is based on locations in the western half of the United States. The sponsor will be able to choose from over 220 DMA's to meet their marketing goals. The eastern half of the United States is available for an additional investment.
- The high profile air shows include Military Teams like the Thunderbirds and Blue Angels, they are generally located on Military Bases.
- Biplanes have always been a crowd pleaser with their traditional styling and large wing surface area to display sponsor logos.
- To review the master list of air shows please contact Sports Media [airshow@SportsMedia.net](mailto:airshow@SportsMedia.net)

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# Demographics

One of the best-kept secrets is now out – in the last millennium, air shows were the second most popular spectator sport in North America! Over 26 million people attend more than 400 air shows annually. During the past decade, air shows drew nearly twice the attendance figures of NFL football! Air shows deliver significant and measurable results for everyone, from mature product marketers with broad customer bases, to new product marketers to those with specialized or niche customer bases. Whatever your marketing objective – moving product, building recognition, enhancing or positioning brand image – air shows can help you accomplish your goals.

- **Gender:** Male (18+) 62%
- Female (18+) 38%
- **Age:** Under 24 6%
- 25 – 34 18%
- 35 – 44 37%
- 45 – 54 21%
- 55 or over 18%
- **Attending with Children** Yes 40%
- **Household income:** Under \$24,999 17%
- \$25,000-\$34,999 10%
- \$35,000-\$49,999 15%
- \$50,000-\$74,999 28%
- \$75,000 or over 30%
- **Own home:** Own 56%
- Rent 33%
- Other 11%
- **Education:** Some High School 1%
- High School Graduate 19%
- Some College 41%
- College Graduate 25%
- Post Graduate 14%
- **Ethnicity:** White 70%
- Hispanic 21%
- Asian 1%
- Black 3%
- Other 5%

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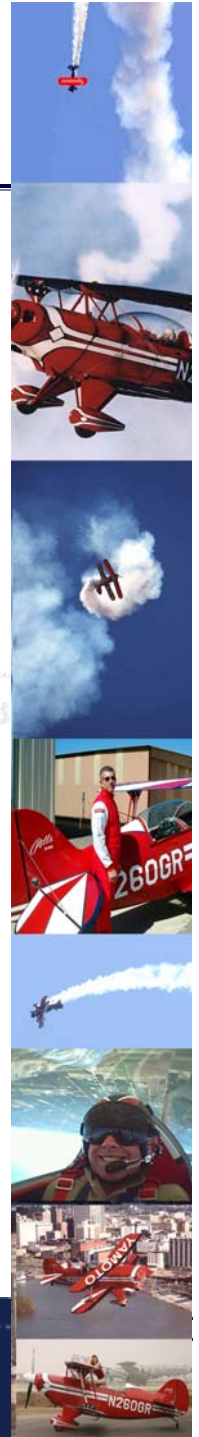
Statistics above based on International Council of Air Shows (ICAS) exit survey of 2004 Miramar Air Show.





# Annual Sponsorship Cost

- Sponsorship fees include:
  - Pilot, and Plane
  - Airplane branded to sponsor specifications
  - Hangar Rental
  - Nine Air show performances selected by Sponsor in the western half of the US. (Eastern half of the US is available for an additional investment)
  - Air show proficiency flying
  - Flight Time and fuel
  - Insurance, and Waiver Fees
  - Licensing/associations fees
  - Flight Suits branded to sponsor specifications
  - Travel expenses, hotels and meals
  - Crew apparel
  - Hospitality
  - Event presence
  - On site signage and production
  - Project manager
  - Media, TV, radio, print advertising, website presence, and onsite advertising
  - Media Day Rides
  - Media Measurement and attendance reports
- Total \$345,000 Western USA
- Total \$475,000 Eastern USA



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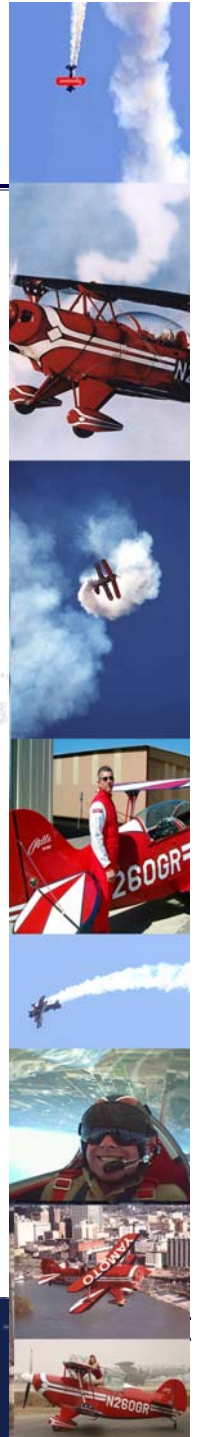
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# Reality TV Show Option

- Sports Media is also offering sponsors an opportunity to take their sponsorship to the next level by way of a Reality TV Show, highlighting the life and travels of a Dare Devil Pilot.
- Sports Media and SSA believe there is a great opportunity to create a Reality TV Show around the air show community.
- Aerobatic - Stunt Pilot - Dare Devil
- The show would travel from city to city and highlight the life of a daredevil.
- Interaction with some of the greatest flyers in America including Blue Angels.
- This sponsorship opportunity would require an additional investment on the part of the sponsor.
- Exclusive and co-branding partnerships are available



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- **Sports Media** is committed to working closely with the Sponsor to create the Air Show calendar during the 2006-2007 seasons to meet the marketing objectives of the Sponsor. Spencer Suderman will make personal appearances as required when not flying.
- Contact:
  - Dan Kosth
  - Sports Media, Inc.
  - 520 Eighth Street
  - Silvis, IL. 61282-1413
  - Dan@SportsMedia.net
  - (309) 755-6557

