



*Haven*

GREAT YARMOUTH

**AIR**  
**SHOW**



Sponsorship guide

**2018**



Greater Yarmouth Tourism and Business Improvement Area Ltd.  
[www.greatyarmouthairshow.co.uk](http://www.greatyarmouthairshow.co.uk)

Photographs © Paul Johnson - Flightline UK, Wildcat Aerobatics and Greater Yarmouth Tourism and Business Improvement Area Ltd.

The aircraft shown in this document are indicative of the type of aircraft likely to appear at Great Yarmouth Air Show 2018.



# Introducing the first Haven Great Yarmouth Air Show

Saturday 16 & Sunday 17 June 2018



## Welcome to the very first air show on Great Yarmouth's Golden Mile.

This amazing event will feature two days of incredible aerial performances from a wide variety of military and civilian display teams.

Great Yarmouth's Golden Mile, stretching for just over a mile from the Britannia Pier down to the Pleasure Beach is the perfect

venue for an amazing air show, with plenty of space for everyone to have the perfect view of breath-taking aerial performances.



## The UK's newest Air Show.

The Air Show is set to be the biggest single event in East Anglia, hosted by Norfolk's premier seaside resort, with the overriding aim of encouraging even more tourism to the area.

The Golden Mile is packed with attractions, restaurants, tea room and cafés and additional space will be made available for stands, stalls and military exhibits for the

anticipated 175,000 visitors to the air show to enjoy.

An enormous beach, hardly impacted by tide, the wide esplanade, and spacious seafront ensure plenty of space for spectacular views of the air craft.

# Seeking event sponsors now, your chance to get involved...

Air shows attract a huge range of people and present the perfect opportunity to get your brand in front of a large demographic. In particular, families, extended families and the silver market are all keen supporters of the Great Yarmouth brand, making this a must-do event to market your organisation. Haven Holidays has already committed to being the Presenting Sponsor, recognising the great opportunity this brings to promote their brand.



## The Great Yarmouth Air Show will:

- Offer an opportunity to be involved in a major event which will receive considerable regional attention in the months before the event.
- Provide absolutely first class and very memorable corporate hospitality opportunities to your customers, staff and other important guests.
- Provide more than a mile of space to promote your business, your products and your brand to more than 175,000 visitors attending the event weekend.
- Promote a really positive experience of your brand to visitors.
- Help you to spread your message to a diverse audience and wide age range.



...with a unique  
marketing  
opportunity...

## Your audience awaits

The Great Yarmouth Air Show will have an active and extremely passionate, responsive and enthusiastic community on Social Media.

Sponsors will have an unrivalled opportunity to speak to our diverse community in the months leading up to the event on the air show website, social and print media.

The very nature of the air show event site means that there is more than a mile of space along the seafront, with huge scope for banner advertising to a large audience prior to and throughout the two days of the event.

Sponsors will also have access to special air show related activities in the lead up to the event in the local area.



# Sponsorship packages

| Sponsorship Opportunities and Breakdown of Benefits  | Presenting       | Platinum  | Gold     | Silver    | Bronze   |
|--|------------------|-----------|----------|-----------|----------|
| <b>Prices (all subject to VAT)</b>   | POA              | £15,000   | £10,000  | £5,000    | £2,500   |
| <b>Title Logo</b><br>Sponsors name incorporated into Air Festival Logo (if secured pre-March 2018).  | ✓                |           |          |           |          |
| <b>Collateral</b><br>Logo on all letterheads, leaflets, posters, merchandise, clothing, emails, website billboards, Bus Stations, etc., name in Radio Adverts.   | ✓                |           |          |           |          |
| <b>Dedicated Press Launch</b><br>Your brand featured in display materials, audio-visual displays and throughout the host's script to an audience of regional, specialist press, and prominent local business people. Planned for March 2018. | Featured Heavily | Featured  | Featured | Mentioned |          |
| <b>Trading / Brand Engagement</b><br>Dedicated trade stand space in high footfall area.  | 48sqm            | 36sqm     | 24sqm    | 12sqm     |          |
| <b>Distribution of Printed Materials</b><br>Your logo on all printed materials (posters, leaflets and flyers) distributed throughout Norfolk and Suffolk (combined print run circa 150,000).   | ✓                | ✓         | ✓        | ✓         |          |
| <b>Social Media</b><br>Specific Mentions on our Facebook page and twitter feed.  | ✓                | ✓         | ✓        | ✓         | ✓        |
| <b>Official Website</b><br>Presence on homepage of www.greatyarmouthairshow.co.uk with link to sponsor's website until September 2018.   | ✓                | ✓         | ✓        |           |          |
| Presence on Official Sponsor page with links to sponsor's website until September 2018.  | ✓                | ✓         | ✓        | ✓         | ✓        |
| <b>PR Activity</b><br>Regular press releases announcing your support sent to local / regional / specialist media. Further mentions in subsequent releases / through other event PR Activities.   | ✓                | ✓         | ✓        | ✓         | ✓        |
| <b>Official Airshow Souvenir Brochure (A4)</b>   |                  |           |          |           |          |
| Logo on front cover  | ✓                |           |          |           |          |
| Advert   | Full page        | Full page | 1/2 page | 1/4 page  | 1/8 page |
| <b>Festival Hospitality</b><br>Allocation of complimentary tickets to the exclusive hospitality area over the festival period.*  | 100              | 75        | 50       | 40        | ✓        |
| <b>Dedicated VIP / Parking / Transport</b><br>A dedicated parking zone close to the action for all your guests.  | ✓                | ✓         | ✓        |           |          |

\*Allocation of hospitality is per the entire Festival period, for instance, Presenting could be 50 tickets at each of the 2 sittings, totalling 100. Bespoke Corporate Hospitality packages are available on request.

In addition to the above we are hopeful that Pilots and other officials will be available for a meet and greet in the hospitality area over the weekend, but cannot guarantee this.

**NOW AVAILABLE** We now have opportunities to sponsor flight display teams, please get in touch for more information.



## Get involved in the Community

If you are interested in contributing to the local community as part of the show, we have a number of opportunities to get involved. In particular we are looking for a headline sponsor of our charity village. A great opportunity for you to get your name out there and show off your Corporate Social Responsibility.



For further information, please contact:  
Ian Hacon, Director of Corporate Affairs & Sponsorship  
Tel: 07733 265953  
email: [sponsorship@greatyarmouthairshow.co.uk](mailto:sponsorship@greatyarmouthairshow.co.uk)

[www.greatyarmouthairshow.co.uk](http://www.greatyarmouthairshow.co.uk)

find us on  /  @GYAirShow

The printing of this brochure was kindly  
supported by Norse Commercial Services.

**Norse**