



January 24, 2017

Mayor and Council
Sturgeon County

Dear Council Members:

We are grateful to you and the people of Sturgeon County for supporting the Edmonton Air Show for the past two years. As you know, it has grown from a humble beginning to now be the second largest ticketed air show in Canada.

Along the way, we have been pleased to showcase Sturgeon County through social media – Facebook, Twitter and YouTube – to the rest of Canada, the US and Europe.

Out of 365 requests received by the Snowbirds to perform this year in Canada's 150th, the Edmonton Air Show was successful in securing this patriotic spectacle of flight for our show.

As we mentioned at the beginning, it has always been our plan to start smaller and to grow to be one of the shows that all performers want to attend. This year we also have started a cooperative relationship with Abbotsford, Canada's National Airshow.

This year marks not only the 150th celebration of Canada, but also the 100th anniversary of the Battle of Vimy Ridge. Given this, we anticipate between 40- and 50,000 people to attend this year's Air Show.

We are working to attract and book many more acts to round out this year's program. Both military and civilian performers will help to highlight Canada's role - and this region's role - in aviation.

The attached information provides an overview of the results we have achieved thus far. And the only direction is up.

We are asking Sturgeon County to support the Air Show in two ways. First, we ask the County to provide services in kind, as it has done in past year. Second, we would like the Council and Administration to introduce us to local businesses that might be interested in becoming sponsors of the show.

We want to make the Air Show sustainable now and into the future. We appreciate your consideration of our requests and look forward to continuing our positive relationship.

Yours truly,

A handwritten signature in black ink, appearing to read "D. Heuman".

Dean Heuman,
Vice President
RWE Events, producers of the Edmonton Air Show

TITLE SPONSORSHIP

\$200,000

INCLUDES ///

Event Logo Co-Branding	General Admission Passes x 500	Hangar Tour Passes x 30
Listing With Event Sponsors	Plus Lounge Passes x 50	Logo on Volunteer Shirts
Link on Website	Premium Lounge Passes x 30	100'x30' Exhibit Booth
Tailored Social Media Content	Pilot Party Passes x 30	20 Live PA Mentions
Feature in Event Guide	3 Plane Rides	Speaking Opportunity
Onsite Signage		

PRESENTING SPONSORSHIP

\$125,000

INCLUDES ///

Event Logo Co-Branding	General Admission Passes x 400	Hangar Tour Passes x 20
Listing With Event Sponsors	Plus Lounge Passes x 40	Logo on Volunteer Shirts
Link on Website	Premium Lounge Passes x 30	50'x30' Exhibit Booth
Tailored Social Media Content	Pilot Party Passes x 20	20 Live PA Mentions
Feature in Event Guide	2 Plane Rides	Speaking Opportunity
Onsite Signage		

PREMIUM LOUNGE SPONSORSHIP

\$80,000

INCLUDES ///

Listing With Event Sponsors	Onsite Signage	Hangar Tour Passes x 10
Link on Website	Premium Lounge Passes x 50	30'x20' Exhibit Booth
Tailored Social Media Content	Pilot Party Passes x 20	10 Live PA Mentions
Feature in Event Guide	1 Plane Ride	Speaking Opportunity

PLUS LOUNGE SPONSORSHIP

35k

INCLUDES ///

Listing With Event Sponsors	Premium Lounge Passes x 10
Link on Website	Pilot Party Passes x 5
Tailored Social Media Content	Hangar Tour Passes x 10
Feature in Event Guide	20'x20' Exhibit Booth
Onsite Signage	5 Live PA Mentions
Plus Lounge Passes x 50	Speaking Opportunity

KIDS ZONE SPONSORSHIP

15k

INCLUDES ///

Listing With Event Sponsors	General Admission Passes x 100
Link on Website	Premium Lounge Passes x 5
Feature in Event Guide	10'x10' Exhibit Booth
Onsite Signage	5 Live PA Mentions

VOLUNTEER SPONSORSHIP

5k

INCLUDES ///

Listing With Event Sponsors	General Admission Passes x 20
Link on Website	Plus Lounge Passes x 5
Feature in Event Guide	Premium Lounge Passes x 5
Onsite Signage	Pilot Party Passes x 5
5 Live PA Mentions	Logo on Volunteer Shirts

DISPLAY PLANE SPONSORSHIP

5k-50k

INCLUDES ///

Listing With Event Sponsors	Onsite Signage
Link on Website	General Admission Passes x 20
Feature in Event Guide	Hangar Tour Passes x 10
1 Plane Ride	10'x10' Exhibit Booth
Premium Lounge Passes x 5	5 Live PA Mentions

PERFORMER SPONSORSHIP

4.5k-20k

INCLUDES ///

Listing With Event Sponsors	General Admission Passes x 20
Feature in Event Guide	Hangar Tour Passes x 5
1 Plane Ride	10'x10' Exhibit Booth
Premium Lounge Passes x 5	3 Live PA Mentions

PILOT PARTY SPONSORSHIP

7500

INCLUDES ///

Listing With Event Sponsors	General Admission Passes x 20
Link on Website	Pilot Party Passes x 30
Feature in Event Guide	Hangar Tour Passes x 5
Onsite Signage	5 Live PA Mentions
1 Plane Ride	Speaking Opportunity
Premium Lounge Passes x 5	

PARK & RIDE SPONSORSHIP

20k

INCLUDES ///

Listing With Event
Sponsors

Premium Lounge
Passes x**5**

Link on Website

General Admission
Passes x**40**

Feature in Event
Guide

Pilot Party Passes x**5**

Onsite Signage

Logo on Volunteer
Shirts

5 Live PA Mentions

SAFETY & SECURITY SPONSORSHIP

15k

INCLUDES ///

Listing With Event
Sponsors

Premium Lounge
Passes x**5**

Link on Website

Plus Lounge
Passes x**5**

Feature in Event
Guide

General Admission
Passes x**40**

Onsite Signage

10'x10'
Exhibit Booth

Logo on Volunteer Shirts

5 Live PA Mentions

Pilot Party Passes x**5**

AUTOGRAPH TENT SPONSORSHIP

10k

INCLUDES ///

Listing With Event
Sponsors

Premium Lounge
Passes x**5**

Link on Website

Plus Lounge
Passes x**5**

Feature in Event
Guide

General Admission
Passes x**20**

Onsite Signage

5 Live PA Mentions

Pilot Party Passes x**5**

VEHICLE SPONSORSHIP

10k

INCLUDES ///

Listing With Event
Sponsors

Premium Lounge
Passes x**5**

Link on Website

General Admission
Passes x**20**

Feature in Event
Guide

Logo on Volunteer
Shirts

Onsite Signage

5 Live PA Mentions

Pilot Party Passes x**5**

	TITLE	PRESENTING	PREMIUM LOUNGE	PLUS LOUNGE	KIDS ZONE	PERFORMER PLANE	DISPLAY PLANE	PILOT PARTY	VOLUNTEERS	PARK & RIDE	SAFETY AND SECURITY	AUTOGRAPH TENT	VEHICLE
COST	200K	125K	80K	35K	15K	4.5-20K	5-50K	7500	5K	20K	15K	10K	10K
EVENT LOGO CO-BRANDING	YES	YES	X	X	X	X	X	X	X	X	X	X	X
LISTING WITH EVENT SPONSORS	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
LINK ON WEBSITE	YES	YES	YES	YES	YES	X	YES	YES	YES	YES	YES	YES	YES
TAILORED SOCIAL MEDIA CONTENT	YES	YES	YES	YES	X	X	X	X	X	X	X	X	X
FEATURE IN EVENT GUIDE	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
ONSITE SIGNAGE	YES	YES	YES	YES	YES	X	YES	YES	YES	YES	YES	YES	YES
PREMIUM LOUNGE PASSES	30	30	50	10	5	5	5	5	5	5	5	5	5
PLUS LOUNGE PASSES	50	40	X	50	X	X	X	X	5	X	5	5	X
GA PASSES	500	400	X	X	100	20	20	20	20	40	40	20	20
PILOT PARTY PASSES	30	20	20	5	X	X	X	30	5	5	5	5	5
HANGAR TOUR PASSES	30	20	10	X	X	5	10	5	X	X	X	X	X
LOGO ON VOLUNTEER SHIRTS	YES	YES	X	X	X	X	X	X	YES	YES	YES	X	YES
EXHIBIT BOOTH	100' X 30'	50' X 30'	30' X 20'	20' X 20'	10' X 10'	10' X 10'	10' X 10'	X	X	X	10' X 10'	X	X
LIVE MENTIONS ON PA	20	20	10	5	5	3	5	5	5	5	5	5	5
SPEAKING OPPORTUNITY	YES	YES	YES	YES	X	X	X	YES	X	X	X	X	X
PLANE RIDE	3	2	1	X	X	1	1	X	X	X	X	X	X

SPONSORSHIP QUICK COMPARISON CHART