



**MAY 3-4, 2025**  
Seymour Johnson AFB, NC

**ORGANIZED BY:**  
SEYMOUR JOHNSON AFB

## **2025 WINGS OVER WAYNE AIR SHOW SPONSORSHIP AND ADVERTISING GUIDE**

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# 2025 WINGS OVER WAYNE

## INTRODUCING SEYMOUR JOHNSON AFB

Get ready for the **2025 Wings Over Wayne Air Show**, the largest FREE air show in North Carolina, happening May 3-4 at Seymour Johnson Air Force Base! This biennial event, drawing nearly **200,000 spectators**, is a must-attend for aviation enthusiasts and families alike.

Featuring the incredible **U.S. Air Force Thunderbirds** and an exciting lineup of military and civilian aviation performances, this year's show promises to be bigger and better than ever. Whether you're here for the thrilling aerial displays, interactive exhibits, or family-friendly activities, there's something for everyone!

Join us for **#WOW25** and experience the power and excitement of Team Seymour as we push the limits and fill the skies with the roar of freedom. Don't miss out on this unforgettable two-day event!

Unlock exceptional marketing opportunities through **corporate sponsorships, flight-line exhibits, and hospitality chalets!** These cost-effective avenues provide the perfect platform to showcase your products and services while elevating public awareness of your invaluable partnership with the military community.

Take advantage of this prime opportunity to engage with the public, boost your brand visibility, and build meaningful connections! Don't miss out on the chance to align your business with a cause that resonates deeply with the community.







# \$20,000 Premier Sponsor

## **PARTNER RECOGNITION**

- Permission to use and associate with official Wings Over Wayne Air Show Logo
- Sponsor logo with link to be listed on Sponsor page of Wings Over Wayne Air Show website
- Six recognition posts on official Wings Over Wayne Social Media
- Sponsor logo to be included on Air Show poster
- Sponsor name/logo placement in official Air Show emails
- Full page advertisement within official Air Show program
- Sponsor logo to be included on volunteer staff Air Show t-shirts
- Six months of advertising on FSS facility monitors
- Six months of half page advertising space in SJFSS monthly magazine
- Six months of advertising space on SJFSS website

## **ONSITE EXPOSURE**

- Interaction with Air Show Attendees
- One 40' x 20' exhibit space in prime location (weights mandatory for tents)
- Display of product/service to over 200k potential customers (no sales)
- Hand out promotional items and conduct drawings at event (max of \$20 per household)
- Multiple 15 second PA announcements throughout Air Show weekend (five per show)
- Sponsor name/logo placement on FSS welcome Digital Marquee on rotating basis
- Sponsor name/logo placement on ten yard sign displays throughout Air Show Ramp
- Opportunity to display ten 3' x 6' banners in high visibility locations (sponsor provided)
- Opportunity to bring vehicle/static display

## **HOSPITALITY**

- Fifteen VIP chalet access wristbands
- Fifteen official Wings Over Wayne Air Show programs
- Eight preferred parking passes
- Four sponsor parking passes
- Four Wings Over Wayne Air Show posters



Contact SJAFB Force Support Marketing for your customized partnership opportunity today!  
Anna Prezbindowski 919.722.7154 / [anna.prezbindowski.1@us.af.mil](mailto:anna.prezbindowski.1@us.af.mil)





# \$10,000 Presenting Sponsor

## **PARTNER RECOGNITION**

- Permission to use and associate with official Wings Over Wayne Air Show Logo
- Sponsor logo with link to be listed on Sponsor page of Wings Over Wayne Air Show website
- Three recognition posts on official Wings Over Wayne Social Media
- Sponsor logo to be included on Air Show poster
- Sponsor name/logo placement in official Air Show emails
- Half page advertisement within official Air Show program
- Sponsor logo to be included on volunteer staff Air Show t-shirts
- Three months of advertising on FSS facility monitors
- Three months of quarter page advertising space in SJFSS monthly magazine
- Three months of advertising space on SJFSS website

## **ONSITE EXPOSURE**

- Interaction with Air Show Attendees
- One 20' x 20' exhibit space in prime location (weights mandatory for tents)
- Display of product/service to over 200k potential customers (no sales)
- Hand out promotional items and conduct drawings at event (max of \$20 per household)
- Multiple 15 second PA announcements throughout Air Show weekend (two per show)
- Sponsor name/logo placement on FSS welcome Digital Marquee on rotating basis
- Sponsor name/logo placement on three yard sign displays throughout Air Show Ramp
- Opportunity to display six 3' x 6' banners in high visibility locations (sponsor provided)
- Opportunity to bring vehicle/static display

## **HOSPITALITY**

- Ten VIP chalet access wristbands
- Ten official Wings Over Wayne Air Show programs
- Six preferred parking passes
- Three sponsor parking passes
- Three Wings Over Wayne Air Show posters





# \$5,000 Supporting Sponsor

## **PARTNER RECOGNITION**

- Permission to use and associate with official Wings Over Wayne Air Show Logo
- Sponsor logo with link to be listed on Sponsor page of Wings Over Wayne Air Show website
- One recognition post on official Wings Over Wayne Social Media
- Quarter page advertisement within official Air Show program
- One month of advertising on FSS facility monitors
- One month of advertising space on SJFSS website

## **ONSITE EXPOSURE**

- Interaction with Air Show Attendees
- One 20' x 10' exhibit space in prime location (weights mandatory for tents)
- Display of product/service to over 200k potential customers (no sales)
- Hand out promotional items and conduct drawings at event (max of \$20 per household)
- 15 second PA announcements throughout Air Show weekend (one per show)
- Sponsor name/logo placement on FSS welcome Digital Marquee on rotating basis
- Sponsor name/logo placement on one yard sign display throughout Air Show Ramp
- Opportunity to display two 3' x 6' banners in high visibility locations (sponsor provided)
- Opportunity to bring vehicle/static display

## **HOSPITALITY**

- Five VIP chalet access wristbands
- Five official Wings Over Wayne Air Show programs
- Four preferred parking passes
- Two sponsor parking passes
- Two Wings Over Wayne Air Show posters



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## \$2,500 Contributing Sponsor

### **PARTNER RECOGNITION**

- Permission to use and associate with official Wings Over Wayne Air Show Logo
- Sponsor logo with link to be listed on Sponsor page of Wings Over Wayne Air Show website

### **ONSITE EXPOSURE**

- Interaction with Air Show Attendees
- One 10' x 10' exhibit space in prime location (weights mandatory for tents)
- Display of product/service to over 200k potential customers (no sales)
- Hand out promotional items and conduct drawings at event (max of \$20 per household)
- Sponsor name/logo placement on FSS welcome Digital Marquee on rotating basis

### **HOSPITALITY**

- Five VIP chalet access wristbands
- Two sponsor parking passes
- One preferred parking pass
- One Wings Over Wayne Air Show poster



## \$1,500 Exhibit Space

### **ONSITE EXPOSURE**

- Interaction with Air Show Attendees
- One 10' x 10' exhibit space in prime location (weights mandatory for tents)
- Display of product/service to over 200k potential customers (no sales)
- Hand out promotional items and conduct drawings at event (max of \$20 per household)



# Special Opportunities

## **\$7,000 KIDS ZONE**

Take advantage of the opportunity to sponsor the Kids Zone and connect with our youngest Air Show attendees and their families! Positioned right on the flight line, the Kids Zone allows children to play and burn off energy while their families enjoy the exciting performances. This exclusive sponsorship package includes:

- Sponsor recognition on official Air Show social media, poster, website and program
- One 10' x 10' exhibit space in prime location
- Display of product/service to over 200k potential customers (no sales)
- Hand out promotional items and conduct drawings at event (max of \$20 per household)
- Opportunity to display banners on Kids Zone fencing (sponsor provided)
- Ten VIP chalet access wristbands
- Two sponsor parking passes

## **\$300 DIGITAL DISPLAY ADVERTISING**

Showcase your company with a 5-second logo display on a 12' x 8' digital screen strategically placed in a high-traffic area near the Air Show's front entrance. Your logo will rotate alongside other supporting businesses, providing valuable brand exposure to thousands of attendees.

## **\$300 BANNER ADVERTISING**

Maximize your brand's visibility with a 3' x 6' banner strategically placed in a high-traffic area along the Air Show flight line. This prime advertising opportunity ensures continuous exposure, helping your company connect with thousands of attendees and enhance brand recognition.

## **20% DISCOUNT CERTIFIED 501 (C) (3) NON-PROFITS**

## **IN-KIND SPONSORSHIP**

Want to be part of the Air Show but unsure if you can attend or afford a larger sponsorship package? We offer the potential to trade services for sponsorship space if it aligns with and enhances the event. If your contribution directly supports our mission, we're happy to explore a win-win opportunity!

## **CUSTOM PACKAGES**

Looking to support the hardworking staff behind the scenes by providing food and beverages? We can create a customized sponsorship package for you! Interested in sponsoring a civilian aerial act or a static aircraft display to enhance the experience for attendees while showcasing your brand to thousands? We can make it happen! Give us a call and we will try to make it happen!





# WINGS OVER WAYNE

A I R S H O W

*All sponsorships and donations directly support the 2025 Wings Over Wayne Air Show. Many essential aspects of the event, including air acts, the Kids Zone, promotions, water for volunteers, and emergency services, are not funded by the government but significantly enhance the overall Air Show experience. Contributions in the form of cash, in-kind products, and services help offset these costs and ensure a memorable, high-quality event for all attendees.*

[WWW.WINGSOVERWAYNEAIRSHOW.COM](http://WWW.WINGSOVERWAYNEAIRSHOW.COM)