



BECOME A SPONSOR OF THE  
JACQUELINE COCHRAN AIR SHOW

JOIN THE LIKES OF...

THE CITY OF INDIO  
THE CITY OF COACHELLA  
THE CITY OF LA QUINTA  
AND MORE TO COME

#### CONTACT

KIMBERLY WRIGHT  
RIVERSIDE COUNTY EDA  
KJWRIGHT@RIVCOEDA.ORG  
951.452.0940

MAKE ALL CHECKS PAYABLE TO:  
RIVERSIDE COUNTY EDA  
MAILING ADDRESS:  
3403 10TH STREET, SUITE 400  
RIVERSIDE, CA 92501

## ABOUT THE JACQUELINE COCHRAN AIR SHOW

This event is unique in that you get to experience world class entertainment, kids' zone, and parking at no cost to the general public. The support of our sponsors is crucial to the continued success of the Jacqueline Cochran Air Show.

### PERFORMERS



Take pleasure in an awesome line up of military jet teams, aerobatic acts, daring wing-walking, stunts, dozens of skydivers and much more!

### VIP



Watch the Air Show in style. Join us the day of in a catered chalet with preferred seating at the flight line.

### DISPLAYS



Learn about a variety of military, civilian and vintage aircraft on display. The displays are sure to please any aviation enthusiast.

### FAMILY FUN



Families and children of all ages can explore exciting territory putting their imagination and skills to creative uses. They will enjoy the rides and interactive activities.



# SPONSORSHIP

JACQUELINE COCHRAN AIR SHOW  
NOVEMBER 5, 2016



SPONSORSHIP OPPORTUNITIES



SAVE THE DATE - JACQUELINE COCHRAN AIR SHOW - NOVEMBER 5, 2016

# Sponsorship Packages

| BENEFITS              | EAGLE SPONSOR<br>\$25,000 | FALCON SPONSOR<br>\$10,000 | LIGHTNING SPONSOR<br>\$5,000 | MUSTANG SPONSOR<br>\$2,500 | COBRA SPONSOR<br>\$1,000 |
|-----------------------|---------------------------|----------------------------|------------------------------|----------------------------|--------------------------|
| VIP PARKING PASSES    | 20                        | 8                          | 4                            | 2                          | 1                        |
| CATERED CHALET PASSES | 40                        | 16                         | 8                            | 4                          | 2                        |
| BOOTH AT THE AIR SHOW | 10 X 20                   | 10 X 10                    | 10 X 10                      |                            |                          |
| NEWSPAPER AD          | LOGO                      | LOGO                       | NAME LISTED                  |                            |                          |
| PROGRAM/FLYER         | AD & LOGO                 | LOGO                       | LOGO                         | NAME LISTED                | NAME LISTED              |
| POSTER                | LOGO                      | LOGO                       | NAME LISTED                  |                            |                          |
| AIR SHOW WEBSITE      | PROMO, LINK & LOGO        | LINK & LOGO                | NAME & LINK                  | NAME & LINK                | NAME & LINK              |
| PA ANNOUNCEMENTS      | 12                        | 8                          | 4                            | 2                          | 1                        |
| TV COMMERCIAL         | LOGO & MENTION            | MENTION                    |                              |                            |                          |
| RADIO COMMERCIAL      | MENTION                   |                            |                              |                            |                          |
| BANNER                | BANNER & LOGO IN CHALET   | LOGO ON CHALET BANNER      | LOGO ON CHALET BANNER        | NAME ON CHALET BANNER      | NAME ON CHALET BANNER    |
| THANK YOU AD          | LOGO                      | LOGO                       | NAME LISTED                  | NAME LISTED                | NAME LISTED              |
| PRESS RELEASE         | MENTION                   | MENTION                    |                              |                            |                          |

## CASH/IN-KIND SPONSORSHIP

ADDITIONAL OPPORTUNITIES AVAILABLE...CALL 951.452.0940 OR KJWRIGHT@RIVCOEDA.ORG

SOAR TO NEW HEIGHTS  
BECOME A SPONSOR  
OF THE

## 2016 JACQUELINE COCHRAN AIR SHOW

- ◆ AN ESTIMATED 25,000 RESIDENTS ATTEND THE AIR SHOW
- ◆ CURRENT POPULATION OF THE COACHELLA VALLEY IS PROJECTED AT OVER 446,423
- ◆ LARGEST FREE SINGLE-DAY COMMUNITY EVENT IN THE COACHELLA VALLEY
- ◆ THE AVERAGE HOUSEHOLD INCOME IN THE COACHELLA VALLEY IS \$76,653
- ◆ COACHELLA VALLEY HAS UNIQUE MEDIA MARKET WITH REGIONAL COVERAGE