

BOURNEMOUTH
AIR
FESTIVAL

29 AUG - 31 AUG 2024

LAND AIR SEA

Sponsorship Opportunities





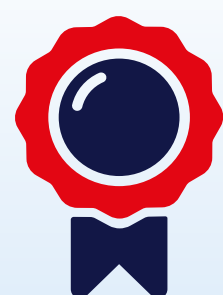
Bournemouth Air Festival in numbers



3 days



Free entry



Running for
16 years



Celebrates
innovation



Family
orientated



Number of
aircraft – 18
planes in
2023



Across
land, sea
& sky



Day & night
entertainment



1.4
million
website
page views



12.8k
followers on
Instagram



21.8k
followers on
X



84k
followers on
Facebook



1.8
million
social media
engagement



11k
event
programmes
sold



9,155
recipients
to email
marketing
with a 49%
open rate



1,436
items of
coverage



600k
visitors
over 4 days
in 2023

Previous sponsors



PORSCHE



Working with us

- ✈ An experienced and dedicated team
- ✈ A dedicated contact
- ✈ Continuous updates
- ✈ An event to remember and enjoy

Testimonials



“It has been amazing, certainly another great year. Our seafront stand has ensured great engagement with the public and to raise our profile as an Air Festival sponsor – footfall and location superb!” *Bournemouth Airport*

“We had a very positive experience working with the Bournemouth Air Festival and received a great response from the public towards our Rowse Wonderhive. The Air Festival has been the perfect location to engage with a family audience and receive a consistent footfall throughout the event.” *Rowse*





Media coverage



- ▶ ITV News – 1 September 2022
ITN National weather with Alex Beresford. Coverage included an interview with official BAF commentator George Bacon and general footage of the air festival.



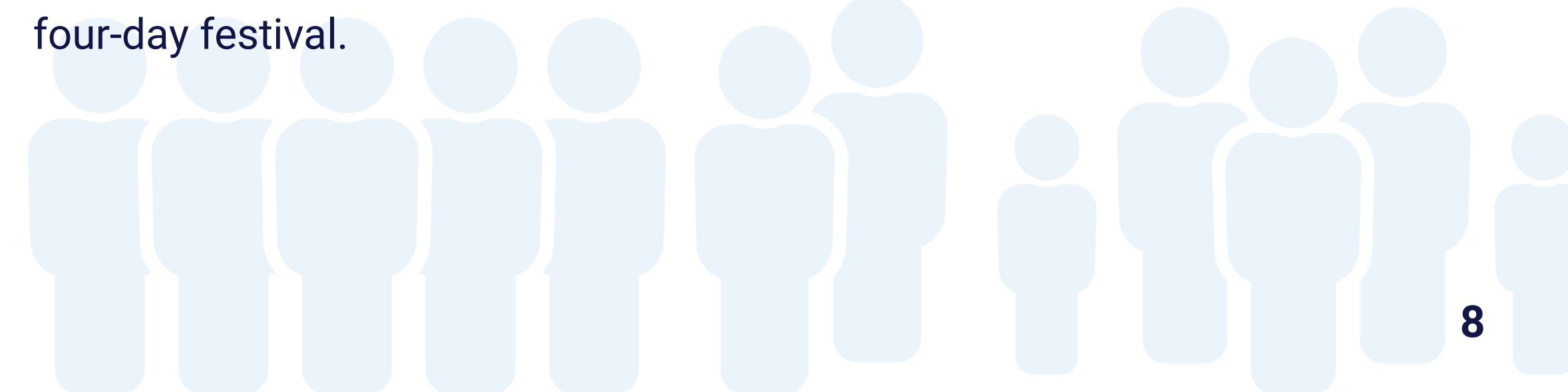
- ▶ The Times – 3 September 2022
Blazing a trail, the Firebirds aerobatic team, adorned with neon lights, let off fireworks during their evening display at the Bournemouth Air Festival.



- ▶ BBC News – 6 September 2022
Bournemouth Air Festival
Aerobat pilot takes to the skies with reporter.
BBC South's Sarah Farmer met aerobat pilot Rich Goodwin ahead of his air show at the four-day festival.



- ▶ Daily Echo – 3 September 2022
Pilots meet and greet at Bournemouth Air Festival 2022
Hundreds of people gathered at a hotel in Bournemouth to catch a glimpse of the stars of the Bournemouth Air Festival.





Audience

65+ – 13%
16-64 – 67%
0-15 – 20%



Time To Soar Sponsor £60k + VAT

Overall

- ✈ Inclusion in all mentions to the festival 'Bournemouth Air Festival 2024 presented by [Your brand]'
- ✈ Referred to via PA announcements
- ✈ Opportunity to present awards or recognitions during the show
- ✈ 5 prime parking spaces each day

Exhibition Space

- ✈ Experiential Area 20m x 4m site on prime seafront location (worth £5500)

Hospitality

- ✈ Dedicated hospitality area for up to 20 people for one day

Programme

- ✈ Full page advert in event programme
- ✈ Feature on the company

PR

- ✈ Attendance at Opening Ceremony Media Launch with access to the media
- ✈ Special media opportunity developed in conjunction with Communications Team that fits the company's values/objectives
- ✈ Link from all event press releases via notes to editors as well as wrap up release

Outdoor

- ✈ Festival signage and bannering to include ""Bournemouth Air Festival 2024 presented by [Your brand]""

Email

- ✈ Reference to sponsorship in relevant BCP Tourism trade & consumer newsletter/s

Social

- ✈ Social media posts all include 'Bournemouth Air Festival 2024 presented by [Your brand]'

Web

- ✈ Sponsor logo on the Air Festival website



Marketing Reach

- ▶ 1.4 million website page views
- ▶ 12.8k followers on Instagram
- ▶ 21.8k followers on X
- ▶ 84k followers on Facebook
- ▶ 1.8 million social media engagement
- ▶ 11,000 event programmes sold
- ▶ 9,155 recipients to email marketing with a 49% open rate
- ▶ £3.5 million in AVE (Advertising equivalent value)
- ▶ 1,436 items of coverage
- ▶ National and local coverage



Ascend The Skies Sponsor £40k + VAT

Overall

- ✈ Referred to via PA announcements
- ✈ Personalised thank you plaque from the show organisers

Exhibition Space

- ✈ Gold Plus Area 6m x 4m exhibition space (worth £1,898)

Hospitality

- ✈ Private tented area for you and up to 20 guests with full catering.

Programme

- ✈ Full page advert in event programme

PR

- ✈ Attendance at Opening Ceremony Media Launch with access to the media
- ✈ Special media opportunity developed in conjunction with Communications Team that fits the company's values/objectives
- ✈ Link from all event press releases via notes to editors as well as wrap up release

Outdoor

- ✈ Branding opportunities at the show including a banner in the main display area

Email

- ✈ Reference to sponsorship in relevant BCP Tourism trade & consumer newsletter/s

Social

- ✈ Social media posts relating to Ascend The Skies Sponsor

Web

- ✈ Sponsor logo on the Air Festival website



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STEM Sponsor £25k + VAT

Overall

- ✈ Referred to as the Sponsor Stem Village
- ✈ Sponsor officially opens the STEM Village
- ✈ Referred to via PA announcements on STEM Village

Exhibition Space

- ✈ Prime positioning of 6m x 3m exhibition space within the STEM Village (worth £2000)

Programme

- ✈ Full page advert in event programme
- ✈ Logo to be included on STEM feature, with recognition as sponsor

PR

- ✈ Link from all event press releases via notes to editors as well as wrap up release
- ✈ Link to all event press releases regarding school STEM competition

Outdoor

- ✈ Branding rights on all STEM signage and banners across the STEM Village

Email

- ✈ Reference to sponsorship in relevant BCP Tourism trade & consumer newsletter/s

Social

- ✈ Social media post announcing official STEM sponsor via Air Festival channels
- ✈ Social media post to promote the STEM area
- ✈ Social media to promote speech or special demonstration
- ✈ Social media posts / reel during event

Web

- ✈ Sponsor logo on the Air Festival website

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Reach
geographically
South West 47%
Rest of UK 53%



Travel Sponsor £12k + VAT

Overall

- ✈ Referred to via PA announcements regarding sustainable travel

Programme

- ✈ Full page advert in event programme

PR

- ✈ Link from all event press releases via notes to editors, as well as wrap up release
- ✈ Link from all event press releases regarding our 2024 green challenge

Social

- ✈ Links via social media posts promoting the sponsorship and sustainability messages

Web

- ✈ Widget across all three destination websites
bournemouth.co.uk
pooletourism.com
visit-christchurch.co.uk
- ✈ Widget on the official Air Festival website bournemouthair.co.uk
- ✈ Link on official website within 'Getting Here' section

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Aircraft Sponsor £10k + VAT

Overall

- ✈ Exclusive opportunity to announce one of the flying displays
- ✈ Referred to via PA announcements relating to the specific aircraft display sponsored

Exhibition Space

- ✈ Gold Plus Area 3m x 4m exhibition space (worth £1127)

Programme

- ✈ Full page advert in event programme

PR

- ✈ Link from all event press releases via notes to editors as well as wrap up release
- ✈ Link to all event press releases regarding the specific aircraft display sponsored

Email

- ✈ Reference to sponsorship in relevant BCP Tourism trade & consumer newsletter/s

Social

- ✈ Links via social media posts promoting the sponsorship

Web

- ✈ Sponsor logo on the Air Festival website



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Rise and Glide Sponsor £5k + VAT

Overall

- ✈ A unique flying experience post the show (subject to terms and conditions)

Programme

- ✈ Advert in event programme

Email

- ✈ Reference to sponsorship in relevant BCP Tourism trade & consumer newsletter/s

Social

- ✈ Social media posts relating to Rise & Glide Sponsor

Web

- ✈ Sponsor logo on the Air Festival website



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Contact

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