COMMEMORATIVE AIR FORCE
WINGS OVER DALLAS
WWII AIRSHOW
PRESENTED BY Frost

# October 6 - 8, 2017

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# SPONSORSHIP OPPORTUNITIES

For inquiries, please contact:
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# About the CAF

Formed in 1957, the Commemorative Air Force (CAF) has been collecting, restoring and flying World War II aircraft for 60 years.

A non-profit organization, the CAF is the world's largest flying museum with more than 11,000 members and a fleet of more than 165 airplanes. Most of the aircraft are kept in flying condition, enabling millions of Americans each year to experience the sight and sound of vintage military aircraft in flight.

The CAF relies on thousands of volunteers to keep these incredible planes flying in honor of the men and women who built, flew, and maintained them in WWII. The organization flies its aircraft not only for purposes of remembrance, but to share the stories, values and spirit of the past to inspire future generations of Americans.

In 2015, the organization moved its national headquarters to Dallas Executive Airport from Midland,Texas. Ambitious plans are in place to construct a world-class museum and education center that will play a significant role in the economic and cultural revitalization of southern Dallas. It is scheduled to open in 2020.

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# Fact Sheet

Until 2016, Dallas was the largest city in America without an annual airshow. This changed when the Commemorative Air Force hosted its first annual Wings Over Dallas WWII Airshow over a three day weekend in late October 2016.

Featuring dozens of historic aircraft and a Pearl Harbor 75th anniversary re-enactment, the event was a resounding success with more than 19,000 people in attendance, including visitors from 31 states and over 50 WWII veterans.

| **CAF Wings Over Dallas 2016 in numbers** | |
|---|---|
| Total number of attendees | 19,047 |
| School children attending free Education Day | 2,517 |
| WWII aircraft participating | 47 |
| WWII Veterans attending | 52 |
| Volunteers | 300+ |
| WWII living history reenactors | 200+ |
| Tickets sold in advance | 5,520 |

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# 2016 Highlights

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# Media Exposure

CAF Wings Over Dallas uses a strategic combination of paid advertising and public relations to build awareness in the local community. Marketing outreach is focused heavily on the DFW drive market and has a strong digital and social bias. Below is a recap of efforts for 2016 (detailed reports available on request):

**Social Media**

- 270,000 fans on CAF's Facebook page
- 28,000 followers of CAF Wings Over Dallas event page
- Facebook organic impressions totaled 8.1 million
- Facebook paid impressions 1.1 million

**Online**

- Ads and stories placed in 71 separate sources
- Total reach 116,012,000 viewers

**Newspaper**

- Sponsorship program with Dallas Morning News
- Placement in 6 other newspapers
- Total reach 1,024,000 readers

**Broadcast**

- Ad campaign focused on cable TV
- Plus 59 radio / TV placements totaling 634,000 impressions
- Targeted mailing list of past CAF event attendees, totaling 41,000

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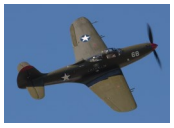
# 2017 Look-Ahead

## October 6 - 8, 2017



Nationwide gathering of CAF members and aircraft for official 60th Birthday celebration.

Doolittle Raiders 75th Anniversary re-enactment featuring eight B-25 Mitchell bombers, pyrotechnics, and Dick Cole, the only surviving Doolittle Raider, age 102.

Honoring dozens of other local WWII veterans. We're officially re-naming our P-39 "BIG D" in honor of Jack Ogilvie from Dallas.

More than sixty airworthy WWII aircraft are scheduled to participate. Events will conclude with a giant formation flight, telling the story of WWII in the air.

Expanded Education Day, with free admission for local schools on Friday.

Living History area more than doubled in size and new attractions include an operational 105mm Howitzer.

Upgraded event infrastructure to accommodate larger crowds, including expanded food service and quadrupled bleacher seating.

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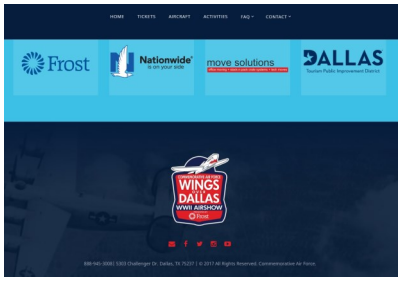
# Sponsor Benefits



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# Sponsor Opportunities

| Benefits | Showcase Presenting Sponsor $35,000 | Hometown Heroes Showcase Sponsor $15,000 | Family Fly Zone Sponsor $15,000 | WWII Veterans' Pavilion Sponsor $15,000 | Showcase Arena Sponsor $15,000 | Superfortress *FIFI* Launch Sponsor $10,000 |
|---|---|---|---|---|---|---|
| **Available Opportunities** | Presenting Sponsor of Doolittle Raider's 75th Anniversary Showcase | Official Sponsor of the Hometown Heroes Showcase | Official Sponsor of the Family Fly Zone area | Official Sponsor of the WWII Veteran's Pavilion | Official Sponsor of the Showcase Arena | Official Sponsor of the B-29 Superfortress *FIFI* |
| **Number Available** | 1 | 1 | 1 | 1 | 1 | 1 |
| **Fighter Squadron VIP Chalet - Sat and Sun (includes catered meals, soda, water, beer, snacks, VIP private toilets)** | 25 VIP Passes and 12 VIP Parking Passes each day | 15 VIP Passes and 8 VIP Parking Passes each day | 15 VIP Passes and 8 VIP Parking Passes each day | 15 VIP Passes and 8 VIP Parking Passes each day | 15 VIP Passes and 8 VIP Parking Passes each day | 10 VIP Passes and 5 VIP Parking Passes each day |
| **Airshow Website Recognition** | Logo on Airshow Main Page with link to Sponsor website | Logo on Airshow Main Page with link to Sponsor website | Logo on Airshow Main Page with link to Sponsor website | Logo on Airshow Main Page with link to Sponsor website | Logo on Airshow Main Page with link to Sponsor website | Logo on Airshow Main Page with link to Sponsor website |
| **Warbird Rides** | One P-51 Mustang ride and One 4–person B-25 Bomber ride; photo with airplanes and pilots | One Stearman ride, T-6 ride, T-34 ride, or one 4-person C-45 Ride; photo with airplane and pilot | One Stearman ride, T-6 ride, T-34 ride, or one 4-person C-45 Ride; photo with airplane and pilot | One Stearman ride, T-6 ride, T-34 ride, or one 4-person C-45 Ride; photo with airplane and pilot | One Stearman ride, T-6 ride, T-34 ride, or one 4-person C-45 Ride; photo with airplane and pilot | One T-6 ride or one Stearman Ride; photo with airplane and pilot |
| **On-site Recognition** | Logo on entry Sponsor banner, 4 color banners throughout airshow and minimum of 7 public announcements (per day) | Logo on entry Sponsor banner, 4 color banners throughout airshow and minimum of 6 public announcements (per day) | Logo on entry Sponsor banner, 4 color banners throughout airshow and minimum of 6 public announcements (per day) | Logo on entry Sponsor banner, 4 color banners throughout airshow and minimum of 6 public announcements (per day) | Logo on entry Sponsor banner, 4 color banners throughout airshow and minimum of 6 public announcements (per day) | Logo on entry Sponsor banner, 4 color banners throughout airshow and minimum of 5 public announcements (per day) |
| **Exhibit Space** | Yes | Yes | Yes | Yes | Yes | Yes |
| **General Admission Tickets** | 125 | 100 | 100 | 100 | 100 | 50 |
| **Media Exposure (if confirmed sponsorship by production date)** | Any posters and print media will include Sponsor logo | Any posters and print media will include Sponsor logo | Any posters and print media will include Sponsor logo | Any posters and print media will include Sponsor logo | Any posters and print media will include Sponsor logo | Any posters and print media will include Sponsor logo |
| **CAF Social Media promotion – Thank you posts to Sponsor Social Media Page** | Minimum of 6 posts | Minimum of 4 posts | Minimum of 4 posts | Minimum of 4 posts | Minimum of 4 posts | Minimum of 3 posts |

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| Benefits | American Armor Showcase Sponsor $7,500 | Adopt-A-Warbird Sponsors $5,000 | Official Golf Cart Sponsor $5,000 | Exclusive Photo Pit Sponsors $2,500 | Ace Sponsor 2,500 | Pilot Sponsor $1,000 |
|---|---|---|---|---|---|---|
| **Available Opportunities** | Exclusive Firing Range Sponsor: Military armament demonstrations, including Sherman tank, 155 mm Howitzer, and more | B-17 Bomber (2)<br>SB2C Helldiver Dive Bomber<br>P-51 Mustang Fighter<br>B-25 Mitchell Bomber (6)<br>P-39 Airacobra Fighter | Sponsor name & logo on 36' X 12" sign posted on 25 golf carts used by volunteers during the show | (1) Official Sponsor of Dawn Photo Shoot<br>(2) Official Sponsor of Photo Pit Hospitality Tent<br>(3) Official sponsor of Photographer Raised Shooting Area | - | - |
| **Number Available** | 1 | 1 per Aircraft | 1 | 3 | Unlimited | Unlimited |
| **Fighter Squadron VIP Chalet - Sat and Sun (includes catered meals, soda, water, beer, snacks, VIP private toilets)** | 8 VIP Passes and 4 VIP Parking Passes each day | 6 VIP Passes and 3 VIP Parking Passes each day | 6 VIP Passes and 3 VIP Parking Passes each day | 4 VIP Passes and 2 VIP Parking Passes each day | 4 VIP Passes and 2 VIP Parking Passes each day | 2 VIP Passes and 2 VIP Parking Passes each day |
| **Airshow Website Recognition** | Logo on Airshow Sponsor Page with link to sponsor website | Logo on Airshow Sponsor Page | Logo on Airshow Sponsor Page | Logo on Airshow Sponsor Page | Logo on Airshow Sponsor Page | Logo on Airshow Sponsor Page |
| **Warbird Rides** | One Stearman ride; photo with airplane and pilot | - | - | One Stearman ride raffled to photo pit users | - | - |
| **On-site Recognition** | Logo on entry Sponsor banner, 4 color banners throughout airshow and minimum of 3 public announcements (per day) | Logo on entry Sponsor banner and minimum of 2 public announcements daily plus each time your airplane flies | Logo on entry Sponsor banner and minimum of 3 public announcements daily | Logo on entry Sponsor banner and minimum of 2 public announcements daily | Logo on entry Sponsor banner | - |
| **Exhibit Space** | Yes | Yes | Yes | Yes | - | - |
| **General Admission Tickets** | 30 | 25 | 25 | 20 | 6 | 4 |
| **Media Exposure (if confirmed sponsorship by production date)** | Any posters and print media will include Sponsor logo | Any posters and print media will include Sponsor logo | Any posters and print media will include Sponsor logo | Any posters and print media will include Sponsor logo | - | - |
| **CAF Social Media promotion – Thank you posts to Sponsor Social Media Page** | Minimum of 2 posts | Minimum of 1 post | Minimum of 1 post | Minimum of 1 post | - | - |

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