



MCAS Iwakuni Airshow *Friendship Day* 2024 Sponsorship Opportunities

We are pleased to announce that the MCAS Iwakuni Airshow *Friendship Day* will return to May 5, 2024!

My name is Bobbie Brock, Marketing Director at Marine Corps Community Services (MCCS) on Marine Corps Air Station Iwakuni, Japan.

Our mission at MCCS is to take care of our Marines, Sailors, and their Family Members by providing quality of life programs, products, and services in support of the Marine Corps mission.

Open to the public, the MCAS Iwakuni Airshow is the largest single-day airshow in the Asia-Pacific region. It is a joint effort between the U.S. Marine Corps (USMC) and the Japan Maritime Self-Defense Force (JMSDF). Attendance is expected to exceed 150,000 with visitors from within and outside Yamaguchi prefecture.

It is a full day of fun for children and adults alike. Crowds can expect to experience a thrilling display of civilian and military aerial performances, a wall of fire, static displays, food and retail vendors, the opportunity to take commemorative photos with U.S. and Japan military personnel and more!

We are always open to providing sponsorship opportunities that fit your specific business objectives and budget. Please let me know if you are interested in being a part of the most EXCITING event in Yamaguchi Prefecture in 2024!

Application deadline for sponsorship: Thursday, February 22, 2024

Your consideration for sponsoring MCAS Iwakuni Airshow *Friendship Day* 2024 is greatly appreciated.

Bobbie Brock

MCCS Marketing, Marine Corps Air Station Iwakuni

Phone: 808-285-9439 E-mail: bobbie.brock@usmc-mccs.org



MCAS Iwakuni Airshow *Friendship Day* **Sponsor Opportunities - *Limited Availability***

*Sponsor
Investment*

Priority Chalet Sponsor: Client/Team Building Hospitality Chalet Directly on the Showline, VIP Treatment, Marketing/Branding, Market Impact, Creating Goodwill to Impact Brand Loyalty, Positioning to both Civilian and Military Markets.

\$15,000

MCCS Provides

- *Hospitality: Client/Team Entertaining for up to 100 guests (showline viewing, VIP gift bag, meal, water, soft drinks)
- *Vehicle display of up to five cars + escort service
- *Banner display on showline chalet
- *Use of official airshow logo
- *Logo on event map, and printed materials and main page of airshow website (pre/during/post event)
- *Logo/name on social media posts (3) and 60+ digital screens
- *Audio announcement at and throughout the airshow

Premier Chalet Sponsor: *Package A* Client/Team Building Hospitality Chalet Directly on the Showline, VIP Treatment, Marketing/Branding, Market Impact, Creating Goodwill to Impact Brand Loyalty, Positioning to both Civilian and Military Markets.

\$10,000

MCCS Provides

- *Shared Hospitality: Client/Team Entertaining for up to 75 guests (showline viewing, VIP gift bag, meal, water, soft drinks)
- *Banner display on showline chalet
- *Use of official airshow logo
- *Logo on event map, printed materials and main page of airshow website (pre/during/post event)
- *Logo/name on social media posts (3) and 60+ digital screens
- *Audio announcement at and throughout the airshow

Premier Chalet Sponsor: *Package B* Client/Team Building Hospitality Chalet Directly on the Showline, VIP Treatment, Marketing/Branding, Market Impact, Creating Goodwill to Impact Brand Loyalty, Positioning to both Civilian and Military Markets.

\$7,500

MCCS Provides



*Shared Hospitality: Client/Team Entertaining for up to 50 guests (showline viewing, VIP gift bag, meal, water, soft drinks)

*Banner display on showline chalet

*Use of official airshow logo

*Logo on event map, printed materials and main page of airshow website (pre/during/post event)

*Logo/name on social media posts (3) and 60+ digital screens

*Audio announcement at and throughout the airshow

Premier Chalet Sponsor: *Package C* Client/Team Building Hospitality Chalet Directly on the Showline, VIP Treatment, Marketing/Branding, Market Impact, Creating Goodwill to Impact Brand Loyalty, Positioning to both Civilian and Military Markets.

\$5,000

MCCS Provides

*Shared Hospitality: Client/Team Entertaining for up to 25 guests (showline viewing, VIP gift bag, meal, water, soft drinks)

*Banner display on showline chalet

*Use of official airshow logo

*Logo on sponsor page of airshow website (pre/during/post event)

*Audio announcement at and throughout the airshow

Staff Uniform Sponsor: Uniform shirts are provided to staff of 800+ to wear on the practice day and airshow day. Staff work throughout the event at food and retail locations, VIP seating areas, and during social events. Provide us with your branding colors, we will choose one of those colors as the shirt color, and place your logo on the sleeve.

\$3,500

MCCS Provides

*Logo on uniform sleeve of 800+ uniforms worn by MCCS and military staff

*Logo on airshow website sponsor page (pre/during/post event)

*Banner placement on fence line

*Audio announcement at and throughout the airshow



After Party Reception: *Package A* Following the Saturday, 4 May practice day, and the post performer debriefing, a welcome reception is held at Club Iwakuni. This is an excellent opportunity to network with decision makers, airshow performers, planners, leaders, and other sponsors. Included are the following branding opportunities included. (250+ people attending. Leaders, performers, sponsors, staff.)

\$2,500

MCCS Provides

- *Logo on airshow website sponsor page (pre/during/post event)
- *Logo on invitation and any program developed for specific event
- *Banner and/or vehicle placement at function
- *Banner placement on fence line
- *Invitation for 5 people to attend the after party

After Party Reception: *Package B* Following the Saturday, 4 May practice day, and the post performer debriefing, a welcome reception is held at Club Iwakuni. This is an excellent opportunity to network with decision makers, airshow performers, planners, leaders, and other sponsors. Included are the following branding opportunities included. (250+ people attending. Leaders, performers, sponsors, staff.)

\$2,500

MCCS Provides

- *Logo on airshow website sponsor page (pre/during/post event)
- *Logo on invitation and any program developed for specific event
- *Banner and/or vehicle placement at event
- *Banner placement on fence line
- *Invitation for 5 people to attend the after party

Welcome Reception and Performer Debrief (Saturday, 4 May): Following the Saturday, 4 May practice day, and the post performer debriefing, a welcome reception is held at Club Iwakuni. This is an excellent opportunity to network with decision makers, airshow performers, planners, leaders, and other sponsors. Included are the following branding opportunities:

\$1,750

MCCS Provides

- *Logo on airshow website sponsor page (pre/during/post event)
- *Logo on invitation and any program developed for specific event
- *Banner and/or vehicle placement at event
- *Banner placement on fence line



*Invitation for 5 people to attend the social

Performer Breakfast Briefing (Saturday, 4 May): Each morning of the performance performers meet at Club Iwakuni for an official show timeline, weather, briefing provided by the airboss. Approximately 100 guests are in attendance.

\$1,750

MCCS Provides

- *Logo on airshow website sponsor page (pre/during/post event)
- *Logo on invitation and any program developed for specific event
- *Banner placement in the breakfast room
- *Banner placement on fence line
- *Invitation for 4 people to attend the breakfast

Performer Breakfast Briefing (Sunday, 5 May): Each morning of the performance performers meet at Club Iwakuni for an official show timeline, weather, briefing provided by the airboss. Approximately 100 guests are in attendance.

\$1,750

MCCS Provides

- *Logo on airshow website sponsor page (pre/during/post event)
- *Logo on invitation and any program developed for specific event
- *Banner placement in the breakfast room
- *Banner placement on fence line
- *Invitation for 4 people to attend the breakfast

Exhibitor Sponsor: Flight line exhibit booths are opportunities for interaction with airshow attendees. All exhibit booths are 3.6m x 5.4m spaces setup outdoors on the ramp directly behind the flightline. These spaces are an ideal opportunity to interact with attendees, develop lead-generation, and product sampling. Sales of merchandise is not allowed.

\$1,750

MCCS Provides

- *3.6m x 5.4m (11.8ft x 17.7ft), 2 tables and 4 chairs
- *Logo on airshow website sponsor page (pre/during/post event)
- *Banner display at booth



*Audio announcement at and throughout the airshow

*Face-to-face lead generation

Onsite Banner Placement: Your opportunity to reach 150,000 airshow attendees with a banner display of your logo/branding message. Provide corporate banners to us and we will place them on entrance fencing or on the back of bleacher seating at the event location. Banner sizes are listed below in inches (HxL) with grommets for hanging.

\$400

MCCS Provides

Placement of (1) 34inx65in Bleacher Banner OR

Placement of (1) 36inx72in or 36inx96in West Gate Banner

Sponsor fee payment method and due date: MCCS will send each sponsor an invoice on March 1, and the sponsor should make the payment to the designated bank account by March 31, 2024.

You can visit our website at <https://iwakuniairshow.com/> and Facebook at <https://www.facebook.com/MCASIwakuniAirshow>

or the QR codes below:

Facebook QR



Website QR

