

DYESS BIG COUNTRY  
AIR & SPACE



EXPO

MAY 9-10, 2020

Featuring the



7<sup>th</sup> FSS Marketing • 210 Theater Road., Bldg 7301 Dyess AFB, TX 79607

Phone: 325-696-1180 Website: [www.dyessfss.com](http://www.dyessfss.com)

Email: [elizabeth.morzuch@us.af.mil](mailto:elizabeth.morzuch@us.af.mil) • Sponsorship Coordinator  
[shelly.chapman@us.af.mil](mailto:shelly.chapman@us.af.mil) • Marketing Director

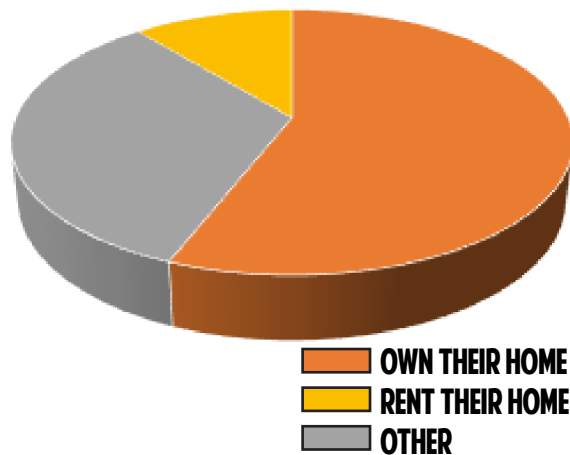
## ABOUT US:

Dyess AFB is home of the 7<sup>TH</sup> Bomb Wing & 317<sup>TH</sup> Airlift Wing. We are strategically located in West Texas and provide the Air Force world's finest bombers, train the world's finest bomber crews and deliver trained B-1 aircrew to operational wings for immediate transition to combat and AOC duty worldwide. Dyess is also home of the C-130J "Super Hercules" team dedicated to the best tactical support for airlift missions. Both Wings work diligently to ensure all Airmen are fully prepared to deploy as part of our Expeditionary Air Force.

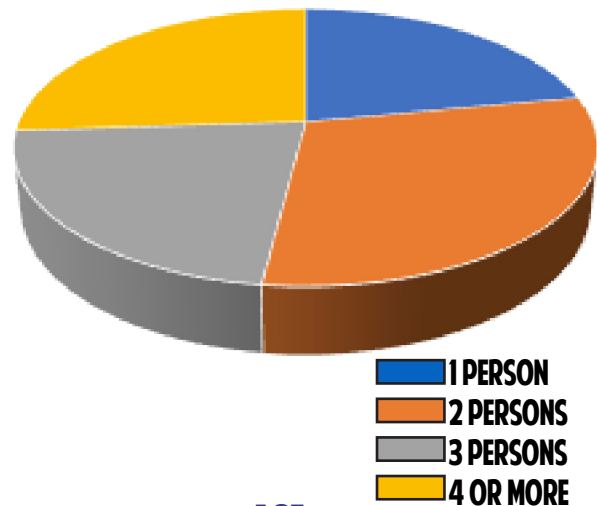
## EVENT DEMOGRAPHICS:

Military Air Shows and Open Houses draw large numbers of demographically attractive spectators, a well-educated, affluent groups of men, women and children of all ages. More than 70 percent of the audience at an air show has had some college education. Three quarters report household income of \$35,000 or more. The average adult spectator is just under 39 years of age, but more than 53 percent of spectators are between 30 and 50. *Air Shows deliver significant measurable results for everyone, from mature product marketers with broad customer bases to new product marketers to those specialized niche markets. Whatever your marketing objective, moving product, building recognition, brand enhancement, or image building, air shows can help you accomplish your goals.*

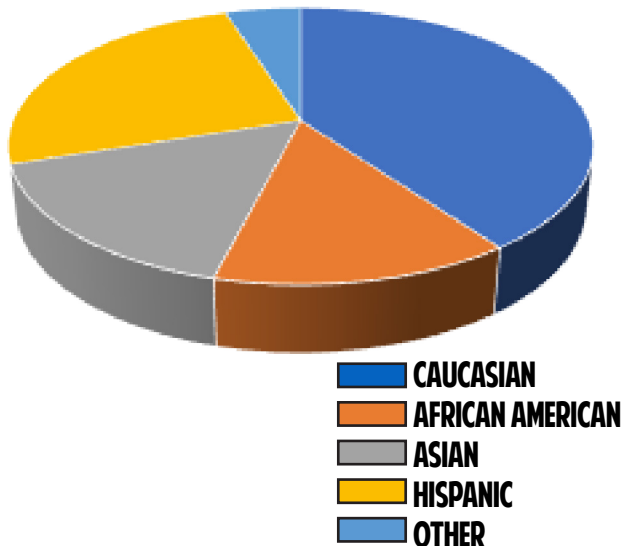
### WHERE THEY LIVE:



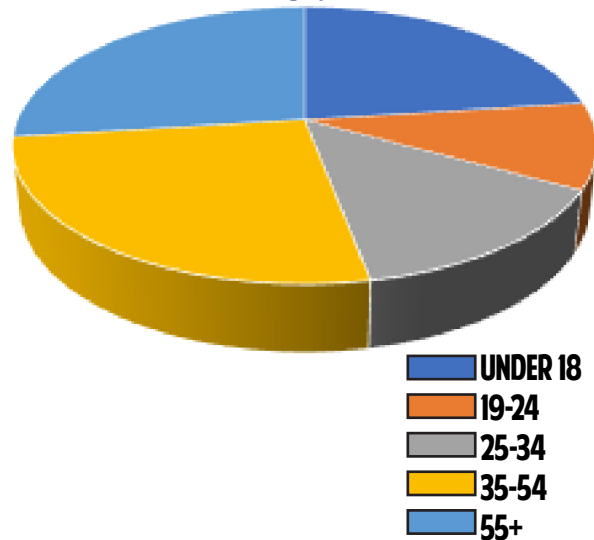
### HOUSEHOLD SIZE:



### ETHNICITY:



### AGE:



## **EVENT INFORMATION:**

This is an exciting year for the Dyess AFB Air Show Open House. The event fills the sky and expands the Dyess Flight Line for two (2) full days, May 9-10, 2020. Each day promises to offer spectacular shows, explosive demos, canine demos, aerial acts, static planes, equipment displays, family fun, a STEM educational area & Kid Zone Play area!

*This year we are bringing more excitement to the show by featuring the United States Navy's precision flying demonstration team, The Blue Angels!*

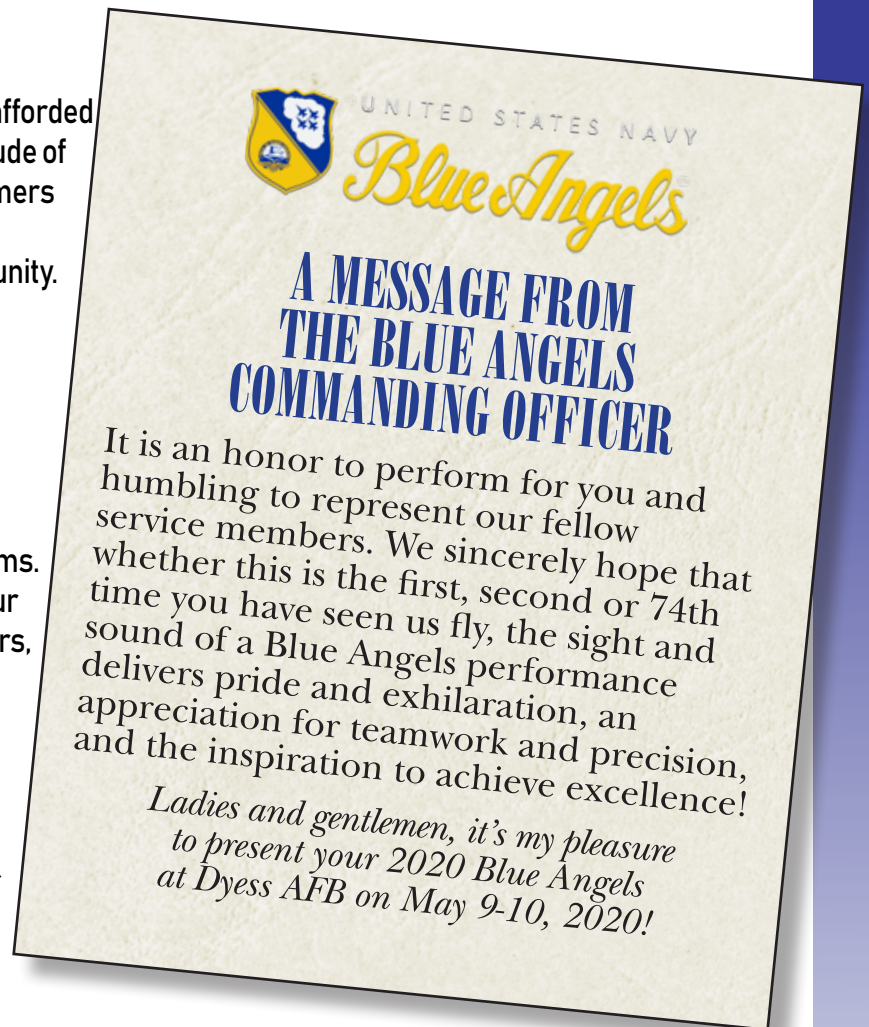
## **BE A PART OF THE SHOW**

Through Sponsorship, Donations and Advertising, businesses like yours are afforded the opportunity to interact with a multitude of various customers and potential customers all while showing your support and partnership with the Dyess AFB Community.

## **WHAT IS THE FUNDING USED FOR?**

When you sponsor, donate or provide in kind-items to the Dyess Force Support Squadron those funds and items are put right back into the local Dyess AFB Morale, Welfare and Recreation Programs. Meaning, providing direct support to your Military Community, active duty members, retirees and families.

*These funds make a difference in assuring that your military and their families are ready for the military lifestyle and help meet the needs of this unique community.*



## **INVEST IN YOUR MILITARY COMMUNITY TODAY!!**



# PACKAGING PAYS OFF!!

## TITLE SHOW SPONSOR

### EXCLUSIVE OPPORTUNITY \$16,000

- Includes all benefits listed below in Presenting Sponsor. PLUS: Your company name included in the show title, (guidelines apply), i.e. The Dyess AFB Air & Space Expo, presented by YOUR Company.

### PRESENTING SPONSOR: \$8,500

#### **RECOGNITION:**

- Permission to use and associate with the Dyess Big Country Air and Space Expo Logo (upon approval)
- Presenting sponsor indicated on all FSS print/billboards when applicable
- Company logo on all "Lost Parent Wrist Bands"
- Sponsor Logo w/link listed on Sponsor page of Dyess FSS Air Show webpage
- Sponsor Logo included on Air Show posters
- Sponsor Logo included in various event promotions/radio/print/TV (as approved) and Thank You advertisement
- Sponsor Logo & or Social Media "Shout Out" to be included in FSS Social Media event promotions
- Three (3) months of advertising on Dyess Digital Monitors across the base (18 screens)

#### **ACTIVATION:**

- Interaction with Air Show Attendees (Est. 14,000)
- Preferred placement of a custom Exhibit Space up to 20'X20' (Two 6ft tables, 8 chairs)
- One full page ad in the Dyess AFB Magazine: Air Show Issue
- 1 - 18' Feather Flag flying proud at Air Show Drive (entrance to show parking) – Featuring "We Support Our Military" & your Logo.
- Fifteen (15) PA Announcements both days

#### **HOSPITALITY:**

- VIP Night Social Event – Meet & Greet the Dyess Air Show Team and Performers- Ten (10) tickets.
- Fifteen (15) FLIGHT LINE CLUB VIP chalet tickets (Flight line tented area with special front line seating, cool, comfortable, bar & light lunch and snacks) Includes VIP restroom.
- VIP Parking Passes – Ten (10) Designated Area
- VIP Golf Cart with company logo for easy access to various areas of the show.



## **SALUTING SPONSOR: \$4,500**

### **RECOGNITION:**

- Sponsor Logo w/link listed on Sponsor page of Dyess FSS Air Show webpage
- Sponsor Logo included on Air Show posters
- Sponsor Logo included in various event promotions/Radio/print/TV (as permitted) and Thank You advertisement
- Sponsor Logo included on FSS Social Media event promotions
- Three (3) months of advertisements on Dyess Digital Monitors across the base (18 screens)

### **ACTIVATION:**

- Interaction with Air Show Attendees (Est. 14,000)
- Preferred placement of Exhibit Space up to 10'X20' (Two 6ft tables, 4 chairs)
- One half page ad in the Dyess AFB Magazine: Air Show Issue
- 1- 18' Feather Flag flying proud at Air Show Drive (entrance to show parking) Featuring "We Support Our Military & your Logo".
- Ten (10) PA Announcements throughout the show both days

### **HOSPITALITY:**

- VIP Night Social Event - Meet & Greet the Dyess Air Show Team and Performers- Five (5) tickets.
- Ten (10) FLIGHT LINE CLUB VIP chalet tickets (Flight line tented area with special front line seating, cool, comfortable, bar & light lunch and snacks) Includes VIP restroom.
- VIP Parking Passes - Eight (8) Designated Area



## **PARTNERING SPONSOR: \$ 3,000**

### **RECOGNITION:**

- Sponsor Logo w/link listed on Sponsor page of Dyess FSS Air Show webpage
- Sponsor Logo included on Air Show posters
- Sponsor Logo included in various event promotions/Radio/print/TV (as permitted) and Thank You advertisement
- Sponsor Logo to be included on FSS Social Media event promotion
- Two (2) months of advertising on Dyess Digital Monitors across the base (18 screens)

### **ACTIVATION:**

- Interaction with Air Show Attendees (Est. 14,000)
- Preferred placement of Exhibit Space up to 10'X10' (One 6ft table, 4 chairs)
- One quarter page ad in the Dyess AFB Magazine: The Air Show Issue
- 1 - 18' Feather Flag flying proud at Air Show Drive (entrance to show parking) – Featuring “We Support Our Military & your Logo”.
- Six (6) PA Announcements throughout the show both days

### **HOSPITALITY:**

- VIP Night Social Event – Meet & Greet the Dyess Air Show Team and Performers– Five (5) tickets.
- Five (5) FLIGHTLINE CLUB VIP chalet tickets (Flight line tented area with special front line seating, cool, comfortable, bar & light lunch and snacks) Includes VIP restroom.
- VIP Parking Passes –Five (5) Designated Area



## **SUPPORTING SPONSOR: \$1,500**

### **RECOGNITION:**

- Sponsor Logo w/link listed on Sponsor page of Dyess FSS Air Show webpage
- Sponsor Logo to be included on FSS Social Media event promotions
- Sponsor Logo to be included in "Thank You" advertisement

### **ACTIVATION:**

- Interaction with Air Show Attendees (Est. 14,000)
- Preferred placement of Exhibit Space up to 10'X10' (One 6ft table, 2 chairs)

### **HOSPITALITY:**

- Two (2) FLIGHT LINE CLUB VIP chalet tickets (Flight line tented area with special front line seating, cool, comfortable, bar & light lunch and snacks) Includes VIP restroom.
- VIP Parking Passes –One (1) Designated Area



## **CUSTOM SPONSORSHIPS AVAILABLE**

We want to find what works for you!! Custom Packages are available...we welcome hands-on items that engage the attendees, gaming truck, branded vehicles, sampling and more.

## **UPGRADES & MORE**

### **"Earn Your Wings" Game STEM Education Area \$3,500**

- Includes your logo on over 3,500 Printed Lanyards
- Logo on 2,000 school invitations with a focus on the STEM Stations where participants can "earn their wings" by visiting various educational booths
- Eight (8) PA Announcements throughout the two-day event



## **VEHICLE SPONSOR: \$2,000**

- As a vehicle sponsor you will have the opportunity to display your vehicles in a prominent 10'x20' space designated for you to show off your brand of cars, truck, RVs etc.
- In addition, you are provided one (1) 10x10 canopy, one 6' Table and 2 chairs to shield your sales staff from the sun and visit with potential customers.

## **KID ZONE SPONSORSHIP: \$3,500**

- Your company name on all KID ZONE WRIST BANDS
- One 10'x 10' Exhibit space (includes canopy, 1- table and 2 - chairs) in prime location
- One quarter page ad in the Dyess AFB Magazine: The Air Show Issue
- Eight (12) PA Announcements throughout the two-day event

## **WE SUPPORT OUR MILITARY**

### **HOSPITALITY FLAG: \$650**

- Can't make it to the show? Show your support to the Dyess community by flying this flag on Air Show Drive for all to see as they enter the parking area of the show.
- 1- 18' Feather Flag flying proud at Air Show Drive entrance to show parking Featuring "We Support Our Military & your Logo".

## **HYDRATION STATION SPONSOR: \$500**

You can never have enough water and hydration for the 300 plus volunteers who participate in the Dyess Air Show over 2 days. Your generous financial support will be used specifically for the purchase of bottled water for the performers, volunteers and displays as well as in the First Aid Area. The more water the better! We welcome donations of bottled water, and funding for the purchase to support Team Dyess & Guests.

## **COLLEGE SPONSOR: TBD**

Please contact Elizabeth Morzuch (325) 696-1180 for more information.

## **LOST PARENT BOOTH SPONSOR: \$500**

Your Logo on signage as Sponsor of select area.

## **FIRST AID BOOTH SPONSOR: \$250**

Your Logo on signage as Sponsor of select area.

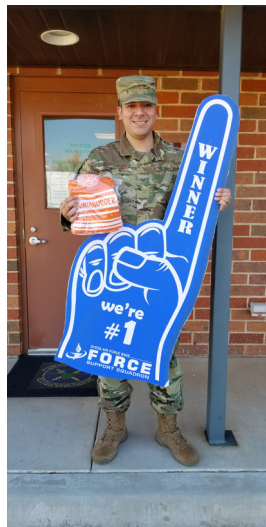
## **FRIENDS OF DYESS DONATIONS**

Many costs are involved in opening an Air Base to the Public and presenting a 2 day show packed with entertainment. If you are interested in donating to the show in general or specific areas of the show, please contact our office and we are happy to assist with the providing the proper channels and paperwork required.  
(325) 696-1180



# TEAM DYESS APPRECIATES YOUR SUPPORT NOT ONLY NOW, BUT ALWAYS!

FOR ADDITIONAL BOOTH SPACE  
PLEASE CONTACT  
ELIZABETH MORZUCH (325) 696-1180





## 2020 SPONSORSHIP LEVELS

- Presenting Sponsor: \$8,500
- Saluting Sponsor: \$4,500
- Partnering Sponsor: \$3,000
- Supporting Sponsor: \$1,500
- College Sponsor: TBD

### Upgrades and More:

- Lost Parent Booth Sponsor: \$500
- Kid Zone Sponsor: \$3,500
- STEM Educational Game Sponsor: \$3,000
- Hydration Station Sponsor: \$500
- "We Support Dyess" Hospitality Flag: \$650
- First Aid Booth Sponsor: \$250
- Vehicle Sponsor: \$2,000

**YES! I WANT TO SUPPORT THE  
2020 DYESS BIG COUNTRY AIR & SPACE EXPO!  
REGISTRATION DEADLINE APRIL 1, 2020**

Name of Organization: \_\_\_\_\_

Name of Contact Person: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Contact Address: \_\_\_\_\_

#### LOGO FORMAT

- PNG
- Other Vector file

Email Company logo and form to: [7fss.marketing@us.af.mil](mailto:7fss.marketing@us.af.mil). All Payments are due at the time of order.  
We accept cash, check, or credit cards. Mail payments to: 210 Theater Road Dyess, AFB, TX, 79607 or call  
325-696-1180 for credit card payments. Order deadline is April 1, 2020.  
All funds go directly to Morale, Welfare and Recreation Fund at Dyess AFB.

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**AIR & SPACE**  
  
**EXPO**  
MAY 9 - 10, 2020

**SHOW YOUR SUPPORT FOR TEAM DYESS BY  
PROUDLY FLYING YOUR TEAM DYESS SUPPORT FLAG.**

Your flag will line the streets leading to the expo and greet over  
14,000 visitors in two days

**EACH FLAG FEATURES:  
WE SUPPORT OUR MILITARY  
AND YOUR LOGO!**

- Limited availability
- Order yours today
- Only \$650 per flag



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**WE SUPPORT OUR MILITARY FLAG ORDER FORM**  
**REGISTRATION DEADLINE APRIL 1, 2020**

Name of Organization: \_\_\_\_\_

Name of Contact Person: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Contact Address: \_\_\_\_\_

**LOGO FORMAT**

- PNG
- Other Vector file

Email Company logo and form to: [7fss.marketing@us.af.mil](mailto:7fss.marketing@us.af.mil). All Payments are due at the time of order.  
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