

2nd Annual
Lincoln Airport

OPEN HOUSE

PRESENTED BY THE CITY OF LINCOLN

**2023
SPONSORSHIP
PACKET**

PLANES, VINTAGE CARS, HOT AIR BALLOONS, FOOD TRUCKS & MORE!

*FREE
ADMISSION*

Saturday August 26th | 8am - 3pm

LINCOLN REGIONAL AIRPORT 1480 FLIGHTLINE DR, LINCOLN, CA

Highway 65 to Nelson Lane...then follow the signs

LINCOLN AIRPORT OPEN HOUSE – 2023

Sponsorship Information Packet

Thank you for considering financial support for the 2023 Lincoln Airport Open House.

The 2022 Airport Open House was an outstanding success, with over 5,000 guests coming through the airport gates to see hot air balloons, all varieties of aircraft, and sports-classic-exotic cars. Our goal was to provide a fun-filled, family-oriented, and educational experience for local and regional residents and visitors...and this was achieved.

The **2023 Lincoln Airport Open House** will be held Saturday, August 26. We intend to ramp up the action with more aircraft, cars, hot air balloons, skydiving, and military aircraft. We will expand the Youth Aviation Expo, add more food trucks, and bring artisan and craft providers to enhance the ‘community experience.’

The event is being is again being sponsored by the city of Lincoln, with major support from the Lincoln Chamber of Commerce and local pilots associated with the Lincoln Chapter of the Experimental Aircraft Association (EAA). As with last year, there will be no charge to enter the Open House.

While the city of Lincoln is the official sponsor of this event and will be contributing public safety and public works services, they are not able to provide direct funding for the event...and this is where your company or organization comes in. We need financial support for avgas for certain Warbird participants, propane for the hot air balloons, and marketing/promotion expenses. Any net revenues will be given to the youth flight scholarship program of the local Experimental Aircraft Association (EAA) chapter.

Sponsorship Advertising Improvements. When we designed our sponsorship packet last year, we did not anticipate using Rocket TV's Jumbotron, integrated with a professional sound system that carried throughout the display area. This audio/visual combination dramatically improved the sponsor's visibility, as we continuously replayed our sponsors advertisements for the entire event. The Jumbotron and audio systems will again be used for this event.

Sponsorship benefits. Participation as a sponsor will provide your business with valuable local and regional exposure. The International Council of Air Shows survey indicates that air event attendees are a much sought-after purchasing group.

We would appreciate your commitment as soon as possible for financial planning purposes. Please contact Richard Pearl, Lincoln Airport Open House Executive Director at: richard.pearl@lincolнца.gov; 916.715.9666. Note: Donations are NOT tax deductible. Please see page three of this packet for payment details.



SPONSOR LEVEL	BENEFITS	COST
TITLE SPONSOR	Category Exclusivity Logo on all promotional and marketing materials Primary banner space at entrance gate Primary viewing on Jumbotron sponsor advertisements Name announced 5 times by event announcer Complimentary 10X10 booth space	\$ 2,500
AIR BOSS	Logo on all promotional and marketing materials Banner space at entrance gate Placement on Jumbotron sponsor advertisements Name announced 3 times by event announcer Complimentary 10X10 booth space	\$ 1,500
WAR BIRD	Logo on all promotional and marketing materials Banner space at entrance gate Placement on Jumbotron sponsor advertisements Name announced 2 times by event announcer Complimentary 10X10 booth space	\$ 750
FRIENDS OF THE LINCOLN AIRPORT OPEN HOUSE	Recognition in "Thank You" advertisement on Jumbotron	\$ 150



LINCOLN AIRPORT OPEN HOUSE 2023 - SPONSORSHIP INFORMATION

Business name: _____

(This is the way it will appear on all advertising/promotional materials)

Contact Person: _____

Mailing address: _____

Email: _____ Telephone: _____

Sponsorship Level (check 1):

Title Sponsor \$2,500 _____ Air Boss \$1,500 _____ War Bird \$750 _____ Friend of the AirFest \$150 _____

Other (supplied by each business): Banner on fence \$250 _____ Banner on Tethered balloon basket \$500 _____

Our family/business/organization is unable to be a sponsor, but would like to contribute to the Lincoln Airport Open house 2023 in the amount of \$ _____

Note: all net proceeds from the event will go to the youth aviation education scholarship program of Chapter 1541 of the EAA.

BILLING INFORMATION:

Sponsorship enclosed \$ _____ Credit card _____: (No AMEX)

Visa _____ MasterCard _____ #: _____ - _____ - _____ - _____ exp. ____/____

Security code: _____ Name on card: _____

Amount: _____ Signature: _____

Checks should be made payable to: the city of Lincoln; itemization line: Lincoln Airport Open House 2023.

Checks should be mailed to the city of Lincoln:

c/o Gwen Scanlon, City Clerk, Lincoln City Hall, 600 6th Street, Lincoln CA 95648