



PARTNERSHIP OPPORTUNITIES



Featuring the
UNITED STATES NAVY
Blue Angels

MIDSOUTH AIRSHOW

JUNE 18-19 | 2022 ✈️

Millington-Memphis Airport | Millington, Tennessee

PRESENTED BY

FedEx Express®

About the Midsouth Airshow



Memphis's Premier Aviation Event.

All eyes will be on the Millington-Memphis Airport June 18-19, 2022 as the U.S. Navy Blue Angels return to perform at the Midsouth Airshow. This first-class aviation event will feature military demonstrations, aerobatic performances, static display aircraft, and local emergency response helicopters.

The show offers the opportunity for your company to connect with clients and customers in a dynamic, fun-filled community event that's covered by all major media outlets. The event also offers the opportunity for Memphis to host a premier attraction that brings in visitors from across the region. Your support makes this first-class aviation event possible and ensures it can be enjoyed for generations to come. Thank you for your support.



Showcasing U.S. Armed Forces.

In addition to the U.S. Navy Blue Angels, the 2022 Midsouth Airshow will feature military jet demonstrations, historic military aircraft, top-notch civilian aerobatic performers, and fun-filled entertainment for the whole family.

Show Features:

- U.S. Navy Blue Angels
- Military jet demonstrations
- World-class Civilian aerobatic demonstrations
- Thrilling specialty attractions
- Pyrotechnic displays

Static Displays

- Supersonic fighters
- Heavy jets
- Classic military aircraft
- Historic aircraft

Who's at the air show?

Air Shows draw large numbers of demographically attractive spectators. Unlike many large events and sport marketing opportunities that have seen decreased attendance during the past years, air shows across the country experienced significant growth in attendance during recent years. Weekend attendance at past year's Memphis air shows have exceeded 75,000.

A 2017 survey conducted by the International Council of Air Shows (ICAS) showed that air show attendees are a well-educated, affluent group of men, women and children of all ages.

Over 79% of air show spectators have at least some college education.

Almost half (46%) have at least one college degree.

Nearly two-thirds (64%) report a household income of \$50,000 or more and 40% report income of \$75,000 or more.



Air shows are family events

Women make up over 41% of the air show spectator base.

Air shows draw spectators of all ages with nearly 50% between the ages of 30 and 50.

Almost half of the attendees (48%) had a child in their group.



Air Shows attract a unique spectator base. Previous surveys have shown that the average spectator spends more than four hours at the air show watching, talking, listening, and buying

Other demographics:

More than 90% have internet access at home.

Almost three quarters (73%) purchased an item over the internet in the past six months.

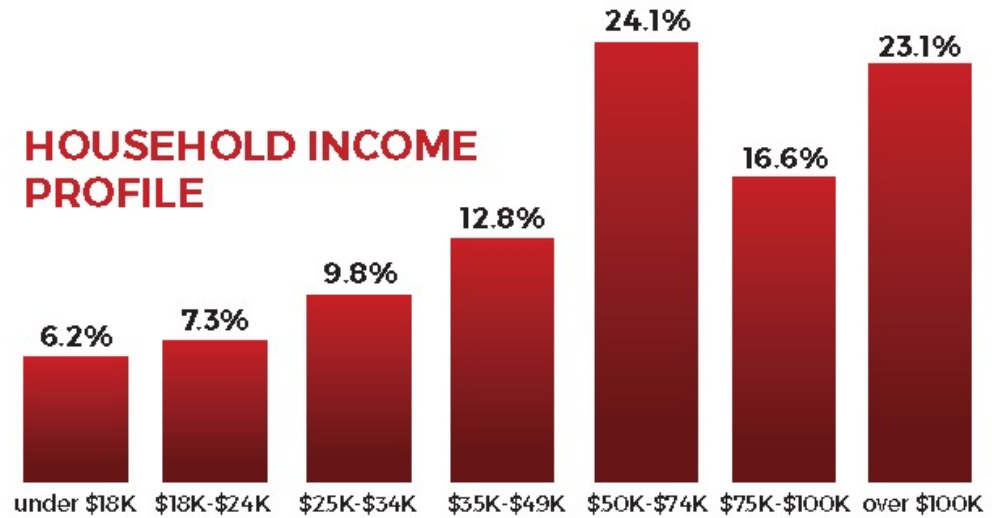
More than two-thirds (64%) own their own homes.

More than 40% have bought a new car in the past three years.

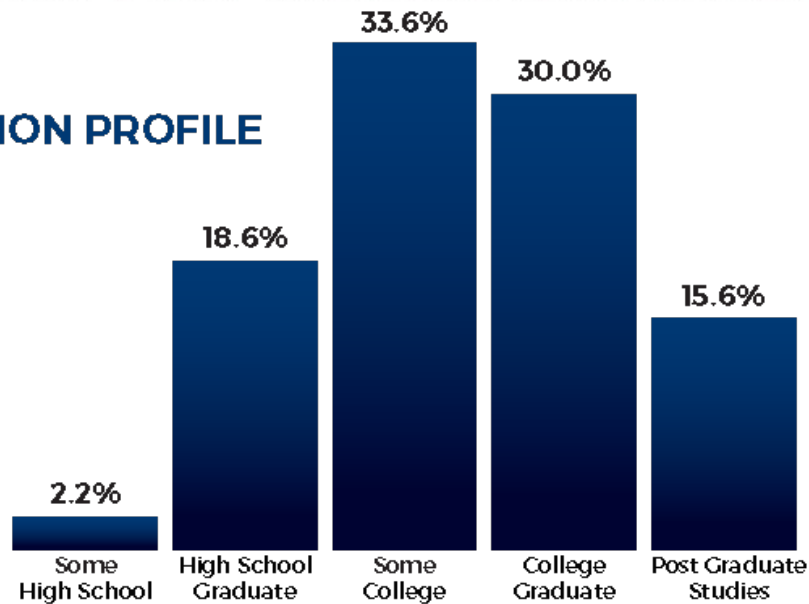




HOUSEHOLD INCOME PROFILE

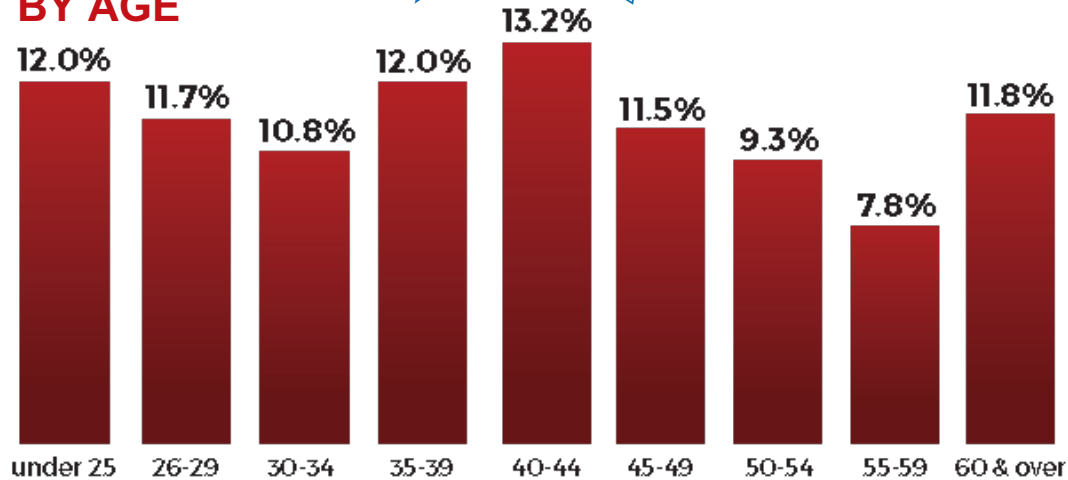


EDUCATION PROFILE

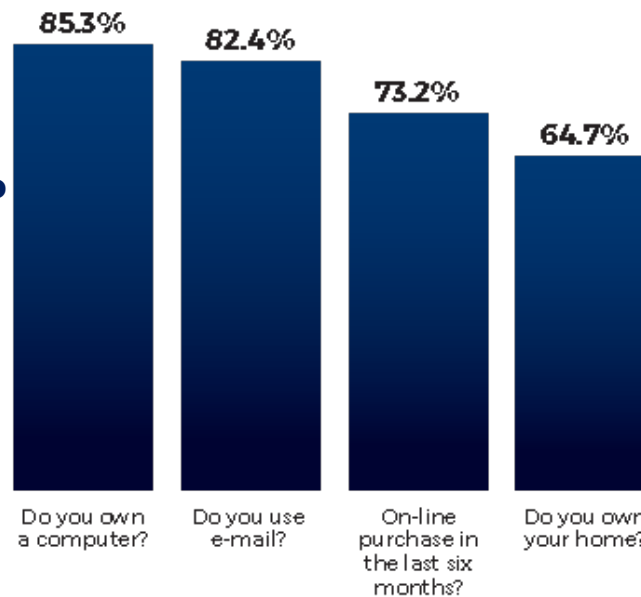




ADULT SPECTATORS BY AGE



COMPUTER, INTERNET, HOME OWNERSHIP





Naval Support Activity Mid-South

Home to Navy Recruiting Command, Navy Personnel Command (BUPERS), and the Navy Manpower Analysis Center (NAVMAC), NSA Mid-South in Millington, Tennessee is home to thousands of service members. The Midsouth Airshow showcases this asset to the region.

2022 will be the 80th Anniversary of the U.S. Navy in Millington, Tennessee. NSA Mid-South is an 8,000 person U.S. Navy installation located at the show site and serves as the Personnel Headquarters Command and Navy Recruiting Command for the U.S. Navy.

NSA Mid-South Facts:

7,500 Sailors and Employees
1,000 personnel from the Base attend the airshow
The airshow attracts top U.S. Navy Admirals to view the Blue Angels.
Navy MWR is an Exhibitor at the airshow

STEM Education – Aviation Focus



The Midsouth Airshow provides a Science, Technology, Engineering, and Math (STEM) educational outreach opportunity with an aviation focus for children of all ages throughout the Mid-South. Interactive exhibits such as the Navy SEALs Dive Tank, Virtual Reality Experience, and Aircraft Cockpit Tours allow children to experience first hand the science and engineering that powers today's modern technologies.

Local Schools Benefit

Members of the Blue Angels speak at local schools as part of their school visitation program.

Blue Angels provide Key Influencer Rides for teachers and other mentors who have positively impacted the lives of children.

Local school groups volunteer to help make the Midsouth Airshow possible.

Children under 8 are free with purchase of an adult admission.

Aviation Universities

Universities offering 4-year Aviation degree programs setup hands-on exhibits at the airshow including:

Crew Training International
University of Memphis
Delta State University
University Aviation
Association



Hospitality Chalet

A Corporate Chalet is the ultimate way to experience the excitement of the Midsouth Airshow in style. Located on the front flight line, It is perfect for hosting 60-100 guests per day. A Corporate Chalet allows your company the opportunity to entertain clients, employees, family, and friends in an up-close VIP chalet. You provide the guests, and we'll do the rest.

Customize your catering menu specifically for your guests. From exclusive wait staff to private restroom facilities, your guests will truly enjoy the benefits of VIP seating.



Corporate Entertainment

The Hospitality Chalet measures 30' x 60' and can accommodate approximately 100 guests per day. Chalets include food, drinks, and alcohol for your guests. Covered seating and private restrooms are provided.



Air Shows provide the unique opportunity to engage one-on-one in an enjoyable and entertaining setting with the employees and customers that drive your business forward.

Chalets by the Numbers

- Up to 100 Guests per Day
- 200 Total Guests Saturday & Sunday
- 8 Covered Tables
- Outdoor Patio Seating for 50
- 50 VIP Parking Passes per Day





Sponsorship Options



Sponsor Benefits	\$1,000 Friends & Family	\$3,000 Bronze	\$5,000 Silver	\$10,000 Gold	\$25,000 Premium
General Admission Tickets	25	25	25	40	50
VIP Parking Passes	5	10	15	50	50
VIP Chalet Passes - Fully Catered	-	10	25	40	50
VIP Tickets to Airshow Performer Reception	-	-	2	4	5
Square Feet of Exhibit Space	-	100	150	200	200
Corporate Brand and Logo on Event Website	-	✓	✓	✓	✓
Logo Banner Placements at Event Site	1	2	3	4	5
Public Announcement on Day of Show	1	2	3	4	5
Company Logo Placement	Website	Event media, website, social media, event program	Event media, website, social media, event program	Event media, website, social media, event program	Event media, website, social media, event program, press releases
Company Aircraft/Vehicle Ramp Display	-	-	-	✓	✓
Use of Company Branded Products in VIP Chalet	-	-	-	-	✓



June 18-19 | 2022

UNITED STATES NAVY
Blue Angels



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