



**Airshow
Sponsorship
Opportunities**

MCAS
BEAUFORT
AIRSHOW
12-13 APRIL 2025



About Us!

Highlighted by the US Navy Blue Angels, South Carolina's largest airshow is free and open to the public for a weekend of wholesome and affordable fun.

With over 100,000 visitors and two days of activities, performances & exhibits, the MCAS Beaufort Airshow is one of the most dynamic events in South Carolina!

Marketing opportunities are available through corporate sponsorship, premier placement exhibits, hospitality chalets and more. These opportunities offer a cost effective vehicle to promote your products and services, while increasing the public's awareness of your partnership with our military community.

This is an excellent opportunity to conduct surveys & sampling, interact with the public and brand your business!

Contact the MCCS SC Commercial Sponsorship Department for your customized partnership opportunity today!

**sc.commercialsponsorship@usmc-mccs.org
843-228-1514 | beaufortairshow.com**

*MCAS Beaufort Airshow
Avg. Attendance: 150,000*

Airshow Demographics

One of the best-kept secrets is now out. In the last millennium, airshows were the second most popular spectator sport in North America! Over 26 million people attend more than 400 airshows annually. During the past decade, airshows drew nearly twice the attendance figures of NFL football! Airshows deliver significant and measurable results for everyone, from mature product marketers with broad customer bases, to new product marketers and those with specialized or niche customer bases. Whatever your marketing objective - moving product, building recognition, or enhancing/positioning brand image, airshows can help you accomplish your goals.

Gender

55% Male
45% Female

Age

13% 18-25
25% 26-34
25% 35-44
16% 45-54
21% 55-60+

Household Income

12% Under 25k
6% 25k-35k
9% 35k-50k
17% 50k-75k
17% 75k-100k
39% 100k

Education

5% Some High School
17% High School Graduate
30% Some College
32% College Graduate
16% Post Graduate

Distance Traveled

66% Less than 40 miles
15% 40-80 Miles
19% 80-100+ Miles

Average Time Spent at Airshow

4% 0-1 Hours
27% 2-3 Hours
35% 4-5 Hours
16% 6-7 Hours
18% 8 Hours +

67% of Airshow attendees are much more or somewhat more likely to support a sponsor due to their support of an Airshow.

**Statistics based on 2023 survey conducted by International Council of Air Shows (ICAS)*

Event Sponsorship Overview

MCAS Beaufort has continually hosted the world's best military and civilian pilots for its Bi-Annual Airshow- a spectacle of skill and speed that draws over **150,000** people over three days. MCAS Beaufort Airshow was the only Military Airshow to receive the International Conference of Airshow's Platinum Pinnacle Award Winner for 2015.

Sponsorship Includes:

		PRESENTING \$35,000	ASSOCIATE \$20,000	SUPPORTING \$15,00	CONTRIBUTING \$9,500	PARTICIPATING \$3,500
ADVERTISING / PROMOTION	Use of Airshow Official Logo	Yes	Yes	Yes	Yes	Yes
	Sponsor Logo w/ Link on Website	Yes	Yes	Yes	Yes	Logo Only
	Banner Ad w/ link on event app	Yes	Yes	Yes	-	-
	Bus. Name w/ link on event app	Yes	Yes	Yes	Yes	Name Only
	Sponsor Logo in Program	Yes	Yes	Yes	Yes	Name Only
	Recognition on Poster	Yes	Yes	Yes	Yes	Name Only
	Recognition in Media	Yes	Yes	Yes	-	-
	Recognition on Staff Shirts	Yes	-	-	-	-
	Email Blast to Airshow Database	Yes	-	-	-	-
	Two Custom Sponsor Banners	Yes	-	-	-	-
VENUE EXPOSURE	Exhibit Space	40'x40'	20'x20'	20'x20'	20'x20'	10'x20'
	Banner Space on Fencing	25	15	6	4	2
	Banner Space in Seating Area	4	2	2	-	-
	PA Announcements	20	12	6	3	-
	Sponsor Banners in Chalet	4	2	1	-	-
	Premiums for Main Chalet	Yes	Yes	Yes	-	-
	Premiums for Performers	Yes	Yes	-	-	-
	MCCS Electronic Marquee	Yes	Yes	-	-	-
HOSPITALITY	Corporate Hospitality Chalet	100 (2 days)	100 (2 days)	100 (1 day)	100 (1 day)	-
	Access to VIP Restroom Facilities	Yes	Yes	Yes	Yes	-
	VIP wristbands for Chalet area	100 (2 days)	100 (2 days)	100 (1 day)	100 (1 day)	-
	MCCS Patriot Chalet Wristbands	12 (2 days)	6 (2 days)	4 (2 days)	2 (2 days)	2 (1 day)
	Friday Social Invites	16	10	6	4	2
	VIP Parking Passes	20	12	8	4	1
	2025 Air Show Hats	200	100	50	-	-
	Private Golf Cart w/Logo	2	1	-	-	-
	Media Flights(must be preapproved)	2	1	-	-	-
	Blue Angels Lithograph	1	1	-	-	-
	Airshow Keepsake Poster	20	12	6	4	2
	Thank You Plaque	1 plaque	1 plaque	1 plaque	1 letter	1 letter
Rounds of Golf at Legends w/cart	20	10	-	-	-	

Presenting

\$35,000 • Your Investment In Military Families' Quality of Life Programs

Advertising / Sponsorship Includes:

- Permission to use MCAS Beaufort Logo and “MCCS Presenting Sponsor” designation in advertising and Airshow promotion (each media / promotion must be approved)
- Sponsor logo with link placement on Airshow website
- Banner Ad with link on Airshow Event App
- Sponsor logo on the Official Airshow Poster & Program
- Sponsor mentions in Airshow radio promotion as available (on rotating basis)
- Sponsor name/logo in Airshow print media advertisements
- Two time (2x) email blast during year to MCAS Beaufort Airshow email list of ticket purchasers
- Sponsor logo to be included on Staff Airshow Shirts
- Two (2) Custom Airshow Sponsor banners to display at Sponsor's business three weeks prior to Airshow

Venue Exposure:

- One 40'x40' Exhibit Space in prime location for sampling, couponing or other mutually agreed upon marketing activity.
- At least twenty (20) thirty-second verbal announcements of scripted Sponsor promotional information on public address system throughout the weekend.
- Up to twenty-five (25) 4'x10' Sponsor provided banners/signage
 - *Four (4) to be displayed in MCCS Chalet in prime location*
 - *Four (4) to be displayed on Seating Area Event Fencing*
 - *Two (2) Sponsor provided banners (up to 10') displayed on Airshow entrance fencing*
- Sponsor name/logo placement on MCCS electronic marquee at base entrance gates week of Airshow on rotating basis
- Opportunity to provide Premiums for MCCS Patriot Chalet (ie; fans, pens, sunglasses, etc.)
- Opportunity to provide Premiums to Performer Welcome Bags (150)

Presenting \$35,000

Hospitality:

- Twelve (12) invitations each day for the MCCS Patriot Chalet located on the flight line with indoor and outdoor seating, food, non alcoholic beverages and performer Meet and Greets
- Two-hundred (200) limited edition 2025 MCAS Beaufort Airshow hats/visors available
- Twenty (20) VIP Parking passes for each show
- Sixteen (16) exclusive invitations to Friday evening Pre-Flight Social Event which includes food, beverages and an opportunity to meet the Blue Angels
- 20 rounds of golf at The Legends of Parris Island (including carts)
- Corporate Hospitality Chalet (cash sponsors only)
 - *Private 20'x20' Corporate Hospitality Chalet on Saturday and Sunday positioned on flight line*
 - *Unrestricted viewing for 100 guests*
 - *Sign displaying Sponsor name*
 - *Catered Luncheon (includes beverages)*
- Use of two (2) golf carts during event with business logo displayed (cash sponsors only)
- Thank You Recognition plaque
- Twenty (20) Official Airshow Keepsake posters
- One (1) signed Blue Angels lithograph



Associate

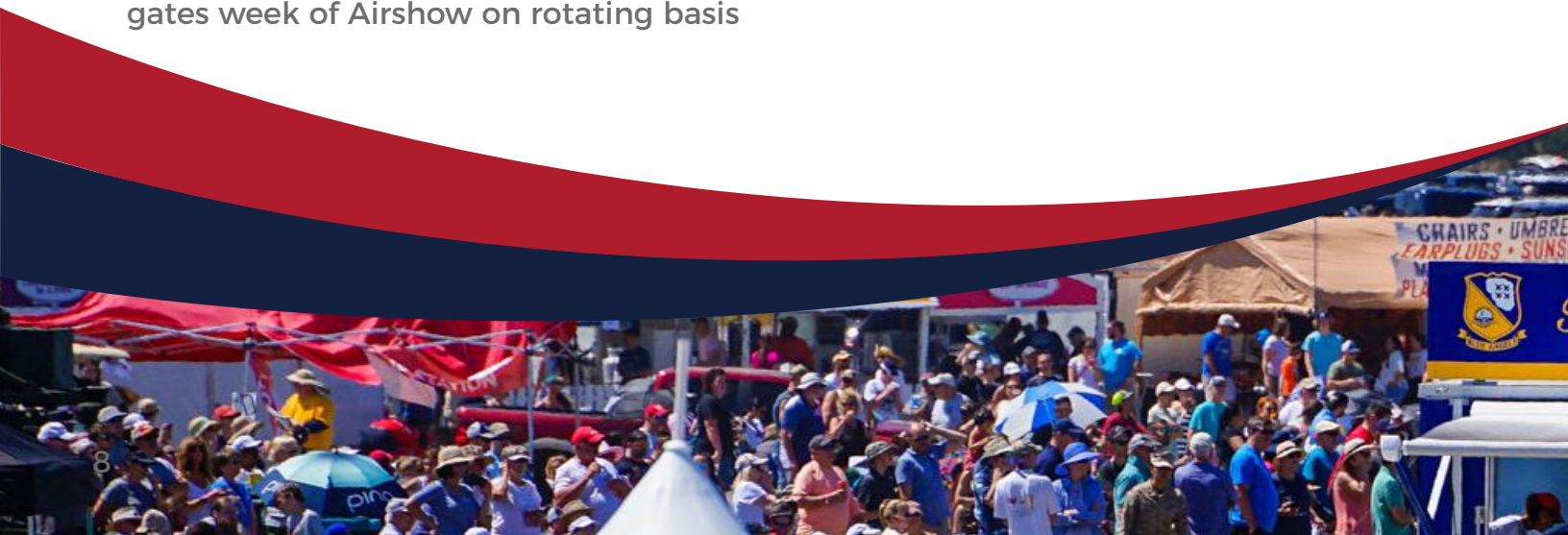
\$20,000 • Your Investment In Military Families' Quality of Life Programs

Advertising / Sponsorship Includes:

- Permission to use MCAS Beaufort Logo and "MCCS Associate Sponsor" designation in advertising and Airshow promotion (each media / promotion must be approved)
- Sponsor logo with link placement on Airshow website
- Business ad with link on Official Airshow app
- Sponsor logo on the Official Airshow Poster & Program
- Sponsor name/logo in Airshow print media advertisements
- Sponsor logo to be included on Staff Airshow Shirts

Venue Exposure:

- One 20'x20' Exhibit Space in prime location for sampling, couponing or other mutually agreed upon marketing activity.
- At least twelve (12) thirty-second verbal announcements of scripted Sponsor promotional information on public address system throughout the weekend.
- Up to fifteen (15) 4'x10' Sponsor provided banners/signage
 - *Two (2) to be displayed in MCCS Chalet in prime location*
 - *Two (2) to be displayed on Seating Area Event Fencing*
- Opportunity to provide Premiums for MCCS Patriot Chalet (ie; fans, pens, sunglasses, etc.)
- Opportunity to provide Premiums to Performer Welcome Bags (150)
- Sponsor name/logo placement on MCCS electronic marquee at base entrance gates week of Airshow on rotating basis



Associate \$20,000

Hospitality:

- Six (6) invitations each day for the MCCS Patriot Chalet located on the flight line with indoor and outdoor seating, food, non alcoholic beverages
- One-hundred (100) limited edition 2025 MCAS Beaufort Airshow hats/visors available
- Twelve (12) VIP Parking passes for each show
- Ten (10) exclusive invitations to Friday evening Pre-Flight Social Event which includes food, beverages and an opportunity to meet the Blue Angels
- Twelve (12) Official Airshow Keepsake posters
- Corporate Hospitality Chalet (cash sponsors only)
 - *Private 20'x20' Corporate Hospitality Chalet on Saturday and Sunday positioned on flight line*
 - *Unrestricted viewing for 100 guests*
 - *Sign displaying Sponsor name*
 - *Catered Luncheon (includes beverages)*
- Use of two (1) golf cart during event with business logo displayed (cash sponsors only)
- 10 rounds of golf at The Legends of Parris Island (including carts)
- Thank You Recognition plaque
- One (1) signed Blue Angels lithograph



Supporting

\$15,000 • Your Investment In Military Families' Quality of Life Programs

Advertising / Sponsorship Includes:

- Permission to use MCAS Beaufort Logo and "MCCS Supporting Sponsor" designation in advertising and Airshow promotion (each media / promotion must be approved)
- Sponsor logo with link placement on Airshow website
- Business ad with link on Official Airshow app
- Sponsor logo on the Official Airshow Poster & Program
- Sponsor mentions in Airshow radio promotion as available (on rotating basis)
- Sponsor name/logo in Airshow print media advertisements

Venue Exposure:

- One 20'x20' Exhibit Space in prime location for sampling, couponing or other mutually agreed upon marketing activity.
- Six (6) thirty-second verbal announcements of scripted Sponsor promotional information on public address system throughout the weekend.
- Up to six (6) 4'x10' Sponsor provided banners/signage
 - *One (1) to be displayed in MCCS Chalet in prime location*
 - *Two (2) to be displayed on Seating Area Event Fencing*
- Opportunity to provide Premiums for MCCS Patriot Chalet (ie; fans, pens, sunglasses, etc.)



Supporting \$15,000

Hospitality:

- Four (4) invitations each day for the MCCA Patriot Chalet located on the flight line with indoor and outdoor seating, food, non alcoholic beverages
- Fifty (50) limited edition 2025 MCAS Beaufort Airshow hats/visors available
- Eight (8) VIP Parking passes for each show
- Six (6) exclusive invitations to Friday evening Pre-Flight Social Event which includes food, beverages and an opportunity to meet the Blue Angels
- Thank You Recognition plaque
- Six (6) Official Airshow Keepsake posters
- Corporate Hospitality Chalet (cash sponsors only)
 - *Private 20'x20' Corporate Hospitality Chalet on Saturday or Sunday positioned on flight line*
 - *Unrestricted viewing for 100 guests*
 - *Sign displaying Sponsor name*
 - *Catered Luncheon (includes beverages)*







Contributing

\$9,500 • Your Investment In Military Families' Quality of Life Programs

Advertising / Sponsorship Includes:

- Permission to use MCAS Beaufort Logo and "MCCS Contributing Sponsor" designation in advertising and Airshow promotion (each media / promotion must be approved)
- Sponsor logo with link placement on Airshow website
- Business ad with link on Official Airshow app
- Sponsor logo on the Official Airshow Poster & Program
- Sponsor name/logo in Airshow print media advertisements

Venue Exposure:

- One 20'x20' Exhibit Space in prime location for sampling, couponing or other mutually agreed upon marketing activity.
- Three (3) thirty-second verbal announcements of scripted Sponsor promotional information on public address system throughout the weekend.
- Up to four (4) 4'x10' Sponsor provided banners/signage

Hospitality:

- Two (2) invitations each day for the MCCS Patriot Chalet located on the flight line with indoor and outdoor seating, food, non alcoholic beverages
- Four (4) VIP Parking passes for each show
- Four (4) exclusive invitations to Friday evening Pre-Flight Social Event which includes food, beverages and an opportunity to meet the Blue Angels
- Thank You Recognition letter
- Four (4) Official Airshow Keepsake posters
- Corporate Hospitality Chalet (cash sponsors only)
 - *Private 20'x20' Corporate Hospitality Chalet on Saturday **or** Sunday positioned on flight line*
 - *Unrestricted viewing for 100 guests*
 - *Sign displaying Sponsor name*
 - *Catered Luncheon (includes beverages)*





FINDING PURPOSE BEYOND THE CALL OF DUTY

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WIN A DANIEL DEFENSE M4A1 SOCOM RIFLE

WIN A DANIEL DEFENSE M4A1 SOCOM RIFLE

DANIEL DEFENSE M4A1 SOCOM

Participating

Your Investment In Military Families' Quality of Life Programs • **\$3,500**

Advertising / Sponsorship Includes:

- Permission to use MCAS Beaufort Logo and "MCCS Participating Sponsor" designation in advertising and Airshow promotion (each media / promotion must be approved)
- Sponsor logo with link placement on Airshow website
- Business ad with link on Official Airshow app
- Sponsor logo on the Official Airshow Poster & Program

Venue Exposure:

- One 10'x20' Exhibit Space in prime location for sampling, couponing or other mutually agreed upon marketing activity.
- Up to two (2) 4'x10' Sponsor provided banners/signage

Hospitality:

- Two (2) invitations on Saturday **or** Sunday for the MCCS Patriot Chalet located on the flight line with indoor and outdoor seating, food, non alcoholic beverages
- One (1) VIP Parking passes for each show
- Two (2) exclusive invitations to Friday evening Pre-Flight Social Event which includes food, beverages and an opportunity to meet the Blue Angels
- Thank You Recognition letter
- Two (2) Official Airshow Keepsake posters

Friends of the Airshow

This program is an ideal way for patrons, small businesses, entrepreneurs and all patriots to be involved in the MCAS Beaufort Airshow and demonstrate support for the defenders of freedom.

Air Command Level - \$3,000

Sponsorship includes ten (10) MCCS Chalet passes for Saturday or Sunday, Sponsor logo on banner that will hang in a prominent location at the event venue and ten (10) invitations to the Pre-Flight Social. Business/Sponsor name will be included on Airshow advertising and on Airshow Sponsor Board, five (5) VIP Parking Passes, Commemorative plaque to honor your participation, ten (10) Official Airshow t-shirts.

High Flyer Level - \$2,000

Sponsorship includes six (6) MCCS Chalet passes for Saturday or Sunday and six (6) invitations to the Pre-Flight Social. Business / Sponsor name will be included in Airshow advertising and on Airshow Sponsor Board, three (3) VIP Parking Passes, Commemorative plaque to honor your participation, six (6) Official Airshow T-shirts.



Friends of the Airshow

Wingman Level - \$1,500

Sponsorship includes four (4) MCCS Chalet passes for Saturday or Sunday and four (4) invitations to the Pre-Flight Social. Business / Sponsor name will be included in Airshow advertising and on Airshow Sponsor Board, two (2) VIP Parking Passes, Commemorative plaque to honor your participation, four (4) Official Airshow T-shirts.

Navigator Level - \$600

Sponsorship includes two (2) Observation Deck Chalet passes for Saturday or Sunday. Business/Sponsor name will be included on Airshow Sponsor Board, one (1) VIP Parking Pass.





Ticket Sponsorship

Your Investment In Military Families' Quality of Life Programs • **\$8,500**

Only 1 Offer Available

Advertising / Sponsorship Includes:

- Permission to use MCAS Beaufort Logo and "MCCS Ticket Sponsor" designation in advertising and Airshow promotion (each media / promotion must be approved)
- Sponsor name/logo on electronic ticket page
- Opportunity to provide promotional offers on tickets
- Sponsor name/logo on the Official Airshow Poster
- Sponsor name/logo in Airshow print media advertisements
- Sponsor name/logo placement and 575px x 75px ad on Airshow website with link to Sponsor website

Venue Exposure:

- One 20'x20' Exhibit Space in prime location for sampling, couponing or other mutually agreed upon marketing activity.
- Five (5) thirty-second verbal announcements of scripted Sponsor promotional information on public address system throughout the weekend.
- Five (5) 4'x10' Sponsor provided banners/signage at high traffic locations

Hospitality:

- Six (6) invitations each day for the MCCS Patriot Chalet located on the flight line with indoor and outdoor seating, food, non alcoholic beverages
- Four (4) VIP Parking passes for each show
- Four (4) exclusive invitations to Friday evening Pre-Flight Social Event which includes food, beverages and an opportunity to meet the Blue Angels
- 5 rounds of golf at The Legends of Parris Island *(including carts)*
- Thank You Recognition Plaque
- Six (6) Official Airshow Keepsake posters
- Six (6) Airshow T-Shirts

(Approximately 5,000 tickets sold for premium seating in chalets or box seating areas)

Additional Sponsorship Opportunities

Saturday Social - \$5,000

Sponsor the Social after the Airshow on Saturday night. The Social is where the performers gather for a meet & greet with special sponsors and other guests.

- Ten wristbands to the MCCS Patriot Chalet on Saturday
- Two VIP Parking Passes for Saturday
- Four invitations to the Friday Social
- Opportunity to distribute promotional items to attendees
- Sponsor recognition at the Social
- Sponsor Logo on website
- Sponsor Logo on Official Airshow Keepsake Poster

Banner Advertising on Fencing - \$300 each

Would you like to advertise your company name or logo to over 100,000 people? Provide your corporate banners to us and we will place them on Airshow fencing throughout the event venue. Vinyl banners can be a maximum of 2'x4' and should be delivered with grommets and ties for hanging.

In-Kind Sponsorships

Opportunities to support the Airshow with in-kind or product donations are also available. Product support is important because it offsets MCCS' event costs and improves the event quality for participants. In-kind services, including advertising and promotional support, are also accepted and can help offset expenses and increase publicity.

The benefits your company receives in exchange will depend upon your level of involvement. Please contact the Commercial Sponsorship Division for further information.

Additional Sponsorship Opportunities

Preferred Exhibitor

Interactive Display Space - Exposure to Over 100,000 Attendees

High-profile exhibition spaces afford an ideal opportunity for mobile marketing, product sampling and lead-gathering. This is an ideal program for measuring product awareness and/or surveying the thousands of daily event attendees from your high traffic location.

We provide the event, attendees and space, and you set up your booth in a location strategically selected for you. Booth spaces may be located near venue entrances and exits, along the food and beverages line or in key areas throughout the venue.

Preferred Exhibitors are given space only, neither hospitality nor branding are provided. Exhibitors must supply their own rental needs, including tent(s), table(s) and chair(s).

Preferred Exhibitor Booth Space Pricing

- One 10'x10' footprint (100 sq. ft.) - \$1,250
- One 10'x20' footprint (200 sq. ft.) - \$2,000
- One 20'x20' footprint (400 sq. ft.) - \$3,000

Custom Foot Prints Available

- To add hotlink to website from name listing on Official Airshow App - \$500

Preferred Exhibitor Upgrades-Contact the Commercial Sponsorship Division for details

- Event seating and hospitality
- Official MCAS Beaufort Airshow merchandise

Contact Us Today!

Marine Corps Community Services
Marine Corps Air Station Beaufort and Laurel Bay
Marine Corps Recruit Depot Parris Island

Phone: (843) 228-1514

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