

AirFest 2009 New Chalet Partner

1 & 2-Day Packages

1 Day Chalet

Saturday \$5,000
Sunday \$4,000

2 Day Chalet

Saturday, & Sunday
\$8,500

PARTNER BENEFITS

Hospitality

- **1 Chalet Tent (20'x20')** for each sponsored day within a "Chalet Corral" to entertain clients and employees. Chalet will be located "front and center" along the flight line separated from general admission ticket holders and includes private sanitation facilities. The Chalet includes private seating for up to **40** guests inside your tent and seating for **75** guests outside the tent on the showline. Catering will be the responsibility of the Chalet Partner with list of approved caterers to be provided. **New for 2009: Adopt-A-Performer program!** Chalet sponsors will have the opportunity to have an AirFest performer "meet and mingle" with Chalet guest in exchange for providing meals for the performer and select members of his or her team. See Chalet Partner Letter of Intent Form to sign up.
- **75 VIP Chalet Admission Tickets** (per sponsored day)
- **25 VIP Parking Passes** (per sponsored day)
- **Complimentary Souvenir Programs** (10 for 1-Day Chalet; 35 for 2-Day Chalet)
- **2 Invitations to Performer & VIP Party** (per sponsored day) The VIP Party will be held on Friday, August 21st from 7-9 pm (location to be announced.) This event provides you and your guests with the opportunity to meet air show pilots, performers, RFD staff, and other sponsors. Your invitation includes: complimentary food, beverages, and entertainment for each of your guests.
- **1 Private Ride with a Civilian Aerobatic Performer.** Treat an employee, client, executive, or yourself to a thrill of a lifetime! Rides will take place on Friday or Saturday morning of AirFest weekend. (For 2 Day Sponsors only)

Advertising/Publicity

- **E-Mail Blast** - Inclusion in e-mail blast sent to 53,000+ MilesAhead members (minimum of 2 times)
- **Media Release** - Inclusion in airport media release announcing sponsors and supporters
- **Flyers** - Company name listed on 40,000 Flyers inserted into Rockford Register Star
- **Web Site** - Company name listed on FlyRFD web site Sponsor Page (75,000 ave. monthly visitors to RFD website)
- **Souvenir Program Sponsor Page** - Company name included on souvenir program Sponsor Page
- **Souvenir Program Ad** - 1/4 page Ad for 1-Day; 1/2 Page Ad for 2-Day (black & white)
- **Announcements** - Recognition over public address system (2 total - 1 per day)
- **Signage** - Signage displayed throughout AirFest grounds (2 sponsor-provided signs up to 4'x10')
- **Banner** - 1 2'x7' Banner with company name and full color logo displayed on or near your Chalet