

(3) Business: Money makes the show go around

Corporate Sponsors

"A sponsor is a marketing partner who uses air shows...as an alternative means of advertising and promotion, an alternative to print or TV. Soft drinks, beer, automotive, telecom spend the most money because they share a broad spectrum of audience. Whether you make a million or ten thousand a year, you own a telephone, so telecom is a logical partner. Same for soft drinks, they are heavily into corporate sponsorships. As you move further along the list, most people drive a car, but is this a Chevrolet or a Cadillac audience? Air shows are Chevrolet."

Jim Breen, American Air Show Network, Umbrella Entertainment Carpinteria, California

"The air show audience is a powerful demographic and potentially lucrative market for technology, consumer goods and service companies." **Roger A.Mola**

Source: "Name that Show: A Virtual Panel Discussion on Air Show Sponsorship." <www.airshows.org/magazine/back-issues/4Q1999/Air%20Show%20Sponsorship.pdf>

"Air shows are likely to grow even more popular with marketers as they learn of the events' unusually broad-based demographics and fan loyalty." *Adweek Magazine*

"Advertising, promotion, hospitality and display opportunities combine with a unique and thrilling event to create a powerful marketing and entertainment vehicle unlike any other."

Source: <www.cias.org/SponsorShipInfo/CIAS>

"Air shows are an excellent marketing venue to help brands reach a hard-to-reach market: large numbers of well-educated adults with young families. Unlike many other events, air shows are not saturated with marketing messages, so brand awareness is easily achievable."

Source: <www.skytypers.com/facts.html>

Here are some of the corporations that "partnered" with specific military air shows this year. (This data was gathered from the web sites of these war shows.)

Abbotsford

Abbotsford Flying Club, Pepsi, HE MacMillan Space Centre, Ford, Pacific Coach Lines, Canada Place Corp., Telus Mobility.

Lethbridge

Alberta Treasury Branches, Pepsi.

London

Presenting Sponsors: Molson Canadian, Western Fair Racetrack Slots, Delta London Armouries Hotel.

Official Sponsors: FedEx, Bell, Rapport Graphics, Sundance balloons, Universal Printing.

Product Sponsors: London Airport, Pizza Pizza, 3M, Colour Your World, Nestle Ice Cream, Westmount, ODG.

(Note: These sponsors were set up before this war show was cancelled in the spring.)

Moose Jaw

Bombardier Aerospace, Village Ford Lincoln Sales, Labatt Breweries Saskatchewan, Coca Cola.

North Bay

Air Ontario, Bell Canada, Bell Mobility, Bombardier, Canadian Tire, Casey's, Canadian Imperial Bank of Commerce, Clarion Resort Pinewood Park, Comfort Inn, Conklin, Chrysler, Equisure, Labatts, Lafarge, Molsons, National Frontier, Nortek Computers, Pepsi, Pizza Hut, Pizza Pizza, Royal Bank, Scotia Bank, Star Choice, Teletech, Tembec, Trans Canada Pipeline.

Ottawa

Military companies: Boeing, Bombardier, Eurocopter, Lockheed Martin, NAV Canada, NH Industries, Sikorsky, Westland

Other companies: Aerographics, Air Canada, Bell Mobility, Carleton Productions, Check Six, Christie & Walthier, Cognos, Duocom, FedEx, First Air, Good Humor Breyers, Minolta, OAS Flight Training, OC Transpo, Ottawa Air Port, Pizza Pizza, Ottawa Renegades, Proav, Southway Inn, Ticket Master, West Jet.

Owen Sound

Scotiabank & Trust, TD Waterhouse, John & Sally Horsfall Eaton Foundation, Spitfire Emporium, Deals Surplus Stores,

Riddell Contracting, Chapman's Ice Cream, LFTC Meaford, Kelsey's Restaurant, Montana's Cookhouse Saloon, CRS Rentals.

Shearwater

Aliant Telecom, Atlantic Superstore, Pepsi.

Toronto

Tim Hortons, BAE Systems, Canadian National Exhibition, M&M (Meat shops), Bennett Jones, Boeing, Good Humor Breyers, Team Oracle.

Windsor

Ford Motor Co. Canada.

Winnipeg

Platinum: Ford, Rogers, Wireless, AT&T

Gold: Pepsi, Boeing, Lotto 649, Winnipeg airport, Prolific Group, Viscount Gort Hotel, Magellan Aerospace Corp (Bristol Aerospace), J&J Penner Construction, Aerospace Manufacturing Technologies, Kodak, Standard Aero.

Silver: Able Movers Ltd., Cummins Mid-Canada, Molson Canada, Battlefield Rentals, Atco Airports, NAV Canada, CAA Manitoba, To Le Do Food Services, Winnport Logistics.

Bronze: Ad In, AES Signs Ltd., Bel-Ayre Rentals, Burger King, Dons Photo, Canada Safeway, IMAX Theater, Dickie Dee Ice Cream, FedEx, Garden City Dental Centre, Keystone Courier, Lasting Impressions Printing, Manitoba Blue Cross, Nelson Tent Rentals, Nesbitt Burns, Old Dutch Foods Ltd., Telav, Unplugged Tech, Canadian Waste Services.

Military Corporations

Military Air Shows provide excellent marketing opportunities for the corporations that produce warplanes. Large military aerospace trade shows have been held in conjunction with air shows at Abbotsford, Shearwater, Edmonton and Ottawa. These events attract dozens of the world's biggest military producers, military users and government buyers from around the world.

Military corporations often among the major sponsors of air shows. They pay for hospitality tents where they can entertain guests such as potential purchasers and show them how well their warplanes perform.

