

**BOURNEMOUTH**  
**AIR**  
**FESTIVAL**

29 AUG - 31 AUG 2024

**LAND AIR SEA**

# Sponsorship Opportunities









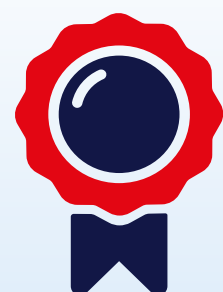
# Bournemouth Air Festival in numbers



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



**FINALIST**  
**Group**  
Leisure & Travel  
**AWARDS**  
**2024**







**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.



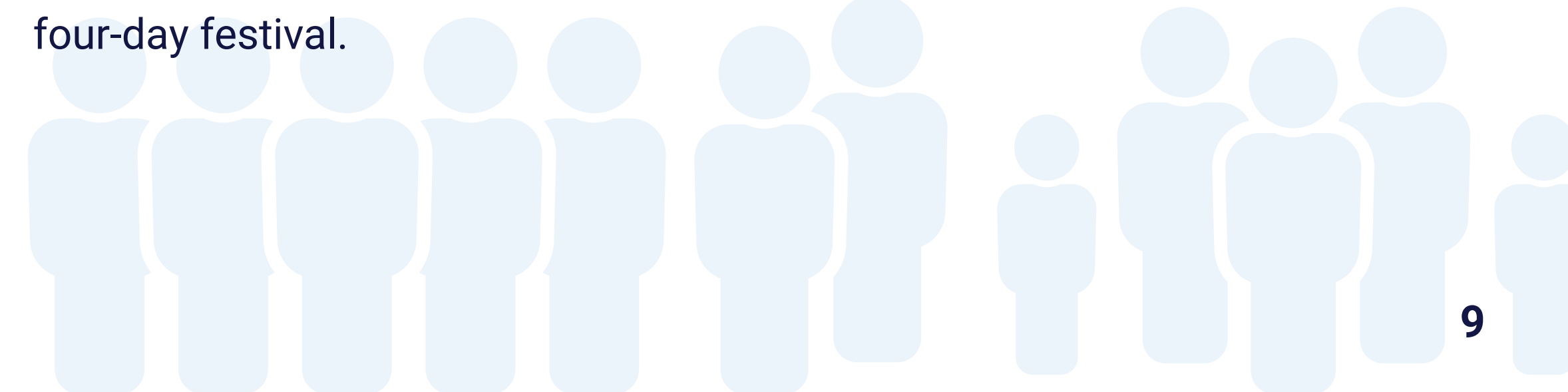
- ▶ The Times – 3 September 2022  
Blazing a trail, the Firebirds aerobatic team, adorned with neon lights, let off fireworks during their evening display at the Bournemouth Air Festival.



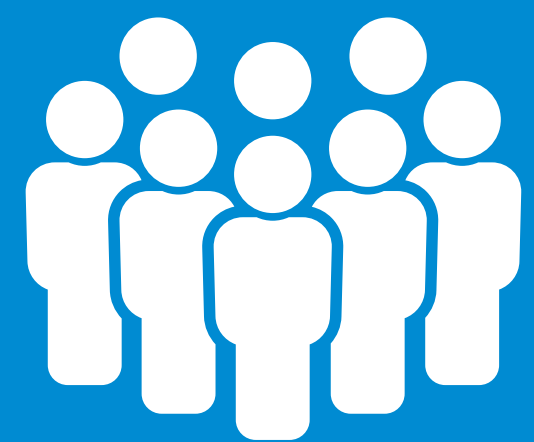
- ▶ BBC News – 6 September 2022  
Bournemouth Air Festival  
Aerobat pilot takes to the skies with reporter.  
BBC South's Sarah Farmer met aerobat pilot Rich Goodwin ahead of his air show at the four-day festival.



- ▶ 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



## 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
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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

## Marketing Reach

- ▶ 1.4 million website page views
- ▶ 12.8k followers on Instagram
- ▶ 21.8k followers on X
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- ▶ 11,000 event programmes sold
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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

## Marketing Reach

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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

## Marketing Reach

- ▶ 1.4 million website page views
- ▶ 12.8k followers on Instagram
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- ▶ 1.8 million social media engagement
- ▶ 11,000 event programmes sold
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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



## Marketing Reach

- ▶ 1.4 million website page views
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- ▶ 1.8 million social media engagement
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- ▶ 1,436 items of coverage
- ▶ National and local coverage





# Contact

## **Ali Perrins**

Events Manager  
Commercial Operations

T. 01202 123102

[alison.perrins@bcpcouncil.gov.uk](mailto:alison.perrins@bcpcouncil.gov.uk)

[bcpcouncil.gov.uk](http://bcpcouncil.gov.uk)

