

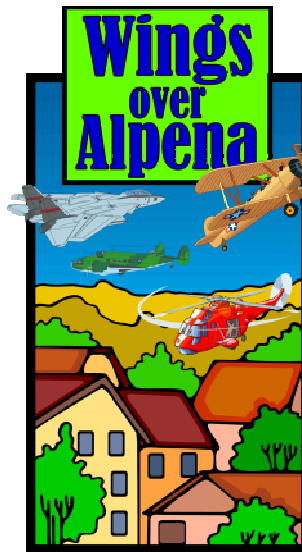
Wings Over Alpena 2010

“Tribute to World War II”

Show Date: August 21, 2010

Background: After a very successful 2008 show, Wings Over Alpena 2010 is already in the planning stages. The show will again be held on the grounds of Alpena’s Combat Readiness Training Center. Over 30,000 people attended Wings Over Alpena 2008, with traffic lineups going four miles both ways on M-32. Our 2010 show will be themed “A Tribute To World War II”. We will be focusing on bringing acts and static displays of this era to the show.

The Event: The gates will open at 8:00 am and flying will go throughout the day. We will be attempting to bring more people into the Alpena area overnight by starting the flying early. Local volunteer groups and vendors will be serving food and many children’s activities will also be planned.



The Performers: Obviously our acts are based heavily on the amount of money we can raise. Here are a few acts we are considering for 2010:

- **Valiant Echoes:** Three acts in one! Mike Kennedy flies a Vultee BT-13A (WWII trainer) and offers three unique performances.
- **Scream’n Rebel Airshows:** A four-ship formation team flying T-6 Texans. The Rebels will perform Friday evening and Saturday.
- **Misty Blues Skydiving Team:** The Blues were part of our first show in 2008. The all-woman skydiving team is based in Ann Arbor, MI.
- **Mike Lakin & Billy Werth:** Two civilian performers, Mike flies a Super Decathlon and Bill flies a Pitts Biplane.
- **“Yankee Warrior” B-25:** A true WWII North American B-25 Mitchell bomber! The B-25 will be open to the public to view inside & out.



TYPES OF SPONSORSHIPS

WOA 2010 is seeking four types of sponsorships: Act, Show, Corporate and Individual. Please contact Phil Agius if your company would be in a position to discuss an Act or Show Sponsorship (prices begin at \$2,000).

Individual Sponsorships for Wings Over Alpena begin at \$150. If you are interested in sponsoring the show individually, you will receive either two tickets for media day on Friday (including the Friday evening dinner / air show) **or** two tickets for our VIP tent on show day. Your name will also be listed in the show program (please note, program goes to print two weeks before the show).

Contacts for all sponsorships:

Phil Agius
Cell: 989-916-9282
E-mail: phil@wingsoveralpena.com

Phil Wiser
Cell: 989-657-1664
E-mail: philw@wingsoveralpena.com

WINGS OVER ALPENA 2010

ACT & SHOW SPONSORSHIP INCENTIVES

ADVERTISING

Whenever companies spend money, they want the most “bang for their buck”. WOA 2010 can offer sponsors the following in terms of advertising:

- Coverage on www.wingsoveralpena.com. Your company logo will be shown on the home page of our website and will be hyper linked to your own website, if your business has one.
- Show program: One week prior to the show, the Alpena News will be printing a show program (approximately 10,000 copies) & distributing it with the paper. Your ad will be displayed in the program. We will also be distributing another 5,000 copies on show day.
- Show mentions: Your sponsorship of the show will be mentioned throughout the day Saturday over the PA system as well as during your sponsored act.
- Sponsor tables: We will supply a table for you to advertise your companies’ products and services during the show.



SPONSOR EXTRAS

The real benefit of becoming a Wings Over Alpena sponsor will be realized the weekend of the air show. As a “thank you” for supporting the show, you can choose to be part of all or some of the following on show weekend (number of tickets based on sponsorship level):

- Media Day Passes: Friday is known as “media day”... prior to the air show Saturday, the pilots & planes will be arriving & taking local media for rides to help build up some excitement for the show. You’ll also have a chance to walk the tarmac & see our static displays prior to the 50,000+ people that will show up on Saturday.
- “Sponsor Rides”!: Enjoy a ride in a vintage aircraft or give a favorite customer the opportunity. Chances like this are rare indeed!
- Sponsor Night Tickets: Watch all the acts practice starting at roughly 4:00 pm on Friday. Once practice is over, join us at the River Club Friday evening for a chance to meet the performers and your fellow sponsors. Hamburgers, hot dogs, and soda will be provided free of charge to sponsors (there will be a cash bar for alcoholic drinks), we’ll also have live music.
- Friday night air show: Similar to our 2008 show, sponsors will be treated to a Friday evening air show starting at approximately 8:00 pm. Acts to be determined & weather dependent.
- Priority parking passes: Sponsors will receive priority parking spots near the ramp for Saturday’s show.
- Private Tent: As an act sponsor, we will provide a 20’x20’ tent on the show line for you, your employees and customers. A food & drink credit of up to \$250 will also be provided. Additional catering, food and drink can be arranged with one of our approved show vendors.
- Your act will be happy to join you at your business to sign autographs, meet your staff, and market themselves to the public on your behalf. Imagine 40,000 or more attendees associating a flying act with your company!

DEMOGRAPHICS SNAPSHOT

A few demographics of air shows from 2006 data collected from over 2500 attendees:

- 21% of attendees have incomes over \$100,000; 64% have household incomes over \$50,000
- Three out of four attendees have at least some college education. More than 40% have at least one college degree
- Air shows are family events; women make up 40% of the attendees, almost half had a child in their group
- Wings Over Alpena 2008 was on the cover of the Alpena news four times before and after the show
- Air shows have been among North America’s highest attended events for over 75 years.
- Wings Over Alpena 2008 had over 30,000 attendees...and will still be a free event in 2010!
- Over \$3,000 was donated back to community volunteer groups in 2008