

Rockford AirFest 2009

AirFest 2008 Attendee DEMOGRAPHICS

Who Attended AirFest 2008?

- **69%** of the audience at AirFest 2008 had at least some college education or higher.
- **57%** of spectators reported an annual household income of **\$60,000 or more**.
- The average age of a spectator is just under the age of **39**; **52%** of AirFest 2008 attendees were between the ages of **35 and 54**.

By the Numbers

- **52%** spectators planned to spend **3-5 hours** on AirFest show grounds.
- **38%** of spectators planned to spend **all day** at AirFest.
- While at AirFest, **45%** of patrons said they would spend **in excess of \$30** on food, beverages, and other air show memorabilia.
- Air shows draw larger crowds when there is a military jet team present. AirFest 2008 saw **48%** of its attendance come because a Military Jet Team was in action.

Get Results!

Check out the reasons why sponsoring AirFest 2008 can help your business:

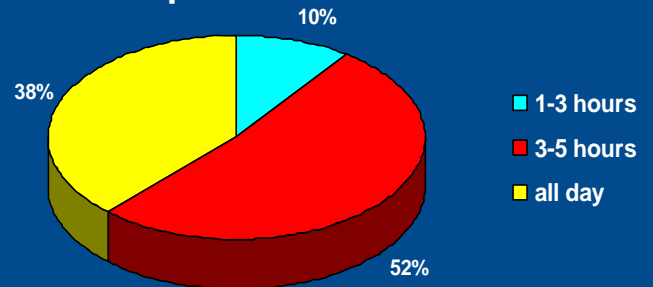
- Increase Brand Loyalty
- Create Awareness & Visibility
- Change/Reinforce Image
- Drive Retail Traffic
- Showcase Community Support
- Drive Sales
- Sample/Display Your Products
- Entertain Clients & Staff
- Recruit/Retain Employees
- Merchandising Opportunities

Source: Rockford AirFest survey completed by 15 Rockford College Business Research students over AirFest weekend; 734 total survey respondents

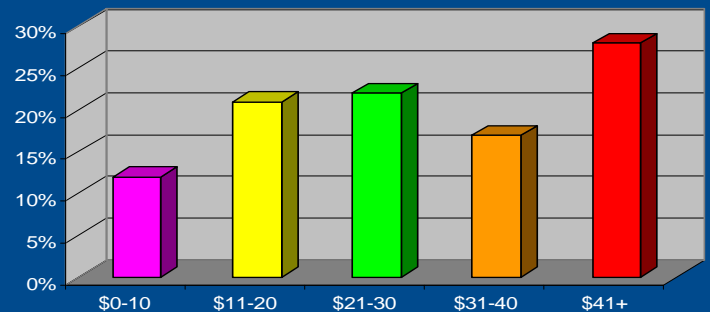
“Air shows are likely to grow even more popular with marketers as they learn of the events’ unusually broad-based demographics and fan loyalty.”

Adweek Magazine

Time Spent at Show



Expected Spending



Attraction to AirFest

