



2024 LINCOLN AIRPORT Wings & Wheels Community Expo Sponsorship Information Packet

Presented By:





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Thank you for considering financial support for the 2024 Lincoln Airport Wings & Wheels Community Expo (formerly the Lincoln Airport Open House).



The 2023 Airport Open House was an outstanding success, with over 7,500 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.

For 2024, we are ramping up the on-site action and regional guest outreach. We now expect 10,000+ guests from the Lincoln area and the surrounding communities to enjoy the event. The Expo will be regional in scope, with terrific promotional opportunities for sponsors.



The festivities this year will start Friday evening August 23rd with an invitation-only BBQ for event supporters, and a 'moonglow' hot air balloon light show augmented by a local band playing all the best hits of yesterday and today. Saturday will begin with an early morning hot air balloon rise, followed by arriving aircraft for static display and flybys, and hundreds of all types of display vehicles. Bottom line: more aircraft, more cars, more hot air balloons, and more food and artisan vendors. We are also expanding our Youth Aviation Learning Experience, with flight simulators and activities for the young and young at heart.

The event 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). Parking for the event will be free and event entrance will be only \$10 per adult and free for youth under 12, good for both Friday night and Saturday.

The city of Lincoln is the official sponsor of this event and will be contributing significant public safety and public works services. There are many other expenses that need to be covered, however, like avgas for certain types of warbird aircraft, hot air balloon propane, marketing/promotion costs (Jumbotron, sound systems, etc.), and Youth Zone expenses...and this is where your company or organization comes in. The event is becoming a large regional attraction. Please note that any net revenues will be given to the youth flight scholarship program of the local Experimental Aircraft Association (EAA) chapter, so your contribution will 'pay it forward'.



Advertising your services at the Expo. Last year we partnered with Rocket TV for their Jumbotron, integrating that visual experience with a professional sound system that carried throughout the display area. 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 Wings & Wheels executive director at: richard.pearl@lincolnca.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 5 complimentary Friday night BBQ tickets Designation of your company on the Best-Of-Show plaques	\$ 4,500
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 4 complimentary Friday night BBQ tickets	\$ 2,500
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 3 complimentary Friday night BBQ tickets	\$ 1,500
FRIENDS OF THE LINCOLN AIRPORT	Recognition in "Thank You" advertisement on Jumbotron 1 complimentary Friday night BBQ ticket	\$ 200

(Note: (1) sponsors are expected to deliver a banner, with grommets at each corner, for placement on the entrance gate no later than Wednesday, August 21; deliver the banner to the Lincoln Chamber of Commerce building, 540 F Street, Lincoln, CA 95648; (2) Air Boss and Warbird sponsors will be listed on aircraft and vehicle category winner plaques.

2024 LINCOLN AIRPORT *Wings & Wheels Community Expo*
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 \$4,500 _____ Air Boss \$2,500 _____ War Bird \$1,500 _____ Friend of the
Lincoln Airport \$200 _____

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 2024 Lincoln Airport Wings & Wheels Community Expo 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 \$ _____ Bill me \$ _____ Credit card _____:

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

Security code: _____ Name on card: _____

Amount: _____ Signature: _____

Checks should be made payable to: the Lincoln Chamber of Commerce; itemization line: 2024
Lincoln Airport Wings & Wheels Expo.

Checks should be mailed to:

Krystin Canon (contact her at the Chamber office: 916.645.2035)
Lincoln Chamber of Commerce
540 F Street
Lincoln CA 95648