



Saluting the Canadian Forces  
and the  
Centennial of Powered Flight in Canada  
1909-2009

*“Overall, the Wings and Wheels St. Thomas air show was a huge triumph! With great displays and large crowds, this town has effectively made its mark as one of Canada’s leading air shows.”*

World Air Show News

June 20 & 21, 2009

Sponsorship  
Opportunities

[www.wingsnwheels.ca](http://www.wingsnwheels.ca)



## **Announcing ... Wings and Wheels 2 !** **June 20 & 21, 2009**

For over 30 years Southern Ontario was renowned for hosting one of the most exhilarating and best - attended air shows in North America.

Aircrews from around the world wanted to be a part of it. So did spectators!

It is estimated that, through the years, over one million spectators witnessed some of the most spectacular flying ever seen, and have been "up close and personal" with these spectacular aircraft and their crews at the ground displays.

**In 2007 25,000 spectators were thrilled to see this show.**

The skies above St. Thomas will again be filled with the thunder and spectacle of some of the world's most advanced and exciting aircraft. Next to them on the runway at St. Thomas Municipal Airport visitors will be impressed by a fabulous display of some of the world's most exciting cars - historic, classic, modern and military.

**We are proud to theme Wings & Wheels as "*A Salute to the Canadian Forces*", Featuring Canadian Forces personnel, displays, and "Wings & Wheels" highlighting the contribution Canadian Forces make world wide.**

**We will also commemorate the 100<sup>th</sup> anniversary of powered flight in Canada with an unprecedented display of vintage and historic aircraft.**

Be a part of something big!

Air shows are among the fastest-growing outdoor spectator activities in North America. In 2006, air shows attracted more than 18 million people to 450 airports. This exceeds auto racing or NFL football and is second only to major league baseball.

Combine the draw of an air show with the appeal of a car show and you have something really spectacular!



## Wings & Wheels for **St. John Ambulance**

Profits from Wings & Wheels 2009 will be donated to **St. John Ambulance**, serving Southwestern Ontario since 1909. St. John Ambulance is proud to improve the quality of life with first aid, CPR, health and safety training with over a million hours of volunteer service to Canadians yearly. Other charities, **Jesse's Journey**, the **Air and Army Cadets**, the **427 Wing** of the **Air Force Association** would also benefit.

### ***WINGS & WHEELS 2 !***

Combine the classic design of some of the world's best cars and planes and top it off with a mind-blowing aerial display and you've got exciting family entertainment!

Spectators at ***Wings and Wheels 2007*** will amble up close to these beautiful aircraft and cars, meet the pilots and drivers and take photographs to keep the memories alive.

Classic cars and a fantastic Canadian Forces display will also be located in the spectator area so they can be viewed even as the jets are thundering by!

The best pilots flying the most exciting aircraft will be there, including the world-renowned **Canadian Forces Snowbirds**, and the exciting **Canadian Army Parachute Team - The SkyHawks**, a **CF-18 Fighter Aircraft demonstration** and a **salute to Canada** featuring the aircraft of the **United States Air Force and Navy**.

**Historic aircraft will include the iconic Harvards, Chipmunk, barnstorming Stearman with "wing walkers" and much more.**

There will be plenty of parking, food concessions, restroom facilities, souvenir stands and more.

Spectators, who in 2007 numbered up to 25,000, need only bring hats, sun block and lawn chairs to enjoy the newest edition to the area's long history of tremendous and safe air displays, with the added bonus of a top-notch car show!

***SNOWBIRD Sponsor***  
**\$20,000**



***“The Snowbirds are presented by (your Company).”***

*Has a nice ring to it, doesn't it?*

*A unique opportunity to align your company and show your support for the Canadian Forces with a true Canadian icon, the world-renowned....*

***“431 Demonstration Squadron, the Snowbirds”***

You will be featured as the Snowbirds presenter in all media advertising, including the official program with a full-page ad adjacent to the Snowbirds autograph page.

You and 80 friends each day will enjoy your private VIP runway-side chalet with complimentary food and beverages, with Smart-serve\* bartender and chalet host on duty.

VIP parking for all.

15 public announcements saluting your business and generosity .

15 invitations to rub shoulders with the Snowbirds and all our performers at the exclusive Wings & Wheels 2 reception .

And of course, an exclusive visit to your chalet by the Snowbirds each day.

***SkyHawks Sponsor***  
**\$20,000**



***“The internationally renowned Canadian Forces (Army) Parachute Team, the SkyHawks are presented by (your company here)!”***

***Doesn't that sound good!***

The SkyHawks, under their brilliant red and white Canadian Flag canopies thrill air show guests all over North America every year.

Last year, they opened Wings & Wheels with a stirring and perfect salute to the Forces flying under their parachute - flags as the National Anthem played.

As a presenter of the Canadian Forces SkyHawks we would be pleased to offer you:

Recognition in all media advertising and a half-page ad in the official program adjacent to the SkyHawks page.

You and 60 friends each day would enjoy the complimentary food and beverages served in our exclusive VIP Tent, situated front and centre on the flight line.

VIP Parking .

10 public announcements saluting your business and generosity .

10 invitations to rub shoulders with the SkyHawks and all the performers at the exclusive Wings & Wheels 2 reception.\*

**\* Note: As other performers are booked we will have more opportunities for unique and rewarding sponsorships.**

## ***GOLD***

### **Sponsorship - \$25,000**

**Corporate recognition as a GOLD – level sponsor. You will be included in all media marketing including newspapers, television, radio and website with logo links.**

You and **75** friends each day will enjoy the excitement from your table(s) at a **private VIP Tent**, front and centre on the flight-line! Included food, refreshments, and the services of a chalet host and a private restroom facility. Corporate banners are welcomed and encouraged!

**75 VIP parking passes .**

**75 VIP passes per day .**

**20 Public announcements** per day saluting your business.

Complimentary **vendor/exhibit space** or your private space on the flight line.

A **full colour half-page ad** on the inside back cover of the official program and website logo and link on [www.wingsnwheels.ca](http://www.wingsnwheels.ca). Sponsor mentions with logo on Corus Radio and A - Channel with every ad. Logo as sponsor in the St Thomas Times Journal.

**Media day aircraft ride** with performer (not Snowbirds, who are restricted to media only).

**Invitation for 10** to rub shoulders and tell tall tales with the performers at the exclusive **Wings & Wheel 2 Reception**.



## ***SILVER***

### **Sponsorship - \$10,000**

**Corporate recognition as a SILVER sponsor in all marketing, radio, TV and print.**

**Exclusive tables at the private VIP Tent including food and beverages, private restroom facilities, and a chalet host.**

**Corporate banner encouraged!**

**40 VIP passes each day .**

**40 VIP parking passes each day .**

**Half-page ad in program .**

Corporate recognition as a **Silver Sponsor** in marketing materials and on website with link [www.wingsnwheels.ca](http://www.wingsnwheels.ca) .

**8 Public Announcements** per day saluting your business.

Invitation for **4** to rub shoulders and tell tall tales with the performers at the exclusive **Wings & Wheels 2 Reception**.

**Media day performer ride** (not Snowbirds) .

## ***BLUE SKIES***

### **Sponsorship - \$5,000**

One day exclusive access to the private VIP Tent with your table(s) and food and refreshments at a flight- line location reserved for VIPs and dignitaries.

Ten VIP guest passes for one day .

Ten VIP parking passes .

Name recognition in official program (if booked before printing) .

Five public address salutes for your generosity .

Your logo and link on our website [www.wingsnwheels.ca](http://www.wingsnwheels.ca) .

## ***SAFE LANDINGS***

### **Sponsorships - \$500 and \$1000**

Four VIP Passes (exclusive “best seats” area with complementary food and beverages and performer visits), VIP parking plus six regular admission adult and children's tickets to Wings & Wheels 2.

Four P.A. announcements thanking you for your generosity.

Your Logo in the official program and in the sponsor section of the web site.

For a \$500 Safe Landings Sponsor – Two VIP Passes (See Above) and VIP Parking plus three regular adult and children's admissions. Recognition in program and web site.

[www.wingsnwheels.ca](http://www.wingsnwheels.ca)

### **Be a Wings & Wheels 2 Sponsor**

Harness this unique and powerful marketing opportunity!  
For an exciting opportunity to present your organization to a large spectator audience as well as tens of thousands of TV viewers, radio listeners and newspaper readers become a part of Wings & Wheels 2 in 2009!

We will work with you to create the best opportunity to communicate your message. You'll also be a part of the team helping St. John Ambulance to continue to serve Southern Ontario with first aid and health and safety training and Jesse's Journey, the Air Force Association and Air Cadets.

For more information or to discuss sponsorship opportunities for your organization call:

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