

Flying, Family & Fun!



**Sponsorship
Opportunities 2024**

Flying, Family & Fun!



**BOUNDARY BAY
AIRSHOW '24**

Flying, Family & Fun!

Saturday, July 13



Alpha Aviation and the City of Delta invite you to join us at the 2024 Boundary Bay Airshow! This year's Airshow will delight all age groups with great performances and fan interactions by amazing pilots such as Undaunted's Stephen Christopher and Todd Rudberg, who will shred the airshow box with eye-popping precision 2-ship formation, separations, and amazing rejoins. Fans will also get to watch Brad Wursten push the envelope of one of the most advanced aerobatic aircraft in the world today with his amazing MX2! Also joining the show are fan favorites Kyle Fowler, Vicky Benzing flying her newly restored P-51 Mustang, Plum Crazy, Mike Tryggvason, Ross Granley and the Northern Stars Aerobatic Team. A warm welcome to all, especially as we recognize the 100th Anniversary of the Canadian Air Force!



Message from Mayor George V. Harvie

On behalf of Delta Council, I am very pleased to host the 2024 Boundary Bay Airshow in partnership with Alpha Aviation.

The Boundary Bay Airshow has always been a tremendous success and a premier community event. It not only showcases aviation at its finest, but it is one of the few remaining free admission airshows that provides excitement and world class entertainment for all age groups.

I know that everyone will be amazed and inspired as these great airshow performers soar the Delta skies.

The local businesses and services that have sponsored the Airshow over the years have allowed the City and Alpha Aviation to produce this one-of-a-kind event. I encourage you to consider the various opportunities for sponsorship and join us at the 2024 Boundary Bay Airshow!

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Message from Fred Kaiser

**Chairman of Alpha Aviation Inc.,
Operators of the Boundary Bay Airport**

On behalf of the team at Alpha Aviation Inc., I am overjoyed to welcome the amazing performers, volunteers and residents to the 2024 Boundary Bay Airshow!

With the Airshow being in existence for 16 years now, we are beyond pleased to continue to offer free admission for this event, which is only possible with the support of the generous sponsors like yourselves.

In partnership with the City of Delta, we hope that you consider the various opportunities for sponsorship and in turn the array of benefits for your businesses.

We are looking forward to welcoming you and your families to this spectacular community event.

With your support of the 2024 Boundary Bay Airshow, your business will become associated with the appeal and excitement of this fun-filled family event.

Not only will you be identified as one of the City of Delta's valuable community supporters, this will provide you with an outstanding opportunity to showcase your business to thousands of residents and guests alike and share in the energy of one of the City of Delta's most anticipated events of the year!

Contact us today to discuss the many sponsorship opportunities available and how you can get involved.



Sponsorship Opportunities 2024



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PRESENTING \$25,000 – 1 AVAILABLE

Maximize your exposure as our Presenting Sponsor! Your corporate logo will be prominently displayed in all Airshow advertising where the City of Delta and Alpha Aviation logos are included; both on-site and in all Airshow promotional materials.

Suggested sponsorship benefits are listed, however, we are happy to work with you to customize benefits to best suit your company's goals and objectives.

VIP EXPERIENCE

- Access for 25 guests into the fully catered *Flightline Club VIP Chalet* offering the very best view of the Airshow
- VIP parking – 15 reserved parking passes
- Opportunity to participate in the opening ceremonies along with the City of Delta and Alpha Aviation
- Two individual rides in a civilian Airshow performer aircraft on Media Day
- Company team photo in front of a civilian Airshow performer aircraft on Media Day



Sponsorship Opportunities 2024



BOUNDARY BAY
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MARKETING EXPOSURE

Maximum exposure as the Presenting Sponsor of the Airshow, alongside the City of Delta and Alpha Aviation.

Sponsor featured in:

- All Airshow promotional materials that include logos, with your logo prominently displayed along with the City of Delta and Alpha Aviation logos
- City of Delta Council Meeting, with the opportunity to be showcased as the Presenting Sponsor along with the City of Delta and Alpha Aviation
- Promotional video to be shown in the Boundary Bay Airport terminal, in City of Delta facilities and on social media platforms prior to and at the Airshow – full screen logo and one minute video advertisements available
- City of Delta social media ad campaign, with a reach of at least 30,000 users
- Airshow webpage on City of Delta and Boundary Bay Airport websites and Airshow social media
- Local newspaper Airshow coverage
- Delta Summer Events Feature delivered to Delta residences
- On-site signage at each Airshow entry point, the autograph tent, and the entrance to the *Flightline Club VIP Chalet*
- Signage and promotional materials at the City of Delta promotional booths

Logo on:

- Local newspaper ads
- City of Delta facility/program flyers
- Airshow poster
- Airshow webpage and social media
- Event program
- Airshow volunteer t-shirts
- Thank you ad in local newspaper
- Thank you social media mention post-event



ON-SITE DISPLAY SPACE

- Customizable to a maximum of 40' x 40' space

BANNER DISPLAYS

- Opportunity to have up to ten sponsor provided 3' x 8' banners to be hung along fence line (banners must have grommets for hanging on fence, and must be delivered to Alpha Aviation no later than July 8, 2024)

PUBLIC ADDRESS ANNOUNCEMENTS

- Ten minimum



Sponsorship Opportunities 2024



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PLATINUM \$12,000

Partner with us to bring this popular event to the community and receive the title naming rights for a featured civilian Airshow performer or on-site attraction.

VIP EXPERIENCE

- Access for twelve guests into the fully catered *Flightline Club VIP Chalet* offering the very best view of the Airshow
- VIP parking – six reserved parking passes
- One individual ride in a civilian Airshow performer aircraft on Media Day

MARKETING EXPOSURE

Prominent exposure as the Title Sponsor of an Airshow featured attraction.

Sponsor featured in:

- Promotional video to be shown in the Boundary Bay Airport terminal, in City of Delta facilities and on social media platforms prior to and at the Airshow – full screen logo and 30 second video advertisements available
- City of Delta social media ad campaign, with a reach of at least 30,000 users
- Airshow webpage on City of Delta and Boundary Bay Airport websites and Airshow social media
- Local newspaper Airshow coverage
- Delta Summer Events Feature delivered to Delta residences
- On-site signage for a sponsored attraction
- Signage and promotional materials at City of Delta promotional booths

Logo on:

- Local newspaper ads
- City of Delta facility/program flyers
- Airshow poster
- Airshow webpage and social media
- Event program
- Airshow volunteer t-shirts
- Thank you ad in local newspaper
- Thank you social media mention post-event

ON-SITE DISPLAY SPACE

- Customizable to a maximum of 40' x 20' space

BANNER DISPLAYS

- Opportunity to have up to five sponsor provided 3' x 8' banners to be hung along fence line (banners must have grommets for hanging on fence, and must be delivered to Alpha Aviation no later than July 8, 2024)

PUBLIC ADDRESS ANNOUNCEMENTS

- Eight minimum



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PERFORMER \$8,000

Join us in bringing spectacular performers to the Boundary Bay Airshow. You can be the named sponsor of a civilian Airshow performer in both promotional materials and on-site at the Airshow!

VIP EXPERIENCE

- Access for six guests into the fully catered *Flightline Club VIP Chalet* offering the very best view of the Airshow
- VIP parking – three reserved parking passes
- One individual ride in a civilian Airshow performer aircraft on Media Day

MARKETING EXPOSURE

Named sponsor of a civilian Airshow performer.

Sponsor featured in:

- Promotional video to be shown in the Boundary Bay Airport terminal, in City of Delta facilities and on social media platforms prior to and at the Airshow – full screen logo
- City of Delta social media ad campaign, with a reach of at least 30,000 users
- Airshow webpage on City of Delta and Boundary Bay Airport websites and Airshow social media
- Local newspaper Airshow coverage
- Delta Summer Events Feature delivered to Delta residences



Logo on:

- City of Delta facility/program flyers
- Airshow poster
- Airshow webpage and social media
- Event program
- Airshow volunteer t-shirts
- Thank you ad in local newspaper
- Thank you social media mention post-event

ON-SITE DISPLAY SPACE

- 10' x 10' space available

BANNER DISPLAYS

- Opportunity to have up to three sponsor provided 3' x 8' banners to be hung along fence line (banners must have grommets for hanging on fence, and must be delivered to Alpha Aviation no later than July 8, 2024)

PUBLIC ADDRESS ANNOUNCEMENTS

- Five minimum



Sponsorship Opportunities 2024



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GOLD \$5,000

At this level of sponsorship, the following exposure will be given:

VIP EXPERIENCE

- Access for four guests into the fully catered *Flightline Club VIP Chalet* offering the very best view of the Airshow
- VIP parking – two reserved parking passes

MARKETING EXPOSURE

Logo on:

- Delta Summer Events Feature delivered to Delta residences
- City of Delta facility/program flyers
- Airshow poster
- Airshow webpage
- Event program
- Airshow volunteer t-shirts
- Thank you ad in local newspaper
- Thank you social media mention post-event

ON-SITE DISPLAY SPACE

- 10' x 10' space available

BANNER DISPLAYS

- Opportunity to have up to two sponsor provided 3' x 8' banners to be hung along fence line (banners must have grommets for hanging on fence, and must be delivered to Alpha Aviation no later than July 8, 2024)

PUBLIC ADDRESS ANNOUNCEMENTS

- Four minimum

Sponsorship Opportunities 2024



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SILVER \$2,500

At this level of sponsorship, the following exposure will be given:

VIP EXPERIENCE

- Access for two guests into the fully catered *Flightline Club VIP Chalet* offering the very best view of the Airshow
- VIP parking – one reserved parking pass

MARKETING EXPOSURE

Logo on:

- Airshow poster
- Airshow webpage
- Event program
- Airshow volunteer t-shirts
- Thank you ad in local newspaper
- Thank you social media mention post-event

BANNER DISPLAYS

- Opportunity to have one sponsor provided 3' x 8' banner to be hung along fence line (banners must have grommets for hanging on fence, and must be delivered to Alpha Aviation no later than July 8, 2024)

PUBLIC ADDRESS ANNOUNCEMENTS

- Two minimum

BRONZE \$1,000

At this level of sponsorship, the following exposure will be given:

VIP EXPERIENCE

- Access for two guests into the fully catered *Flightline Club VIP Chalet* offering the very best view of the Airshow
- VIP parking – one reserved parking pass

MARKETING EXPOSURE

Logo on:

- Airshow volunteer t-shirts

Corporate name on:

- Event program
- Thank you ad in local newspaper
- Thank you social media mention post-event

BANNER DISPLAYS

- Opportunity to have one sponsor provided 3' x 8' banner to be hung along fence line (banners must have grommets for hanging on fence, and must be delivered to Alpha Aviation no later than July 8, 2024)

PUBLIC ADDRESS ANNOUNCEMENTS

- One minimum



Sponsorship Opportunities 2024


BOUNDARY BAY
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FREQUENT FLYER \$500

At this level of sponsorship, the following exposure will be given:

MARKETING EXPOSURE

Corporate name on:

- Event program
- Thank you ad in local newspaper
- Thank you social media mention post-event

PUBLIC ADDRESS ANNOUNCEMENTS

- One minimum

Sponsorship Opportunities 2024



Flying, Family & Fun!

NEW AIRSHOW OPPORTUNITY!

THE ULTIMATE PERSONAL AIRSHOW EXPERIENCE!

\$3,000 – 2 AVAILABLE

VIP experience for one person, plus one guest for the Flightline Club VIP Chalet.

A chance to get behind the scenes of the event, rub shoulders with performers and get a view of what they see and do during a show.

This is not a sponsorship with marketing exposure and other sponsor benefits. This is an opportunity for an individual to experience exciting, behind-the-scene airshow activities, including:

THURSDAY AFTERNOON, JULY 11

- A ride for one individual with an Airshow performer

SATURDAY, JULY 13, 2024

- One VIP parking pass

You will have a personal guide to lead you through the following behind the scenes Airshow activities:

- Attendance at the Show Day Pilot Briefing
- Visit with the Air Boss and Announcer prior to the start of the show
- Visit to the Air Show Hot Ramp, which is the secure staging area for the aircraft and pilots
- Admission for yourself and one guest to the fully catered *Flightline Club VIP Chalet* offering the very best view of the show

To purchase this Personal Airshow Experience please contact:
Kate Steel, City of Delta, Community Services Manager
Tel: 604-946-3298, Email: ksteel@delta.ca



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To receive more information regarding the benefits available at each sponsorship level, please contact the individuals below:

Melissa Sayers - Alpha Aviation Inc., President Telephone: 604-946-5361

Judi Stene - City of Delta, Director, Cultural/Corporate Events Telephone: 604-952-3060

Or email completed form to: ksteel@delta.ca

Company _____
(As you would like to be recognized in promotional material)

Address _____

Sponsor Contact _____ Title _____

Telephone: _____ Email _____



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Saturday, July 13

SPONSORSHIP LEVELS

(Please check appropriate one)

☐ Presenting \$25,000

☐ Gold \$5,000

☐ Bronze \$1,000

☐ Platinum \$12,000

☐ Silver \$2,500

☐ Frequent Flyer \$500

☐ Performer \$8,000

In-kind sponsorships are welcomed at all levels. Benefits to be individually negotiated based on direct offset value to core Airshow operating expenses.

Deadline to receive logo for all print material is May 1, 2024.

Cash sponsors must provide payment in full by May 1, 2024 to receive sponsorship benefits.



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