

AIRbourne[®]



EASTBOURNE
INTERNATIONAL

AIRSHOW
15-18 August 2024

Sponsorship &
Advertising
Opportunities

EASTBOURNE
INTERNATIONAL

AIRSHOW

Celebrating 30 Years of Airshow Excellence

The award-winning Eastbourne International Airshow returns this summer to Eastbourne's iconic seafront from 15 - 18 August 2024.

Voted Tourism Event of the Year at the Beautiful South Awards and Highly Commended in the VisitEngland Awards in recent years, as well as voted Best FREE Airshow by Airscene for two years running, Airbourne celebrates 30 years of airshow excellence in 2024.

Big Event, Big Personality

Attracting crowds of over 750,000+ over its 4 days, and boasting a 2 mile flying display line along Eastbourne's stunning seafront, Airbourne is the biggest free event of its kind in the south east.

Regularly featuring the very best in military and civilian aviation display teams, Eastbourne International Airshow is set to dazzle huge crowds with breathtaking aerial performances, top entertainment, inspiring ground displays and a spectacular firework finale.



Supporting Our Businesses

With exhibition and trade stands, catering and military display villages, a big screen plus a spectacular firework display, Airbourne is once again set to dazzle huge crowds in this anniversary year.

Generating millions of visitor spending to the regional economy, over £100,000 to local charities, and showcasing STEM careers and renewable technology, the airshow is a strong driver for community support, technological development and leads the way in managing large scale events more sustainably.

There has never been a better time to affiliate your business with this huge event and raise awareness of your brand right across the south east, nationally and globally.

Our award-winning airshow is the perfect way to get your brand noticed.

Exposure. With one of the biggest and most prestigious events in the South East which has been running for 3 decades

Awareness. Get your brand in front of our 750k+ audience who attend the event and an outreach to 22 million global audience and media exposure worth over £400,000

Profile. On eastbourneairshow.com which has 650,000+ page views and 230,000+ users annually

Showcase. Your brand to our 50,000+ social media followers

Engagement. Generate new leads and speak to potential new customers in person

Enjoy. Branding on our website, social media profiles, print promotion, press and outdoor media



Audience Profile

Reach over 750,000 airshow visitors with a broad demographic of ABC1, C2 and D of all ages and social groups with a mix of local, regional and visitors across the UK and overseas. Over 68% of Airbourne visitors are from the South East of England with a strong family demographic.

There are so many ways to become involved in Airbourne 2024 and showcase your brand, from sponsorship opportunities and programme advertising to trade space and hospitality.



Display Advertising

Official Souvenir Programme

The OFFICIAL 2024 Airshow Programme is the must-have guide to the event, produced for visitors and supplied to all hospitality guests and supporters club members. With stunning photography, aircraft details, exclusive content, competitions, discount vouchers, flying times and all the information on what's going on across the event site – the programme is a great way to reach the thousands of visitors to this huge event.

Size: B5, full colour, glossy | Print run: 15,000

Premium Positions:

Full Page - £1,000

Outside back cover - £2,000

Half Page - £750

Inside front cover - £1,500

Quarter Page - £500

Inside back cover - £1,500

*excludes artwork. Costs plus VAT

Options:

- Advertorial ([Price on Application](#))
- Submit your offer for the voucher pages in the programme [free of charge](#). Your offer must be 2 for 1 or equivalent

Distributed from July via local Tourist Information Centres, Newsagents, Programme Sellers, Programme Booths, Online Shop, Seafront Office, Eastbourne Hotels & Guesthouses. Posted worldwide.

Book by 31 March 2024.



EarlyBird Advertising Prices

Book by 31 March 2024 to secure the discounted rate.

Airshow Banner: **£250** (~~£500~~)

(2100x800mm positioned in high footfall areas on event site for the duration of the event)

Airbourne Website ad: **£250** (~~£500~~)

(to go live as soon as you book! Valid until Dec 2024)

Big Screen ad: **£500** (~~£1000~~)

(your ad on loop on the big screen throughout the four day event)

Social Media Post: **£100**

(your social media post showcased to the followers of Airbourne's Facebook, Twitter and Instagram followers – subject to editorial guidelines)

*excludes artwork. Costs plus VAT



For details of Hospitality or Trade Space opportunities visit EastbourneAirshow.com/commercial

For more information and to discuss opportunities available contact
Events Department, Eastbourne Borough Council, Town Hall, Eastbourne, East Sussex, BN21 4TW
Tel: 01323 415713 | Email: eastbourneevents@lewes-eastbourne.gov.uk

Sponsorship Packages	Headline	Platinum	Gold	Silver	Bronze
Prices (all subject to VAT)	£30,000	£15,000	£10,000	£7,500	£1,000
Title Logo Sponsors name incorporated into airshow Logo	✓				
Marketing Publicity Posters, newsletters to 21k - 80k, database, outdoor sites (6 seafront banners, logo or video on big screen) plus radio commercial*	✓	5 seafront banners, big screen advert and radio commercial*	3 seafront banners and big screen advert*	2 seafront banners only	1 seafront banner only
Exhibition Space Dedicated exhibition space in high footfall area	100 sqm + roaming	60 sqm	40 sqm	20 sqm	10 sqm
Social Media Specific mentions on our Facebook page, Instagram and Twitter feed. Over 50,000 followers	✓ 10 specific mentions	✓ 4 specific mentions	✓ 2 specific mentions	✓ 1 specific mention	
Official Website Presence on homepage of www.eastbourneairshow.co.uk with link to sponsor's website until December 2024. Approx 700,000+ page views / 240,000 users	On all pages incl home page & banner ad	On sponsor page & one other	Logo on sponsor page	Logo on sponsor page	Logo on sponsor page
PR Activity Your support included in regular press releases sent to local / regional / specialist media. Further mentions through other event PR Activities	✓ Plus dedicated release	✓ Inclusion within appropriate release	✓ Name check	✓ Name check	
Official Airshow Souvenir Programme (B5) Priority positions within official airshow programme*	✓ Priority full page*, editorial & logo on cover	Full page	½ page*	¼ page*	Logo included on sponsor page
Corporate Hospitality Allocation of complimentary tickets to the exclusive VIP lounge area over the airshow period including VIP parking space	10 spaces included	5 spaces included			
Firework Finale Sponsorship of the end of show firework finale and pyrotechnic display	✓				
Display Supporter Listed as display supporter and mentioned over the PA pre/during or after the display	Headline Flying Display Team	BBMF or equivalent			

* Radio commercial and graphic design production costs are excluded from package

BOOK ONLINE at EastbourneAirbourne.com/book-commercial

EASTBOURNE

For all sponsorship enquiries contact:
eastbourneevents@lewes-eastbourne.gov.uk

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EASTBOURNE SEAFRONT
AIRBOURNE 2024: 15-18 August
COMMERCIAL OPPORTUNITIES BOOKING FORM

BOOK ONLINE at EastbourneAirbourne.com/book-commercial or complete the form below.

I would like to book the following for Airbourne 2024. I understand that all advertising packages, ad spaces and banners are subject to availability and are on a first come first served basis:

- Full Page Programme Advert** - 245mm (H) x 165mm (W) printed area + 3mm bleed (251mm x 171mm)
- Half Page Programme Advert** - 105mm (H) x 145mm (W) printed
- Quarter Page Programme Advert** - 105mm (H) x 70mm (W)
- Inside Front Cover**
- Inside Back Cover**
- Outside Back Cover**
- Airshow Banner** - 2100mm x 800mm printed area + 3mm bleed (2103mm x 803mm)
 ¹ ² ³ (Quantity)
- Airbourne Website Ad**
- Big Screen Advert**
- Social Media Post**
- Bronze Sponsorship Package** **Gold Sponsorship Package**
- Silver Sponsorship Package** **Platinum Sponsorship Package**

I understand that I must supply PRINT READY ARTWORK by 30 April for programme advertisements and by Monday 15 July for banners and big screen ads via promotions@lewes-eastbourne.gov.uk. Booking forms must be received by 31 March for Programme Advertising and Early Bird discounted rates.

NAME:

BUSINESS NAME:

ADDRESS:

..... TEL NO:.....

EMAIL:

TOTAL AMOUNT DUE: SIGNATURE:

DATE:

PLEASE RETURN YOUR BOOKING FORM TO:
eastbourneevents@lewes-eastbourne.gov.uk
 Tel: 01323 415713
 Tourism & Culture, The Point, College Road, Eastbourne, BN21 4JJ