

# COLD LAKE AIR SHOW

## CORPORATE SPONSORSHIP OPPORTUNITIES



*Celebrating the  
50<sup>th</sup> Anniversary of the  
RCAF Snowbirds*



**18-19  
JULY  
2020**

[www.coldlakeairshow.com](http://www.coldlakeairshow.com)

## COLD LAKE AIR SHOW 4 WING COLD LAKE



## CORPORATE SPONSORSHIP



**COL DAVE MOAR  
WING COMMANDER  
4 WING COLD LAKE**

I am very pleased to announce that 4 Wing Cold Lake will be hosting a two-day air show event for the weekend of July 18-19, 2020.

The 2020 Cold Lake Air Show (CLAS) will be a wonderful opportunity to showcase the Lakeland and bring the community together for an exciting and fun-filled event.

Cold Lake Air Show 2018 attracted more than 21,000 spectators over a two-day period. It presented a wide variety of aerial and static displays. In 2020, we expect more spectators to attend our air show event as the planned performers lineup includes; aerial demonstration teams by the Canadian Forces Snowbirds, the CF-18 Hornet Demonstration Team and the U.S. Navy Blue Angels Demonstration Team. We are working hard to make CLAS 2020 a world-class family event.

The 2020 CLAS will offer a great variety of food and beverage vendors, a beer garden, chalets for the Wing Commander's VIP guests, sponsors, as well as the opportunity for businesses to purchase access to corporate chalets. We are also bringing back the classic car show and a variety of kids' entertainment options.

As our goal is to continually improve our show, we have considered some comments and suggestions from spectators with regards to providing transportation for the young and elderly, within the static display area, and expanding our VIP area. We will of course continue to build upon our successes, such as our streamlined traffic and parking plan.

The generous support received from our sponsors will allow the CLAS Committee to continue to attract world renowned performers and support providers in an effort to host a professional and memorable event. All proceeds from this event will be reinvested into the military community through subsidized programming and events for former and serving Canadian Armed Forces members and their families of 4 Wing Cold Lake.

The Cold Lake Defence Team is excited for this upcoming event. We are keen to build on the energy and momentum from the 2018 event. With you as partners, I am confident we can proudly host the 2020 CLAS.

***Team Rocket take to the skies at the 2018 Cold Lake Air Show.***



## COLD LAKE AIR SHOW 4 WING COLD LAKE



## CORPORATE SPONSORSHIP

### AIR SHOW SPONSORSHIP BENEFITS

Sponsorship of the 2020 Cold Lake Air Show offers numerous branding opportunities for your business, as well as increased visibility in the community. VIP tickets are also an opportunity to enjoy the show from a unique vantage point.

**Benefits include:**

### Official Cold Lake Air Show Program Guide/Calendar

This glossy colour 8 1/2" x 11" program guide will feature photos and information on all performers, 4 Wing Cold Lake, and also include a 2020/21 calendar. Five thousand copies will be printed for sale and distribution - an excellent way to highlight your company. Complimentary copies of the program guide will be available at the Wing Commander's VIP tent and Corporate Chalets. The general public may purchase them for \$2/copy.

Book early to avoid disappointment. Deadline for advertising is 1 May 2020. To book space, contact our Corporate Sponsorship group at (780) 840-8000 ext 7857 or [manager@couriernews.ca](mailto:manager@couriernews.ca).

#### PROGRAM/ CALENDAR ADVERTISING RATES

Size	Rates
Back Outside Cover* .....	\$5,000 + GST
Front Inside Cover* .....	\$3,500 + GST
Back Inside Cover* .....	\$2,500 + GST
Full Page .....	\$2,000 + GST
1/2 Page .....	\$1,200 + GST
Calendar Banner .....	\$1,000 + GST
1/4 Page .....	\$800 + GST

All advertising space is first come, first served, based on availability.

\*Cover pages may be available after 31 March 2020.

*The F-22 put on a spectacular show at the  
2018 Cold Lake Air Show.*



We look forward to  
developing the perfect  
sponsorship package for  
your business -  
Please contact our  
Corporate Sponsorship  
Group at  
(780) 840 8000 ext 7857 or  
[manager@couriernews.ca](mailto:manager@couriernews.ca)  
for further details.



## COLD LAKE AIR SHOW 4 WING COLD LAKE



## CORPORATE SPONSORSHIP

### Wing Commander's VIP Tent

This VIP Tent is reserved exclusively for the Wing Commander's invited guests and sponsors listed on the following page. This furnished and decorated tent is located at the heart of the action. A continental breakfast is served upon arrival (9:30-10:30), followed by lunch, afternoon snacks, and a selection of alcoholic and non-alcoholic beverages.

### Corporate Chalet Packages\*

This is an excellent opportunity to say "Thank You" to your clients, employees, suppliers, family or friends!

Each Corporate Chalet Package includes:

- VIP seating in a tented prime viewing area at the heart of the action!
- Continental breakfast catered by Wing Foods
- Lunch buffet and afternoon snack
- Bar with complimentary beverages
- Host
- Patio
- VIP parking passes

#### GOLD PACKAGE \$12,000 + GST

- 60 people in one VIP tent for one day or 30 people per day in a shared VIP tent
- 60 Official Air Show Programs and 60 Air Show Coins

#### SILVER PACKAGE \$7,000 + GST

- 30 people in shared VIP tent for one day or 15 people per day in a shared VIP tent
- 30 Official Air Show Programs and 30 Air Show Coins

#### BRONZE PACKAGE \$4,000 + GST

- 15 people in a shared VIP tent for one day
- 15 Official Air Show Programs and 15 Air Show Coins

#### FRIENDS PACKAGE \$275 + GST

- 1 person in a shared VIP tent for one day
- 1 Official Air Show Program and 1 Air Show Coin

\*The sale of Corporate Chalets shall not be considered a sponsorship agreement. Corporate Chalet sales do not include sponsorship deliverables as listed on page 5.



# COLD LAKE AIR SHOW 4 WING COLD LAKE



# CORPORATE SPONSORSHIP

## Sponsorship Packages

SPONSORSHIP DELIVERABLES	PERFORMER SPONSOR \$125,000 + GST	SAFETY SPONSOR \$40,000 + GST (2 Available) 1 Saturday, 1 Sunday	HOSPITALITY SPONSOR \$30,000 + GST (2 Available) 1 Saturday, 1 Sunday	ENTERTAINMENT SPONSOR \$20,000 + GST (4 Available) 2 Saturday, 2 Sunday
Right of First Refusal				
Air Show App Loading Screen				
Air Show App Banner Advertisement				
Recognition in Radio Advertisements				
Logo on Air Show Ticket				
Flight with Civilian Performer		Optional at additional cost		
Corporate Logo on Air Show Items		2,500 Reusable Water Bottles	300 Caps	150 T-Shirts
Air Show Program (deadline by 31 March 2020)	Back Outside Cover	Inside Cover (front or back)	Full Page	Full Page
Logo on Sponsored Page in Courier Newspaper				
VIP Tour of 4 Wing	10 People	6 People	4 People	2 People
Recognition in Air Show Program				
Logo on Air Show Website				
Logo on Pre Event Newspaper Ads				
Logo on Post Event Newspaper Ad				
Opportunity to Display Corporate Banner				
Post Event Sponsorship Reception (Fall 2021)				
Wing Commanders VIP Tent & VIP Parking	8 People	4 People	4 People	2 People
Corporate Chalet Package	GOLD	SILVER	SILVER	BRONZE
Display Area at Air Show	20' x 10'	20' x 10'	15' x 10'	15' x 10'
Wing Commander's Dinner	8 People	4 People	4 People	2 People
Recognition by PA Announcer at Air Show				

## COLD LAKE AIR SHOW 4 WING COLD LAKE



## CORPORATE SPONSORSHIP

### BUSINESS OPPORTUNITIES

**Become a part of the Cold Lake Air Show. We have some great Business Opportunities available:**

- Food and ice cream trucks for approximately 15,000 people/day
- 4 Wireless ATMs
- Port-a-potties
- Rental vehicles for performers
- Hotel rooms for performers
- Waste disposal and recycling services

Please contact [janae.wandler@forces.gc.ca](mailto:janae.wandler@forces.gc.ca) for more information.

*The CF-18 Demo Jet up close to the crowd during the 2018 Cold Lake Air Show.*





**COLD LAKE AIR SHOW  
4 WING COLD LAKE**



**CORPORATE  
SPONSORSHIP**



## **2018 Cold Lake Air Show Highlights**

*Please note all photos in  
this guide are from the  
2018 Cold Lake Air Show.*



**COLD LAKE AIR SHOW  
4 WING COLD LAKE**



**CORPORATE  
SPONSORSHIP**

