



YOUR AIR FORCE
VOTRE FORCE AERIENNE



**GRANDE PRAIRIE
REGIONAL
AIRSHOW**

July 27 - 28

**Sponsorship Package
2024**



The Thunder Returns!

July 2024, the skies over Grande Prairie will once again come alive with the return of an Air show after 19 years. It will be the largest air show in the region, featuring performances from the likes of Geronimo Skydiving Team, Insanity Jet Car, Undaunted Airshows and many more.

We'll also have many non-flying acts and activities for the whole family to enjoy, including Canadian Army, Freestyle motocross show, Bouncy Castles, Face Painting, Clowns, Food Trucks, and a Farmers market/vendor area, plus much more.

This show being held at the Grande Prairie Airport will be hosted by the Rotary Clubs of Grande Prairie. This comes with the excitement that it will become home to a bi-annual event with the profits to going towards the D Coy Armouries Community Hub Project.

Red White and You!

This proposal presents the opportunity to become an exclusive sponsor of the 2024 Grande Prairie Regional Airshow. Your partnership with this popular and high-profile event will speak volumes about your brand and provide a turbo-charged event and marketing platform to help you achieve your advertising, communications, and sales objectives.

Tap Into the Power of the Grande Prairie Regional Air Show

Creating brand experiences is all about engaging the energy and passion of your desired audience. The Grande Prairie Regional Airshow is such an event!

- Star-powered draw of headline acts is a huge audience draw and guarantees extensive media interest.
- 15,000 anticipated attendees represents a highly desirable attendee profile.
- Two days of heart pounding, energy-charged programming including military, civilian acrobatic acts, and static displays.
- "Adventure Zone" experiential children and family area with hands-on activities, demonstrations, exhibits in aviation and aerospace that will entertain, intrigue and inspire.
- Advertising with local media partners.

- Unique and luxurious VIP hosting opportunities.

Furthermore, you will be aligning yourself with the mission and outreach of the Rotary Clubs of Grande Prairie. The D Company Armourers Community Hub Project will be a community centre for all. Also, a new and updated facility that will be home to the Grande Prairie Air and Army Cadets.

The Rotary Clubs of Grande Prairie have invested \$1.8 Million into the D Coy Armouries Community Hub Project and are excited to showcase the Grande Prairie Regional Air Show as a premier aviation event in Grande Prairie to continue the support the of project, until completion.

❖ **Diamond Sponsor \$25,000 Investment**

- Singular, exclusive Diamond Sponsor status for the 2024 Grande Prairie Regional Air Show July 27-28, 2024, at the Grande Prairie Airport
- Right to exclusive period of negotiation to renew sponsorship of 2026 Grande Prairie Regional Air Show.
- One year licensing use of the Grande Prairie Regional Air Show logo and “Proud Sponsor” title region wide.
- Diamond Sponsor recognition in all promotions, publications and social media.
- Company logo and profile in all press kits and news releases
 - Opportunity for a company representative to participate at select press events.
- Air show website (www.gpregionalairshow.com)
- Opportunity to reach, interact and engage with an anticipated 15,000 spectators, at Grande Prairie Airport on Saturday and Sunday
 - 400 sqft. Of premium exhibition space to distribute information.
- Logo recognition on onsite signage including:
 - Air show Main Entrance Welcome signage.
 - Opportunity to provide ten (10) banners to be displayed on perimeter and flight line fencing.
- Flight Line Public Address System
 - Audio recognition over Flight Line PA.
 - 30 second sponsor audio commercial to be played ten times (10x) between acts during the air show.
 - Opportunity for your spokesperson to welcome audience once daily.
- VIP Hospitality package includes:
 - ★ Private Corporate Chalet on flight line show center.
 - ★ Chalet benefits include VIP credentials for twenty-five (25) guests, providing admission to the air show and access to Chalet Village.
 - ★ Chalet includes tent, tables and chairs.
 - ★ Access to private bar, food services and server.

(Sponsor responsible for individual tent decoration and catering costs)

- ★ Eight (8) VIP Parking Passes Per Day.
- ★ Banner on Tent.
- ★ Bottled Water.

❖ **Platinum Sponsorship \$10,000 Investment**

- Right to exclusive period of negotiation to renew sponsorship for 2026 Grande Prairie Regional Air Show.
- One year licensing use of the Grande Prairie Regional Air Show logo and “Proud Sponsor” title region wide.
- Platinum Sponsor recognition in all promotions, publications and social media.
- Air show website (www.gpregionalairshow.com)
 - 400 sqft. Of premium exhibition space to distribute information.
- VIP Hospitality package includes:
 - ★ Private Corporate Chalet on flight line show center. Chalet benefits include VIP credentials for twenty-five (25) guests, providing admission to the air show and access to Chalet Village.
 - ★ Chalet includes tent, tables and chairs.
 - ★ Access to private bar, food services and server.

(Sponsor responsible for individual tent decoration and catering costs)

 - ★ Eight (8) VIP Parking Passes Per Day
 - ★ Banner on Tent.
 - ★ Bottled Water.

❖ **Event Sponsorship \$7,500 Investment**

- Right to exclusive period of negotiation to renew sponsorship for 2026 Grande Prairie Regional Air Show.
- One year licensing use of the Grande Prairie Regional Air Show logo and “Proud Sponsor” title region wide.
- Event Sponsor recognition in all promotions, publications and social media.
- Air show website (www.gpregionalairshow.com)
- Recognition as the main sponsor for the act of your choice.
- Hospitality package includes:
 - ★ Premium seating for up to fifteen (15) guests daily.
 - ★ Access to private bar.
 - ★ Bottled Water.
 - ★ Five (5) VIP Parking Passes Per Day.

❖ **Gold Sponsor \$5,000 Investment**

- Right to exclusive period of negotiation to renew sponsorship for 2026 Grande Prairie Regional Air Show.
- One year licensing use of the Grande Prairie Regional Air Show logo and “Proud Sponsor” title region wide.
- Gold Sponsor recognition in all promotions, publications and social media.
- Air show website (www.gpregionalairshow.com).
- Hospitality package includes:
 - ★ Premium seating for up to ten (10) guests daily.
 - ★ Access to private bar.
 - ★ Bottled Water.
 - ★ Three (3) VIP Parking Passes Per Day.

❖ **Silver Sponsor \$2,000 Investment**

- One year licensing use of the Grande Prairie Regional Air Show logo and “Proud Sponsor” title region wide.
- Silver Sponsor recognition in all promotions, publications and social media.
- Air show website (www.gpregionalairshow.com).
- Hospitality package includes:
 - ★ Premium seating for up to four (4) guests daily.
 - ★ Access to private bar.
 - ★ Bottled Water.
 - ★ One (1) VIP Parking Pass Per Day.

An Excellent Marketing Value

The investment to become a sponsor of the Grande Prairie Regional Airshow is beneficial to both your company, and to all the community groups who will benefit from the new D Coy Armories community center. The fee is inclusive of all benefits listed above except for noted out-of-pocket costs such as private catering and entertainment costs, etc.

Our sincere thanks for your consideration of this sponsorship proposal. We look forward to the opportunity to work with you on creating special sponsorship leveraging activities, and cross promotions, to maximize your impact with this exciting family event.

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GRANDE PRAIRIE
REGIONAL
AIRSHOW



D COMPANY ARMOURIES: BRIEF HISTORY

Since its construction in 1942, D Company (D Coy) Armouries has been a hub of activity in Grande Prairie. Although other relics of our military past, such as the Army 'H' huts and iconic Guard House of the No. 132 Canadian Army Basic Training Centre, have disappeared, D Coy Armouries has continued to stand tall, representing Grande Prairie's proud military history.

In 1940, a military recruitment drive saw 4,773 volunteers enlist in the Peace Region, the highest number in Alberta at that time. By 1941, as recruitment continued at high levels, a separate unit of the 2nd Battalion of the Loyal Edmonton Regiment was established, D Company. D Coy built the armouries south of Grande Prairie's downtown area, near where Swanavon School now stands. Although the Training Centre closed in 1944, the D Company Reserve Unit continued to occupy the Armouries. After the war, management of the D Coy building was passed over to the Town of Grande Prairie, and it became the Southside Recreation Centre. Although it is now best known for hosting the cadet programs, many Grande Prairie citizens have fond memories of after school activities, summer day camps and community events at D Coy.

In 1989, members of the Legion and others who had been cadets themselves formed the D Company Armouries Foundation. In 1990, ownership of D Coy Armouries was transferred to the Foundation from the City. Since then, D Coy has primarily been home to Air and Army Cadets and Play Zone summer camps, but it also serves the larger community by housing events such as Rotary's Rise Against Hunger and the Friends of Grande Spirit Foundation Garage Sale.

In Fall 2018, four decades after the last major renovation to D Coy, the Rotary Club of Grande Prairie pledged support to a restoration project to make D Coy a functional 'community hub', a gathering place where residents can connect with each other and their community. The proposed project would return the hall to its original footprint, providing a large multi-purpose recreational space. Updated classrooms and meeting rooms would provide the space for community associations and not-for-profits to build a stronger and more vibrant community.



Rotary

Clubs of Grande Prairie

