

# AIRFEST

27-28  
MAY 2017



## 2017 PLANNED ACTIVITIES

### CHILDRENS ACTIVITIES

- ✦ Jumping castles
- ✦ Face Painting
- ✦ Obstacle Course
- ✦ Childrens rides
- ✦ Aviation Safety Demo's
- ✦ Touch Farm

### ADULT ACTIVITIES



VIP  
SECTIONS

### MARKETING PLATFORMS

- ✦ Airfest Website
- ✦ Facebook - posts and competitions - reach of +10 000
- ✦ Banner on Batting Bridge
- ✦ Posters on street light poles
- ✦ Flyers
- ✦ Interviews on Wild Coast FM and Algoa FM
- ✦ Advertising event on Wild Coast FM and Algoa FM
- ✦ Promoters at busy intersections
- ✦ Editorial and adverts in the Daily Dispatch
- ✦ Email promotions (1000 direct emails)
- ✦ Whatsapp Broadcasts
- ✦ SA Flyer Magazine

### AIRCRAFT RIDES STATIC AIRCRAFT DISPLAY MTB CHALLENGE

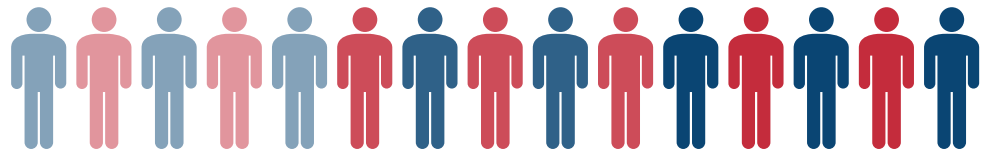


## AIRSHOW AIRSHOW AIRSHOW



**EVENT VIDEO**  
TO BUILD EXCITEMENT FOR 2018

## 2016 STATISTICS VS TWENTY SEVENTEEN



± **2800**  
TWENTY SIXTEEN



± **6000**  
ESTIMATED 2017

### ENGAGEMENT

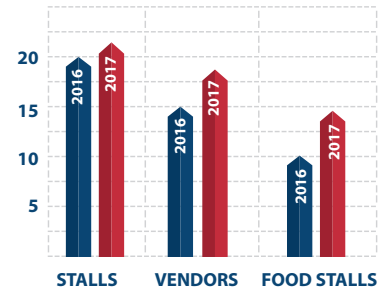
REACH AUDIENCES

+10 500

+50 000



## STALL HOLDERS



**FOOD SOLD ±1812 MEALS**

± **850L**  
BEVERAGES SOLD

## PILOT INFORMATION



**DIRECTION**  
09/27  
04/22

**LENGTH**  
950m  
500m

**SURFACE**  
Grass  
Grass

**ELEVATION**  
1248 ft/1261 ft  
1239 ft/1209 ft

**CONDITION**  
Good  
Good



**CO-ORDINATES**  
Decimal Degrees:  
Degrees, Mins, Secs:  
GPS Co-ords:

S 32.825662°  
S 32°49'32"  
S 32°49.5397'

E 27.836450°  
E 27°50'11"  
E 27°50.1870'



**FREQUENCY**

Broadcast 125.2 mhz as Wings Park is below the TMA and in the Special Rules area outside of East London's CTR.



**FUEL**

AVGAS and MOGAS is available.



**POWER LINE CAUTION**

There are power lines and phone lines on approach to RW04, RW27 and RW09 (with Eskom balls on the power line on approach to RW09). There is a cellphone tower toward the NW of the airfield, as well as high tension power lines running in the valley to the South. There is a telephone line running along the road, northwards, parallel to RW09/RW27. There is a power line running parallel to the runway RW09/RW27 to the South.



Airfield



Game Farm



Cycling Trails



Running Trails



# 27<sup>TH</sup> & 28<sup>TH</sup> MAY 2017

WINGS PARK AIRFIELD - EAST LONDON

## SPONSORSHIP

Sponsor's name: \_\_\_\_\_ Email Address: \_\_\_\_\_

Landline number: \_\_\_\_\_ Contact person: \_\_\_\_\_

Cell number: \_\_\_\_\_ Web url: \_\_\_\_\_

Description of service / products: \_\_\_\_\_

TYPES OF SPONSORSHIPS	
<p><b>Headline Sponsor</b></p> <p><b>R100 000.00</b></p>	<p>Event naming rights i.e "The YourCompanyName Airfest"</p> <p>Beer tent naming i.e "The YourCompanyName Beer Tent"</p> <p>Full VIP Clubhouse at the Airfest</p> <p>VIP Event Parking (+/- 30 cars)</p> <p>VIP Experience return flight to Wavecrest Hotel for breakfast (up to 4 persons)</p> <p>Bar drinks at cost price</p> <p>Company Logo / Name on ALL marketing materials (Online &amp; Offline):</p> <ul style="list-style-type: none"> <li>- Daily Dispatch                      - Go! Express                                      - The Herald</li> <li>- Airfest Website                      - Airfest Facebook page                      - Printed material</li> </ul> <p>Short 2 min corporate event sponsorship video (Showcasing company and event)</p> <p>Brandable Event stand &amp; event entrance branding (banners / posters / flags etc to be supplied by sponsor)</p> <p>Sponsored broadcasts before and during the event and advert displayed on LED Screen</p> <p>40 Free Tickets into Event</p> <p>Post event marketing report / analytics</p> <p>Logo at the Bottom of the Border Aviation Monthly Member Newsletter for a Year (300+ subscribers)</p>
<p><b>R1.2 million value</b></p>	
<p><b>Class A Sponsor</b></p> <p><b>R50 000.00</b></p>	<p>Name an airshow act i.e "The YourCompanyName Fighter Jet display"</p> <p>General VIP area access at the Airfest</p> <p>VIP Event Parking (+/- 15 cars)</p> <p>VIP Free flight with Border Aviation Club (up to 4 persons)</p> <p>Banner Along Public Parking Section (1 banner every 40 meters- to be supplied by sponsor)</p> <p>Brandable Event stand &amp; event entrance branding (banners / posters / flags etc to be supplied by sponsor)</p> <p>Company Logo / Name on ALL marketing materials (Online &amp; Offline):</p> <ul style="list-style-type: none"> <li>- Daily Dispatch                      - Go! Express                                      - The Herald</li> <li>- Airfest Website                      - Airfest Facebook page                      - Printed material</li> </ul> <p>Co-Branding Opportunity Around Children's Play Area (banners / flags etc to be supplied by sponsor)</p> <p>Short 2 min corporate event sponsorship video (Showcasing company and event)</p> <p>Sponsored broadcasts before and during the event and advert displayed on LED Screen</p> <p>20 Free Tickets into Event</p> <p>Post event marketing report / analytics</p> <p>Logo at the Bottom of the Border Aviation Monthly Member Newsletter for a Year (300+ subscribers)</p>
<p><b>R350 000 value</b></p>	



## BANKING DETAILS:

Border Aviation Club, First National Bank,  
Account: 52120625515, Southernwood Branch 210221

Please use your STAND NAME /BUSINESS NAME as the reference.  
Email to [admin@borderaviation.co.za](mailto:admin@borderaviation.co.za)

Type of sponsorship: \_\_\_\_\_ Number of Entry Tickets: \_\_\_\_\_

I hereby acknowledge that I am duly authorised to sign this contract on behalf or in the capacity of a legitimate stand holder and accept and agree to abide by the Rules and Condition of Trade.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

Sponsorship forms to be submitted to: [admin@borderaviation.co.za](mailto:admin@borderaviation.co.za) | FAX 086 516 8475 | PHONE 043 736 6181

**DIRECTIONS:** Take the N6 highway to Stutterheim approximately 20km from the Beacon Bay Circle, turn right on the Old Komga Road, Wings Park Entrance on your Right.

**Co-ordinates:** Degrees, Mins, Secs S32°49'32" E27°50'11"

