



SIOE AWYR
WALES — CYMRU
AIRSHOW
6 & 7 Gorffennaf/July 2024

Sponsorship & Advertising Opportunities 2024



Cyngor **Abertawe**
Swansea Council

Welcome



- **Wales Airshow - Swansea - Saturday 6th July & Sunday 7th July 2024.**
- **The largest FREE event in Wales.**
- **Saturday will host the Wales National Armed Forces Day Swansea 2024.**
- **Audience Profile – Engage and raise awareness of your business with over 200k+ Wales Airshow visitors with a broad demographic of ABC1, C2 and DE of all ages and social groups with a mix of local, regional and visitors across the UK. There is a strong family demographic at the Wales Airshow.**
- **Profile on walesairshow.com which had 427.1 k page views in 2023**

It is with pleasure that we present the 2024 sponsorship opportunities for the award-winning **Wales Airshow**.

Over two days, some of the best pilots and flying displays in the world use the natural amphitheatre of Swansea Bay to show their dramatic skills, pulling off incredible aerial acrobatics and antics. From Search and Rescue displays to the world famous Red Arrows, its two days of the year not to be missed.

But it's not just in the air where you'll see all the action - Swansea Prom is also transformed with ground displays, delicious food and drink stands, virtual ride experiences, musicians and live bands, demonstrations, family activities, funfair rides and more! Last year saw over 80 trade stands.

The event continues to grow year on year - both in terms of visitor numbers and content. We fully anticipate this year's event to be bigger and better! If you would like to be a part of our success story, we have a range of sponsorship packages available to suit all budgets, ensuring your company gets the exposure it deserves.

Each sponsorship package differs in its content and delivery, affording you the opportunity to be the Main Sponsor of the entire Wales Airshow, or alternatively, you could invest to become an air asset sponsor or supporter of the Wales Airshow. There are also Trade Exchange opportunities available for products such as vehicles, equipment or services.

Each sponsorship package contains a comprehensive marketing plan, ensuring maximum exposure, depending on investment in the build up to, throughout the weekend and post event.

Swansea Council has a long and established reputation for staging and delivering award winning major events. We are seeking sponsors who wish to share in that success and partner with us to ensure a dynamic and sustainable events programme for the future.

Please contact:-

Zena Laws
Sponsorship & Commercial Officer
Cultural Services, Swansea Council
☎07813579290
zena.laws@swansea.gov.uk



Main Sponsorship

Our primary sponsorship package is the Wales Airshow Main Sponsor i.e. Wales Airshow in association with 'sponsor'. The Wales Airshow attracts huge audiences and makes a significant economic contribution to Swansea Bay and the surrounding areas.

We will ensure that your company/brand receives the maximum publicity possible in both the build up to, over the course of the event and during the post event coverage. Your company/brand will become synonymous with the Wales Airshow, the largest free event in Wales.

You will benefit from a complete marketing plan, utilising all available distribution channels, including digital, print, outdoor and on the day marketing and promotion. You will also benefit from all lead-in marketing activity - some of which is several months in advance but with approximately 10-12 weeks of intensive pre-event marketing and promotion.

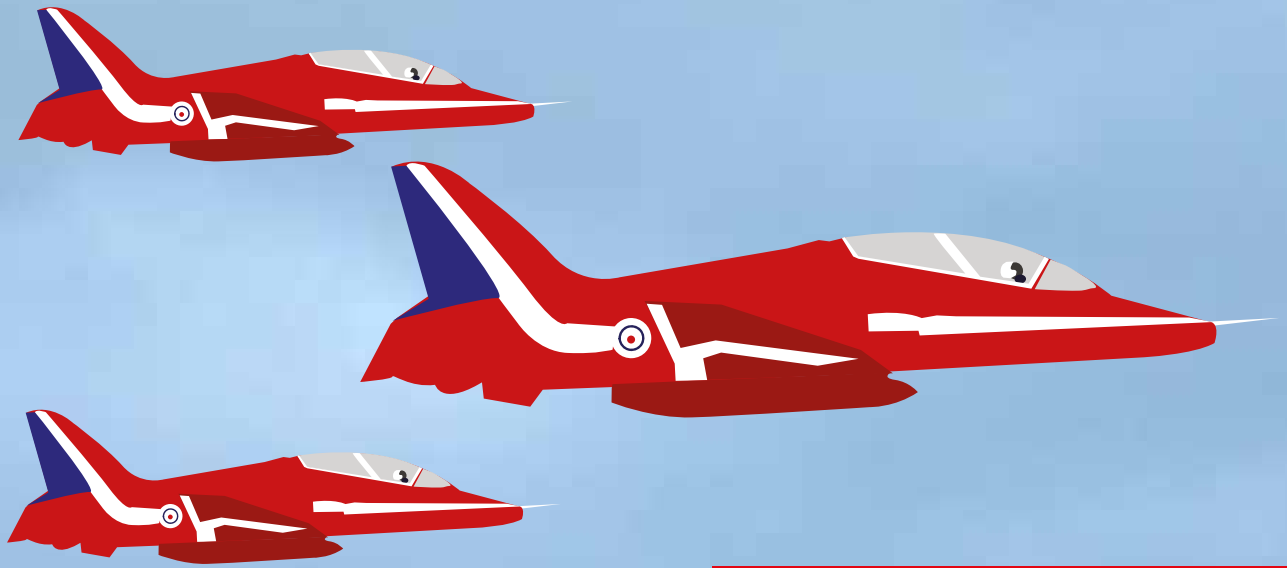
Main Sponsorship package includes:

- Wales Airshow in association with (client) on all relevant Wales Airshow marketing material including bridge banners, printed material, outdoor advertising boards and other relevant event marketing collateral (full marketing plan available).
- Wales Airshow in association with (client) branding on Wales Airshow website homepage, social media accounts and our event specific App.
- Extensive at the event branding opportunities including customised size trade stand and PA announcements.
- Hospitality access throughout the weekend.



In association with

Red Arrows Supporters Package



The Red Arrows are one of the highlights of the Wales Airshow. Extremely popular among aviation enthusiasts and the general public alike, the Red Arrows have been a mainstay of the Wales Airshow since its inception.

The Red Arrows are the public face of the Royal Air Force. They assist in recruiting to the Armed Forces, act as ambassadors for the United Kingdom at home and overseas and generally promote the best of British.

They have been thrilling crowds with their distinctive air displays, featuring enthralling acrobatics and heart stopping stunts since their formation in 1965. Swansea Council offer a unique opportunity to exclusively support the Red Arrows throughout the Wales Airshow.

This is a unique opportunity as your company will become associated with one of the most famous and best loved air displays in the world.



Major Air Displays Sponsorship

The Wales Airshow always promotes a diverse and action-packed programme of events, offering a wide range of air displays and aircraft. Whilst air displays are usually subject to confirmation, the Wales Airshow generally benefits from two major air displays. Alongside the Red Arrows (these are usually the main attractions of the show) we usually welcome the Battle of Britain Memorial flight.



Eurofighter Typhoon

The RAF Eurofighter Typhoon is a real show stopper! Crowds watch in awe of the power and speed of the Typhoon as it displays spectacular twists and turns across Swansea Bay, usually breaking the sound barrier to generate a sonic boom! Manoeuvring the Typhoon through its routine is a real team effort. Considering that a Typhoon costs £120m, each manoeuvre is impeccably planned.



Battle of Britain Memorial Flight

The Battle of Britain Memorial flight is a nostalgic trip down memory lane for the audience as we remember the aircraft that took to

the skies to defend our Country during World War II.

A Lancaster, Hurricane and Spitfire complete a fly over offering a historic glimpse of the Aircraft that were vital to the war effort. These are three of only a handful of planes still working from the War and put on a fly past not to be missed.



These major displays offer a substantial marketing package in return for the sponsorship investment, including digital, print and exhibition marketing, resulting in wide reaching brand awareness and recognition.

Parachutes, Wing Walker, Search & Rescue Sponsorship

As the title suggests this sponsorship package covers air, land and sea with the parachute display from the army, the amazing wing walker flying over the bay and the Search & Rescue display by the coastguard.



Supporter Package

Based on feedback from the local business community, we have created a sponsorship package with the aim of inclusivity in mind.

Collaborating with local businesses is a key directive for Swansea Council in the aim to ensure our events remain sustainable. This package offers an exclusive opportunity for local SME's to be a part of the Wales Airshow.

Companies who invest to become Wales Airshow supporters will receive marketing benefits linked to the level of investment made. This will include digital marketing activity and in-event benefits throughout the weekend



Car Park Sponsorship

This package offers the chance to become a sponsor of the recreation ground car park for the entirety of the Wales Airshow weekend.

The event is noted for regularly attracting large crowds and our premium car parks, all located within a stone's throw of the event site are frequently filled to capacity.

This is a unique opportunity for your company to have its branding prominently displayed in front of thousands of visitors.

Stay Safe Wristband Sponsor

The Wales Airshow places paramount importance on family and children's safety throughout the event. Each child that visits the Wales Airshow will be offered a Stay Safe wristband, which are used to reunite them with their parents or guardians should they get lost - a mobile contact number is written on the band. This essential and invaluable safety item can feature your company logo. The Stay Safe wristbands offer the potential to have your brand placed in front of 15,000 people.



Flight Deck Sponsor

The Flight Deck is a private marquee and gated area at the Wales Airshow over the two days. It is a pre-booked area for 200 people to sit and eat with a prime view of the airshow. The Flight Deck sponsorship offers a business the opportunity to showcase their brand/services and network with people at the event.



Wales Airshow banner advertising

Show your support for the Wales Airshow by advertising your business on your very own branded banner positioned in a high footfall area on a site at the Airshow across all two days of the show. Banner size is 15ft by 3ft.

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1 & 2 Gorffennaf/July 2023

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Wales Airshow Mobile App Advertising Opportunities

The Wales Airshow Mobile App offers a unique opportunity to maximise your exposure to a large targeted audience. Businesses can have an advert on the app for 4 weeks to promote any offers they have to visitors.

The Mobile App is unique to the Wales Airshow providing live up to date display information and has displayed significant download reach in the past two years. The Wales Airshow app has 22,040 downloads to date. Please note any adverts from the Wales Airshow app can be screenshotted and shared with other people.



Trade Exchange Opportunities

At Swansea Council, we strive to forge effective working relationships with our clients. We also acknowledge that during these times of austerity, companies may have limited budgets that are focussed on very specific outcomes and targets.

We actively champion contra deals with clients, whereby sponsorship can be exchanged for relevant services in-kind. This could take the form of vehicles, equipment, or services in exchange for sponsorship opportunities.

Trade Stands

The opportunity to purchase trade stand space at the Wales Airshow enables you to get your business in front of 200,000 potential clients. Use it as an opportunity to engage with the general public to showcase and activate your company/brand, or to promote a specific offer or service. With over 80 stands in the trade village and high demand - book now to guarantee your pitch!

<https://www.walesnationalairshow.com/commercial/>



Examples of event marketing collateral to promote the Wales Airshow



Offline Activity

- Site board at Singleton Park Swansea.
- Bridge Banners at key strategic city centre locations.
- In event targeted magazines such as Around Town, The Bay and Seaside News.
- Swansea Council Internal Comms channels.
- PR.

Online Activity

- Wales Airshow Website.
- Content on enjoyswanseabay.com.
- Full Social Media plan including Facebook, Instagram & Twitter.
- Email Marketing.
- Exclusive Wales Airshow Mobile App.
- Wales Online Content article.

Other Advertising

- Train station advertising in Swansea and other key stations along the M4 corridor.
- Swansea Arena.
- Digital Boards in Swansea Bus & Train and MSCP.
- In-link screens around the City Centre.
- Influencer visit.

Post Event Analysis

We understand the importance of being able to apply a value or tangible return on your investment. Sponsorship Packages include a full post event analysis, providing details of the on and offline marketing and promotional activity, estimated visitor numbers etc. This will enable you to determine the return on your sponsorship investment and how it has helped you to achieve your anticipated company/brand exposure.

Benefits of Event Sponsorship

- Position and activate your company name and brand in front of 200,000 attendees over the two days.
- Reach out to the 80+ unique companies represented within the Trade Village.
- Benefit from our extensive pre, during and post event marketing, promotion and PR.
- Deliver a fantastic return on your sponsorship investment.
- Enhance your organisations corporate social responsibility (CSR) activity.
- Align your brand with one of Wales' key flagship events.



Past Sponsors

homefromhome.com
holiday cottages



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