

**WESTON**  
AIR FESTIVAL



# SPONSORSHIP OPPORTUNITIES

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ROYAL AIR FORCE **RED**  
**ARROWS**



## INTRODUCTION

Weston Air Festival is a free, memorable coastal event suitable for all the family. A mix of spectacular aerobatic displays and armed forces celebrations, the Air Festival showcases a stellar line-up of aerobatic talent including a display from the world famous Red Arrows.

Weston's iconic pier and beachfront creates a stunning location, creating the perfect stage for a coastal airshow.

The Air Festival firmly positions the area as a destination of choice in the UK, supporting the tourism economy in Weston.

## THE OPPORTUNITY

Weston Air Festival has a growing audience, attracting circa 100,000 visitors to the area each day.

Taking place daily on Saturday and Sunday, the air display programme is supported by complimentary activities and entertainment on the ground, providing brands and businesses an incredible opportunity to reach a captive audience in between displays.

This year, we are offering business the chance to be the official partner of the Red Arrows at Weston Air Festival during the 100th Anniversary of the Royal Air Force. The next page presents a range of benefits open to you, please don't hesitate to get in touch to discuss how we can help.



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**ROYAL  
AIR FORCE RED  
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## RED ARROWS PARTNERSHIP OPPORTUNITY

**23rd-24th June 2018**

**We are seeking a unique partnership in return for branding and hospitality benefits, some of which are detailed below.**

- Named as the official partner of the Red Arrows at Weston Air Festival
- "Red Arrows in partnership with..."
- Branding/logo on all marketing collateral, including event website, printed media and front page of programme
- Full page advert in the official programme
- Inclusion in all press releases, mentioning your sponsorship of the Red Arrows display
- Up to 20 mentions across Air Festival and Weston Seafront social media channels in the weeks leading up to the Air Festival and over the event weekend, reaching over 6,500 followers
- Story in our digital newsletter, E-Life. Sent out via e-mail before the air festival to 33,000 North Somerset resident subscribers.
- Website Advertising on **n-somerset.gov.uk** - 50,000 impressions specifically with Red Arrows and sponsor branding in the run up to the event.
- A 10m x 10m site space to promote your brands activity
- Inclusion in all marketing collateral, including website, site signage and official programme
- 1 full page advert in the official programme
- 1 full page editorial in the official programme

**For other opportunities and benefits please contact us**

**£10,000 + VAT**

