



JMSDF-MCAS Iwakuni Airshow Friendship Day Sponsorship Opportunities

We are pleased to announce that the MCAS Iwakuni Airshow Friendship Day is Sunday, May 4, 2025!

My name is Ronald Netemeyer, Marketing Director at Marine Corps Community Services (MCCS) at 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.

The JMSDF-MCAS Iwakuni Airshow Friendship Day 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 Japanese 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, opportunities to take commemorative photos with U.S. and Japanese military personnel, and more!

We are always open to providing sponsorship opportunities that fit your business objectives and budget. Please let me know if you are interested in being part of the most exciting event in Yamaguchi prefecture in 2025.

Application deadline for sponsorship: Friday, February 21, 2025

Your consideration for sponsoring the *JMSDF-MCAS Iwakuni Airshow Friendship Day 2025* is greatly appreciated.

Ronald Netemeyer

MCCS Marketing Director, Marine Corps Air Station Iwakuni

Email: ronald.netemeyer@usmc-mccs.org



JMSDF-MCAS Iwakuni Airshow Friendship Day Sponsorship Opportunities

Contact us to inquire about the sponsor investment cost for the individual packages.

Disclaimer: Please note that the sponsorship packages are presented from the most expensive to the least. Each package includes a list of what is offered with a description explaining the benefits. Please be aware that these packages are subject to change based on the evolving plans and requirements of the event. We appreciate your understanding and flexibility as we work to create the best possible experience for our sponsors and attendees.

Priority Chalet Sponsor

Includes Client/Team building hospitality chalet directly on the airshow show line, VIP Treatment, marketing/branding, market impact, creating goodwill to impact brand loyalty, and positioning to both civilian and military markets.

MCCS provides:

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

Premier Chalet Sponsor

Package A

Includes Client/Team building hospitality chalet directly on the airshow show line, VIP Treatment, marketing/branding, market impact, creating goodwill to impact brand loyalty, and positioning to both civilian and military markets.

MCCS provides:

- Shared hospitality: Client/team entertaining for up to **75 guests** with show line viewing, VIP gift bag, meal, water, and soft drinks.
- Banner display on show line chalet
- Use of official airshow logo
- Logo on the official event map, printed materials, and on the main page of the airshow website (pre/during/post event)
- Logo on social media posts (3) and 60+ digital screens
- Audio announcements at and throughout the airshow

Package B

Includes Client/Team building hospitality chalet directly on the airshow show line, VIP Treatment, marketing/branding, market impact, creating goodwill to impact brand loyalty, and positioning to both civilian and military markets.

MCCS provides:

- Shared hospitality: Client/team entertaining for up to **50 guests** with show line viewing, VIP gift bag, meal, water, and soft drinks.
- Banner display on show line chalet
- Use of official airshow logo
- Logo on the official event map, printed materials, and on the main page of the airshow website (pre/during/post event)
- Logo on social media posts (3) and 60+ digital screens
- Audio announcements at and throughout the airshow

Package C

Includes Client/Team building hospitality chalet directly on the airshow show line, VIP Treatment, marketing/branding, market impact, creating goodwill to impact brand loyalty, and positioning to both civilian and military markets.

MCCS provides:

- Shared hospitality: Client/team entertaining for up to **25 guests** with show line viewing, VIP gift bag, meal, water, and soft drinks.
- Banner display on show line chalet
- Use of official airshow logo
- Logo on the sponsor page of the airshow website (pre/during/post event)
- Audio announcements at and throughout the airshow

Staff Uniform Sponsor

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

MCCS provides:

- Logo on the uniform sleeve of 800+ uniforms to be worn by MCCS and military staff
 - Logo on the airshow website sponsor page (pre/during/post event)
 - Banner placement on the fence line
 - Audio announcements at and throughout the airshow
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After Party Reception: Package A & B [Limited to 2 Sponsors]

Following the Saturday, May 3 Family Day and 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.

About 250+ attendees, including leaders, performers, sponsors, and staff.

MCCS provides:

- Logo on the airshow website sponsor page (pre/during/post event)
 - Logo on the invitation and any program developed for the specific event
 - Banner and/or vehicle placement at the function
 - Banner placement on the Friendship Day fence line
 - Invitation for 5 people to attend the after party
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Welcome Reception and Performers Debrief (Sunday, May 4)

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About 250+ attendees, including leaders, performers, sponsors, and staff.

MCCS provides:

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

Performers Breakfast Briefing (Saturday, May 3)

Each morning of the performance, performers meet at Club Iwakuni for an official show timeline and weather briefing provided by the air boss. About 100 guests are in attendance.

MCCS provides:

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

Performers Breakfast Briefing (Sunday, May 4)

Each morning of the performance, performers meet at Club Iwakuni for an official show timeline and weather briefing provided by the air boss. About 100 guests are in attendance.

MCCS provides:

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

Flightline exhibit booths are opportunities for interactions with airshow attendees. All exhibit booths are 3.6 x 5.4m outdoor spaces set up on the ramp directly behind the flight line. These spaces provide an excellent opportunity to engage with attendees, lead generation, and offer product samples. The sale of merchandise is not allowed.

MCCS provides:

- 3.6m x 5.4m (11.8 x17.7 ft), 2 tables, and 4 chairs
 - Logo on the airshow website sponsor page (pre/during/post event)
 - Banner display at booth
 - Audio announcements at and throughout the airshow
 - Face-to-face lead generation
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On-site Banner Placement

An 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 the bleacher seating at the event location. Banner sizes are listed below in inches (HxL) with grommets for hanging,

MCCS provides:

- Placement of one (1) 34x65in bleacher banner OR
- Placement of one (1) 34x72in or 35x96in banner at the West Gate



Sponsor Fee Payment Method & 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, 2025.

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

You can also scan the QR codes below:

Friendship Day Website QR Code



Friendship Day Facebook Page QR Code

