



March Aviation Society
Supports

“THUNDER OVER THE EMPIRE”
March Field AirFest 2016

Donor Packet

THE MARCH AVIATION SOCIETY IS A PRIVATE ORGANIZATION. IT IS NOT A PART OF THE DEPARTMENT OF DEFENSE OR ANY OF ITS COMPONENTS AND IT HAS NO GOVERNMENTAL STATUS.

March Aviation Society, P.O. Box 6031, March ARB, CA 92518 (760) 814-5801
www.marchaviationsociety.org 501 (c)(3) – #27-4745509
All donations are tax deductible.



EVENT

Demographics

Over 26 million people attend more than 400 air shows annually. Military Air Expos and Open Houses draw large numbers of demographically attractive spectators - a well educated, affluent group of men, women and children of all ages. During the past decade, air shows drew nearly twice the attendance figures of NFL football! Air shows deliver significant and measurable results for everyone, from mature product marketers with broad customer bases, to new product marketers to those with specialized or niche customer bases. Whatever your marketing objective-moving product, building recognition, enhancing or positing brand image - air shows can help you accomplish your goals.

Gender & Marital Status

Married Male	29%
Married Female	26%
Single Male	24%
Single Female	21%

Heard about Air Expo

Returning/	
Word of Mouth	36%
Radio/TV	23%
Internet	22%
Newspaper	5%
Other	14%

Ethnicity

Caucasian	39%
African American	25%
Asian	17%
Hispanic	14%
Other	5%

Avg. Miles Traveled to Air Fest

1-10 miles	27.3%
11-20 miles	17.8%
21-40 miles	18.1%
41-70 miles	10.9%
71-100 miles	10.9%
100+ miles	15.0%

Age

Under 21	11%
21-24	16%
25-39	41%
40-64	29%
64+	3%

Household Income

Under \$35,000	37%
\$35,000-\$39,000	13%
\$40,000-\$49,000	12%
\$50,000-\$74,000	18%
\$75,000 +	20%





Dear Potential Donor,

March Aviation Society (MAS) is pleased to announce that March Air Reserve Base will be hosting the **“THUNDER OVER THE EMPIRE AirFest 2016.”** The two day event will be headlined by the USAF Thunderbirds. This awesome display of air-power and air-superiority will take place on 16th & 17th April 2016.

With approximately 400,000 plus attendees from all over Southern California, participating companies have the capability of reaching many potential customers with this event. Becoming a Donor is an ideal way for small businesses, entrepreneurs and all patriots to be involved in **March Field AirFest '16** and demonstrate their support for the **MARCH AIR RESERVE BASE.**

March Aviation Society has several Donation opportunities available for businesses wishing to support this year's event. The event is designed to enhance the quality of life for our military community at March Air Reserve Base and we can't wait for you to be a part of it.

Please review the Donation packages to determine how you can take advantage of this opportunity to support **THUNDER OVER THE EMPIRE AirFest 2016.** All donations are tax deductible. Please contact me at jengi@marchaviationsociety.org or via cell at (760) 814-5801.

Jengi A. Martinez
President
March Aviation Society
Tax ID#27-4745509



TITLE Level Packet Benefits

PATRIOT JET TEAM - \$35,000

1 PACKAGE AVAILABLE

Media Coverage

- Logo prominently displayed on the aircraft for the two day event
- AirFest print media
- Radio announcements
- A Jet Team maneuver named after your company/product
- Name and Logo will be displayed on aircraft and will be photographed professionally for commercial use

On-Site Exposure

- Four (4) Live recognitions by the Patriot Jet Team Narrator during the act
- Donor recognition in six (6) AirFest '16 public address announcements each day
- Company Tee-sign at one hole during the March JPA 2016 Golf Tournament Thursday, 14 Apr*
- Company banner placement at the VIP Chalet (Provided by Donor)
- Name or Logo listed on donor banners at event and inside MAS Hospitality Chalet*

Promotional Rights

- Use of MAS Logo and right to use "MAS Donor" in advertising

Official Program

- Logo listed in the AirFest '16 Program & Posters**

On-line & E-Marketing

- Logo predominantly displayed on MAS Website, Facebook & www.marchfieldairfest.org

Customer Relations & Benefits

- **Two (2) VIP FLIGHT** in a Patriot Jet
- Two (2) Foursome (4) Players entry to the March JPA 2016 Golf Tournament Thursday, 14 Apr*
- Twenty (25) invitations to the MAS VIP Event Friday night, 15 Apr
- Ten (10) MAS Flightline Chalet tickets each day, Saturday and Sunday to watch the air show – 20 tickets total (*Chalet located on show line with indoor and outdoor seating, food and beverages*)
- Preferred parking passes, Ten (10) each day (Parking on ramp close to entry gates)
- Ten (10) Official AirFest '16 18" x 24" posters suitable for framing
- Ten (10) Souvenir AirFest '16 programs

**Deadline for inclusion on all banners, 31 March '16*

***Deadline for inclusion on Poster & Program 1 March '16*

THE MARCH AVIATION SOCIETY IS A PRIVATE ORGANIZATION. IT IS NOT A PART OF THE DEPARTMENT OF DEFENSE OR ANY OF ITS COMPONENTS AND IT HAS NO GOVERNMENTAL STATUS.

March Aviation Society, P.O. Box 6031, March ARB, CA 92518 (760) 814-5801

www.marchaviationsociety.org 501 (c)(3) – #27-4745509

All donations are tax deductible.



PREMIER Level Packet Benefits

GLOBEMASTER \$10,000

5 PACKAGES AVAILABLE

As a Globemaster Donor, your company will be host to the Friday night **MAS VIP HANGAR BASH 2016**. This event will be held in red carpet fashion with food, beverages, entertainment and special appearances by the March AirFest Director as well as airshow performers, dignitaries, local elected officials, base officials, business owners, and other Donors/VIP's.

Media Coverage

- AirFest print media
- Radio announcements

On-Site Exposure

- Name or Logo listed on donor banners at event and inside MAS Flightline Chalet*
- Company Tee-sign at one hole during the March JPA 2016 Golf Tournament Thursday, 14 Apr*
- Live recognitions at the MAS VIP Event Friday night, 15 Apr
- Donor recognition in five (5) AirFest '16 public address announcements each day
- Company banner placement at the VIP Event (Provided by Donor)
- Logo on MAS VIP Event invitations & tickets
- Right to have a display at VIP event

Promotional Rights

- Use of MAS Logo and right to use "MAS Donor" in advertising

Official Program

- Logo listed in the AirFest '16 Program & Posters**

On-line & E-Marketing

- Logo predominantly displayed on MAS Website, Facebook & www.marchfieldairfest.org

Customer Relations & Benefits

- Media flight or WarBird incentive flight
- Two (2) Foursome (4) Players entry to the March JPA 2016 Golf Tournament Thursday, 14 Apr*
- Twenty (20) invitations to the MAS VIP Event Friday night, 15 Apr
- Eight (8) MAS Flightline Chalet tickets each day, Saturday and Sunday to watch the air show – 16 tickets total (Chalet located on show line with indoor and outdoor seating, food and beverages)
- Preferred parking passes, 4 each day (Parking on ramp close to entry gates)
- Ten (10) Official AirFest '16 18" x 24" posters suitable for framing
- Ten (10) Souvenir AirFest '16 programs

**Deadline for inclusion on all banners, 31 March '16*

***Deadline for inclusion on Poster & Program 1 March '16*

In-Kind Donations, in-Lieu of Cash Donations are welcomed and will be recognized.

March Aviation Society, P.O. Box 6031, March ARB, CA 92518 (760) 814-5801

www.marchaviationsociety.org 501 (c)(3) – #27-4745509

All donations are tax deductible.



STRA TOTANKER \$7,500

5 PACKAGES AVAILABLE

Media Coverage

- AirFest print media
- Radio announcements

On-Site Exposure

- Donor recognition in four (4) AirFest '16 public address announcements each day
- Company signage at one hole during the March JPA 2016 Golf Tournament Thursday, 14 Apr*
- Logo listed on donor banners at event and inside MAS Flightline Chalet*

Promotional Rights

- Use of MAS Logo and right to use "MAS Donor" in advertising

Official Program

- Logo listed in the AirFest '16 Program & Posters**

On-line & E-Marketing

- Logo predominantly displayed on MAS Website, Facebook & www.marchfieldairfest.org

Customer Relations & Benefits

- Two (2) Foursome (4) Players entry to the March JPA 2016 Golf Tournament Thursday, 14 Apr*
- Ten (10) invitations to the MAS VIP Event Friday night, 15 Apr
- Six (6) MAS Flightline Chalet tickets each day, Saturday and Sunday to watch the air show – 12 tickets total (Chalet located on show line with indoor and outdoor seating, food and beverages).
- Preferred parking passes, 3 each day (Park on ramp close to entry gates)
- Four (4) Official AirFest '16 18" x 24" posters suitable for framing
- Four (4) Souvenir AirFest '16 programs

**Deadline for inclusion on all banners, 31 March '16*

***Deadline for inclusion on Poster & Program 1 March '16*

In-Kind Donations, in-Lieu of Cash Donations are welcomed and will be recognized.

THE MARCH AVIATION SOCIETY IS A PRIVATE ORGANIZATION. IT IS NOT A PART OF THE DEPARTMENT OF DEFENSE OR ANY OF ITS COMPONENTS AND IT HAS NO GOVERNMENTAL STATUS.

March Aviation Society, P.O. Box 6031, March ARB, CA 92518 (760) 814-5801
www.marchaviationsociety.org 501 (c)(3) – #27-4745509

All donations are tax deductible.



ASSOCIATE Level Packet Benefits

HERCULES \$5,000

5 PACKAGES AVAILABLE

Media Coverage

- AirFest print media

On-Site Exposure

- Donor recognition in two (2) AirFest '16 public address announcements each day
- Company Tee-sign at one hole during the March JPA 2016 Golf Tournament Thursday, 14 Apr*
- Name or Logo listed on donor banners at event and inside MAS Hospitality Chalet*

Promotional Rights

- Use of MAS Logo and right to use "MAS Donor" in advertising

Official Program

- Logo listed in the AirFest '16 Program & Posters**

On-line & E-Marketing

- Logo predominantly displayed on MAS Website, Facebook & www.marchfieldairfest.org

Customer Relations & Benefits

- Foursome (4) Player entry to the March JPA 2016 Golf Tournament Thursday, 14 Apr*
- Four (4) invitations to the MAS VIP Event Friday night, 15 Apr
- Four (4) MAS Flightline Chalet tickets each day, Saturday and Sunday to watch the airshow – 8 tickets total (Chalet located on show line with indoor and outdoor seating, food and beverages)
- Preferred parking passes, 2 each day (Parking on ramp close to entry gates)
- Four (4) Official AirFest '16 18" x 24" posters suitable for framing
- Four (4) Souvenir AirFest '16 programs

**Deadline for inclusion on all banners, 31 March '16*

***Deadline for inclusion on Poster & Program 1 March '16*

In-Kind Donations, in-Lieu of Cash Donations are welcomed and will be recognized.

THE MARCH AVIATION SOCIETY IS A PRIVATE ORGANIZATION. IT IS NOT A PART OF THE DEPARTMENT OF DEFENSE OR ANY OF ITS COMPONENTS AND IT HAS NO GOVERNMENTAL STATUS.

March Aviation Society, P.O. Box 6031, March ARB, CA 92518 (760) 814-5801
www.marchaviationsociety.org 501 (c)(3) – #27-4745509

All donations are tax deductible.



RAPTOR \$2,500

10 PACKAGES AVAILABLE

- Name or Logo listed on donor banners at event and inside MAS Hospitality Chalet*
- Logo predominantly displayed on MAS Website, Facebook & www.marchfieldairfest.org
- Donor recognition in two (2) AirFest '16 public address announcements each day
- Name or Logo listed in the AirFest '16 Program**
- Foursome (4) Player entry to the March JPA 2016 Golf Tournament Thursday, 14 Apr*
- Four (4) invitations to the MAS VIP Event Friday night, 15 Apr
- Four (4) MAS Hospitality Chalet tickets each day, Saturday and Sunday to watch the air show – 8 tickets total (*Chalet located on show line with indoor and outdoor seating, food and beverages*)
- Preferred parking passes, 2 each day (Parking on ramp close to entry gates)
- Four (4) Official AirFest '16 18" x 24" posters suitable for framing
- Four (4) AirFest '16 programs

FALCON \$1,500

10 PACKAGES AVAILABLE

- Name or logo listing on donor banner at two (2) locations at event and inside MAS Hospitality Chalet*
- Logo predominantly displayed on MAS Website & www.marchfieldairfest.org
- Name or Logo listed in the AirFest '16 Program**
- Twosome (2) Player entry to the March JPA 2016 Golf Tournament Thursday, 14 Apr***
- Two (2) invitations to the MAS VIP Event Friday night, 15 Apr
- Two (2) MAS Hospitality Chalet tickets each day, Saturday & Sunday to watch the air show – 4 tickets total (*Chalet located on show line with indoor and outdoor seating, food and beverages*)
- Preferred parking passes, 1 each day (Parking on ramp close to entry gates)
- Four (4) Official AirFest '16 18" x 24" posters suitable for framing

**Deadline for inclusion on all banners, 31 March '16*

***Deadline for inclusion on Poster & Program 1 March '16*

In-Kind Donations, in-Lieu of Cash Donations are welcomed and will be recognized.

THE MARCH AVIATION SOCIETY IS A PRIVATE ORGANIZATION. IT IS NOT A PART OF THE DEPARTMENT OF DEFENSE OR ANY OF ITS COMPONENTS AND IT HAS NO GOVERNMENTAL STATUS.

March Aviation Society, P.O. Box 6031, March ARB, CA 92518 (760) 814-5801
www.marchaviationsociety.org 501 (c)(3) – #27-4745509
All donations are tax deductible.



EAGLE \$1,000

10 PACKAGES AVAILABLE

- Name or Logo listing on Donor banners at event*
- Logo predominantly displayed on MAS Website & www.marchfieldairfest.org
- Twosome (2) Player entry to the March JPA 2016 Golf Tournament Thursday, 14 Apr
- Logo listed in the AirFest '16 Program
- Two (2) invitations to the MAS Friday Night VIP Event
- Two (2) MAS Hospitality Chalet tickets each day, Saturday **or** Sunday to watch the air show – (*Chalet located on show line with indoor and outdoor seating, food and beverages*)
- Preferred parking passes, 1 each day (Parking on ramp close to entry gates)
- Four (4) Official AirFest '16 18" x 24" posters suitable for framing

**Deadline for inclusion on all banners, 31 March '16*

***Deadline for inclusion on Poster & Program 1 March '16*

In-Kind Donations, in-Lieu of Cash Donations are welcomed and will be recognized.

THE MARCH AVIATION SOCIETY IS A PRIVATE ORGANIZATION. IT IS NOT A PART OF THE DEPARTMENT OF DEFENSE OR ANY OF ITS COMPONENTS AND IT HAS NO GOVERNMENTAL STATUS.

March Aviation Society, P.O. Box 6031, March ARB, CA 92518 (760) 814-5801
www.marchaviationsociety.org 501 (c)(3) – #27-4745509

All donations are tax deductible.



Friends of the March Aviation Society

P-51 MUSTANG \$750

Name listing on Donor banners at event*

Logo on MAS Website

Two (2) tickets to the MAS Hospitality Chalet for Saturday **or** Sunday to watch the air show
(Chalet located on show line with indoor and outdoor seating, food and beverages)

Name in Official AirFest '16 Program**

Two (2) Official AirFest '16 posters suitable for framing

P-38 LIGHTNING \$500

Name listing on Donor banners at event*

Recognition as Donor on the MAS Website

Two (2) tickets to the MAS Hospitality Chalet for Saturday **or** Sunday to watch the air show
(Chalet located on show line with indoor and outdoor seating, food and beverages)

Two (2) Official AirFest '16 poster suitable for framing

A-10 THUNDERBOLT \$250

Name listing on Donor banners at event*

One (1) Official AirFest '16 poster suitable for framing

Two (2) tickets the MAS Hospitality Chalet for Sunday to watch the air show

Advertising-Publicity

Logo in Air Show advertisements in **print media (newspapers, AirFest '16 Poster & Program)**

3,500,000 potential exposures

Logo recognition on MAS AirFest '16 event websites

**Deadline for inclusion on all banners, 31 March '16*

***Deadline for inclusion on Poster & Program 1 March '16*

In-Kind Donations, in-Lieu of Cash Donations are welcomed and will be recognized.

THE MARCH AVIATION SOCIETY IS A PRIVATE ORGANIZATION. IT IS NOT A PART OF THE DEPARTMENT OF DEFENSE OR ANY OF ITS COMPONENTS AND IT HAS NO GOVERNMENTAL STATUS.

March Aviation Society, P.O. Box 6031, March ARB, CA 92518 (760) 814-5801

www.marchaviationsociety.org 501 (c)(3) – #27-4745509

All donations are tax deductible.

