



**W.O.W.**  
CANADA'S ONLY TRUE BEACH AIR SHOW

**WINGS OVER WATER LEAMINGTON  
2024 PARTNERSHIP PACKAGE**

# WINGS OVER WATER LEAMINGTON

## OUR PARTNERSHIP GOALS

HELLO,

WELCOME TO THE BEGINNING OF YOUR EXCITING PARTNERSHIP JOURNEY WITH AN INNOVATIVE AIR SHOW, WINGS OVER WATER LEAMINGTON. OUR EVENT WILL PROVIDE VISIBILITY TO YOUR COMPANY, FOUNDATION OR ORGANIZATION IN ONE OF THE MOST UNIQUE WAYS POSSIBLE IN ESSEX COUNTY DURING 2024.

AS YOU REVIEW OUR PARTNERSHIP PACKAGE, IMAGINE THE EXCITEMENT AND EXHILARATION THIS EVENT IS GOING TO GENERATE AND THE OUTREACH OPPORTUNITIES AVAILABLE TO YOU THROUGH PARTNERING WITH OUR VOLUNTEER MANAGED, NON-PROFIT ORGANIZATION.

OUR TEAM WILL BE HERE TO GUIDE AND ASSIST YOU, ENSURING YOU RECEIVE THE HIGHEST LEVEL OF SATISFACTION POSSIBLE. WHEN YOU PARTNER WITH US YOU ARE NOT JUST SPONSORING AN EVENT, YOU ARE BECOMING A PART OF IT.

I CAN'T WAIT TO MEET YOU,

BRAD KREWENCH  
CHIEF EXECUTIVE OFFICER



# INDUSTRY DEMOGRAPHICS

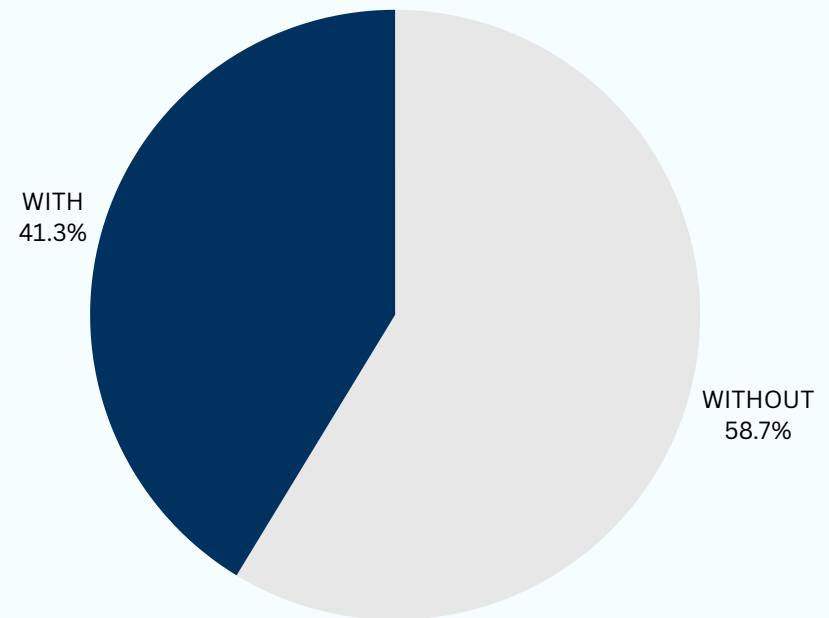
## AGE OF ADULTS

AGE OF ADULTS ATTENDING AIR SHOWS IN NORTH AMERICA



## ATTENDANCE OF CHILDREN

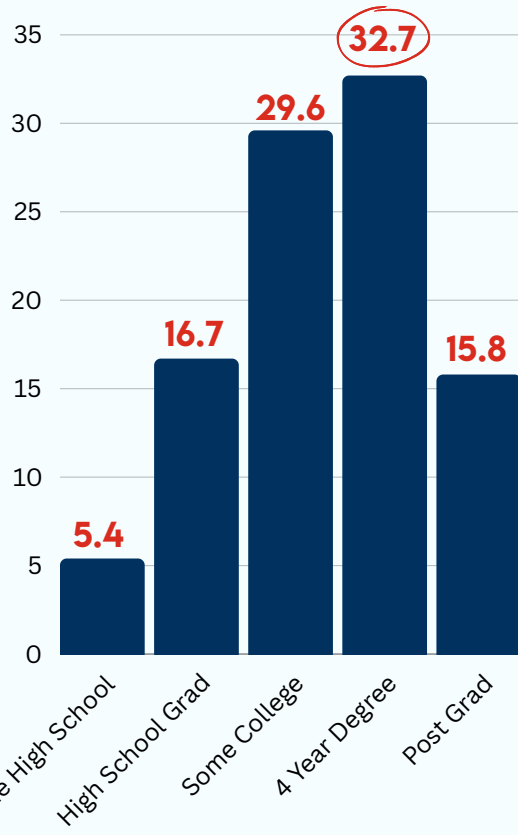
ATTENDANTS WITH A CHILD UNDER 18 YEARS OF AGE



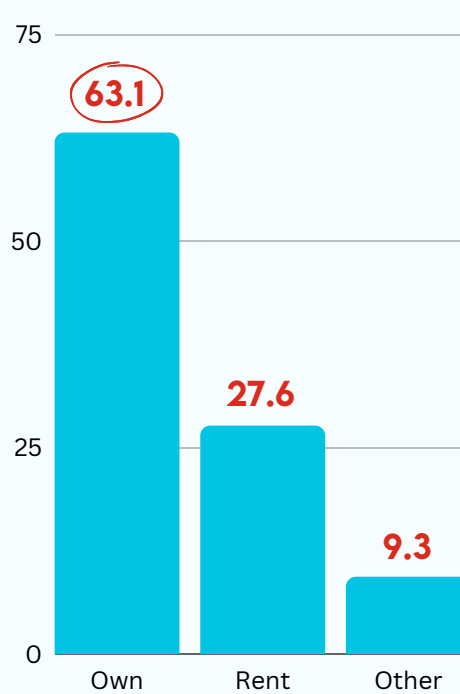
STATISTICS BASED ON 2023 INTERNATIONAL COUNCIL OF AIR SHOWS SPECTATOR SURVEY DATA

# INDUSTRY DEMOGRAPHICS

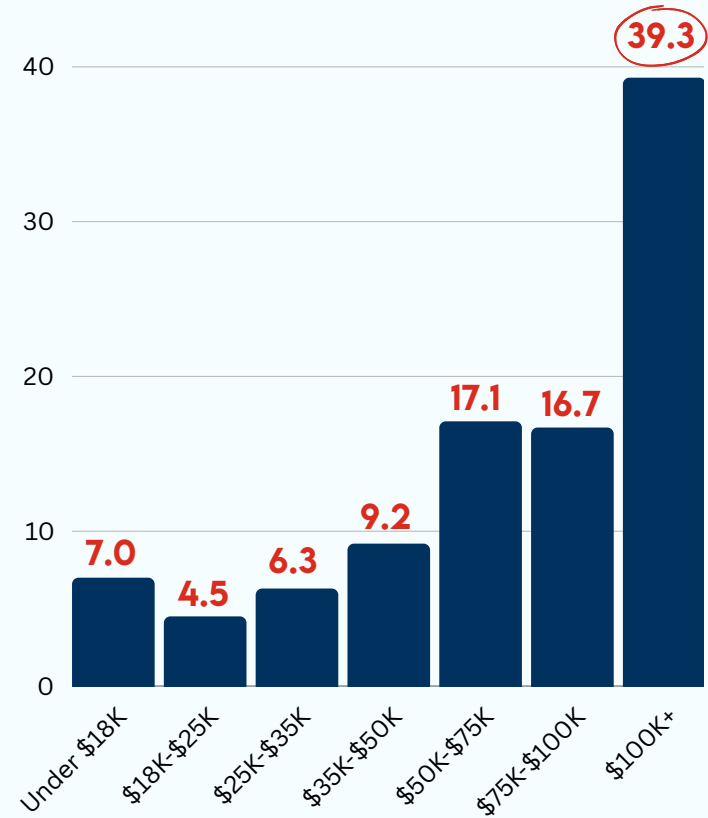
## EDUCATION LEVEL



## HOME OWNERSHIP



## HOUSEHOLD INCOME



STATISTICS BASED ON 2023 INTERNATIONAL COUNCIL OF AIR SHOWS SPECTATOR SURVEY DATA

# **RCAF CENTENNIAL** **CELEBRATING 100 YEARS**



**YOUR AIR FORCE**  
**1924-2024**

**1 APRIL 2024 MARKS 100 YEARS OF SERVICE FOR THE ROYAL CANADIAN AIR FORCE AS A DISTINCT MILITARY ELEMENT. THE CENTENNIAL MILESTONE PLACES THE RCAF IN A UNIQUE POSITION TO HONOUR ITS DISTINCT HERITAGE; RECOGNIZE ITS TREMENDOUS PEOPLE TODAY; AND GENERATE EXCITEMENT FOR ITS BRIGHT FUTURE.**

**THE RCAF CENTENNIAL IS AN OPPORTUNITY TO SHOWCASE AIR FORCE PERSONNEL AND THEIR ACCOMPLISHMENTS, DEMONSTRATE AIR AND SPACE POWER, ENHANCE THE REPUTATION OF THE RCAF, AND PROUDLY HONOUR ITS DISTINGUISHED HISTORY AND HERITAGE.**

# MUNICIPALITY OF LEAMINGTON

WELCOME TO THE MUNICIPALITY OF LEAMINGTON. A COMMUNITY OF NEARLY 30,000 PEOPLE IS A CULTURALLY RICH MOSAIC, CHERISHING ITS ETHIC AND RURAL ROOTS. LOCATED ALONG THE NORTH SHORE OF LAKE ERIE IN SUNNY SOUTHERN ONTARIO, THE COMMUNITY OFFERS EXCELLENT RESOURCES AND AMENITIES FOR FAMILIES INCLUDING OUR BEAUTIFUL VENUE, SEACLIFF BEACH AND PARK.

LOCATED ON THE SOUTHERN SHORES OF LAKE ERIE, SEACLIFF BEACH IS A PREMIUM WATERFRONT TOURIST DESTINATION WITH PRISTINE SANDY BEACHES, SHALLOW SWIMMING DEPTHS AND INCREDIBLE VIEWS.



# GIVING BACK TO THE COMMUNITY

WINGS OVER WATER LEAMINGTON PRIDES ITSELF ON BEING A TEAM PLAYER IN THE COMMUNITY. THE ORGANIZATION'S GOAL IS TO BE A STRATEGIC REGIONAL ASSET TO ESSEX COUNTY, SUPPORTING LOCAL NON-PROFITS, CHARITIES AND CAUSES THAT RESONATE WITH OUR MISSION AND VALUES.

EVERY YEAR, THE SHOW WILL SUPPORT A GROUP OF NAMED BENEFICIARIES LOCAL TO ESSEX COUNTY OR THAT PROVIDE IMMENSELY VALUABLE SERVICES AND CHARITABLE CONTRIBUTION TO THE REGION.

## BENEFICIARY PARTNER



**CHF HAS BEEN NAMED  
OUR BENEFICIARY PARTNER  
IN 2024, SUPPORTING  
CHILDREN'S  
HEALTH IN ESSEX COUNTY.**

## SUPPORTED CHARITIES & ORGANIZATIONS



Transition  
to Betterness



**\*AND MORE TO BE CONFIRMED\***

# PERFORMING LINEUP

\*SUBJECT TO CHANGE\*  
(AS OF DEC 2023)

## CF-18 HORNET DEMO



## MIG-17 AEROBATIC DEMO



## NORTHERN STARS AERO TEAM





**WINGS OVER WATER LEAMINGTON  
CAN CUSTOMIZE ANY PARTNERSHIP  
PACKAGE SPECIFIC FOR YOU.**



# PRESENTING PARTNER

INVESTMENT: \$50,000

TITLE  
SPONSOR

YOUR PARTNERSHIP INCLUDES THE FOLLOWING BENEFITS:

## RECOGNITION

“WINGS OVER WATER LEAMINGTON PRESENTED BY (YOUR COMPANY)”

## HOSPITALITY

- 40 VIP GUESTS PER DAY TO THE AIR SHOW WITH FOOD, BEVERAGES AND PRIVATE COVERED SEATING AREA
- 50 GUESTS PER DAY TO THE AIR SHOW IN THE GENERAL ADMISSION SEATING AREA (PARKING NOT INCLUDED)
- 5 DESIGNATED VIP PARKING PASSES FOR EASY ACCESS TO THE EVENT SITE

## ON-SITE ADVERTISING/BRANDING

- LOGO PLACEMENT ON ALL SIGNAGE LOCATED AROUND THE SHOW SITE
- A DESIGNATED AREA IN THE VENDOR/MERCHANDISE PARK FOR YOUR ORGANIZATION
- RECOGNITION OF PARTNERSHIP AT ALL SOCIAL EVENTS
- MINIMUM OF 10 LIVE ANNOUNCEMENTS DURING THE SHOW (CUSTOM AD READ)

WINGS OVER WATER IS HAPPY TO CUSTOMIZE ADVERTISING OPTIONS TO TARGET YOUR AUDIENCE AND CUSTOMERS. THIS COULD INCLUDE PAID AND ORGANIC ADVERTISING OPPORTUNITIES.

## DIGITAL MEDIA

- RECOGNITION OF PARTNERSHIP ON ALL AIR SHOW BRANDING/ADVERTISING (E.G. TV & RADIO ADS, SOCIAL MEDIA)
- LOGO INCLUSION ON ALL AIR SHOW ISSUED MEDIA RELEASES
- PARTNER ON CHOSEN CONTENT CREATION EFFORTS (E.G. VIDEOS, PODCASTS, INTERVIEWS, DOCUMENTARY EPISODES, PERFORMER COLLABORATION)
- LOGO INCLUSION ON DIGITAL BRANDING (INCLUDING SOCIAL MEDIA BANNERS, GRAPHICS, OR POSTS)
- SOCIAL MEDIA SHOUTOUTS BEFORE & AFTER THE EVENT
- LOGO INCLUSION ON TICKETING SITE AND PRINT AT HOME PRINTED TICKETS FOR EVENT ADMISSION

## WEBSITE

- HEADLINE RECOGNITION ON THE WEBSITE FRONT PAGE
- LOGO, LINK, INFORMATION, AND PARTNERSHIP DETAILS PROVIDED ON THE WEBSITE PARTNERSHIP SECTION

COMMUNITY OUTREACH OPPORTUNITIES

4 SPOTS AVAILABLE

# OFFICIAL PARTNER

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INVESTMENT: \$35,000

YOUR PARTNERSHIP INCLUDES THE FOLLOWING BENEFITS:

## HOSPITALITY

- 24 VIP GUESTS PER DAY TO THE AIR SHOW WITH FOOD, BEVERAGES AND SEATING COVERED IN YOUR PRIVATE AREA
- 30 GUESTS PER DAY TO THE AIR SHOW IN THE GENERAL ADMISSION SEATING AREA (PARKING NOT INCLUDED)
- 2 DESIGNATED VIP PARKING PASSES FOR EASY ACCESS TO THE EVENT SITE

## ON-SITE ADVERTISING/BRANDING

- LOGO PLACEMENT ON SELECT SIGNAGE LOCATED AROUND THE SHOW SITE
- A DESIGNATED AREA IN THE VENDOR/MERCHANDISE PARK FOR YOUR ORGANIZATION
- RECOGNITION OF PARTNERSHIP AT ALL SOCIAL EVENTS
- MINIMUM OF 8 LIVE ANNOUNCEMENTS DURING THE SHOW (CUSTOM AD READ)

WINGS OVER WATER IS HAPPY TO CUSTOMIZE ADVERTISING OPTIONS TO TARGET YOUR AUDIENCE AND CUSTOMERS. THIS COULD INCLUDE PAID AND ORGANIC ADVERTISING OPPORTUNITIES.

## DIGITAL MEDIA

- RECOGNITION OF PARTNERSHIP ON ALL AIR SHOW BRANDING/ADVERTISING (E.G. TV & RADIO ADS, SOCIAL MEDIA)
- LOGO INCLUSION ON SELECT AIR SHOW ISSUED MEDIA RELEASES
- PARTNER ON CHOSEN CONTENT CREATION EFFORTS (E.G. VIDEOS, PODCASTS, INTERVIEWS, DOCUMENTARY EPISODES, PERFORMER COLLABORATION)
- LOGO INCLUSION ON DIGITAL BRANDING (E.G. SOCIAL MEDIA BANNERS, GRAPHICS, OR POSTS)
- SOCIAL MEDIA SHOUTOUTS BEFORE & AFTER THE EVENT

## WEBSITE

- RECOGNITION ON THE WEBSITE FRONT PAGE
- LOGO, LINK, INFORMATION, AND PARTNERSHIP DETAILS PROVIDED ON THE WEBSITE PARTNERSHIP SECTION

## COMMUNITY OUTREACH OPPORTUNITIES

6 SPOTS AVAILABLE

# ASSOCIATE PARTNER

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INVESTMENT: \$25,000

YOUR PARTNERSHIP INCLUDES THE FOLLOWING BENEFITS:

## HOSPITALITY

- 16 VIP GUESTS PER DAY TO THE AIR SHOW WITH FOOD, BEVERAGES AND SEATING COVERED IN YOUR PRIVATE AREA
- 30 GUESTS PER DAY TO THE AIR SHOW IN THE GENERAL ADMISSION SEATING AREA (PARKING NOT INCLUDED)
- 2 DESIGNATED VIP PARKING PASSES FOR EASY ACCESS TO THE EVENT SITE

## ON-SITE ADVERTISING/BRANDING

- LOGO PLACEMENT ON SELECT SIGNAGE LOCATED AROUND THE SHOW SITE
- A DESIGNATED AREA IN THE VENDOR/MERCHANDISE PARK FOR YOUR ORGANIZATION
- RECOGNITION OF PARTNERSHIP AT ALL SOCIAL EVENTS
- MINIMUM OF 5 LIVE ANNOUNCEMENTS DURING THE SHOW (CUSTOM AD READ)

WINGS OVER WATER IS HAPPY TO CUSTOMIZE ADVERTISING OPTIONS TO TARGET YOUR AUDIENCE AND CUSTOMERS. THIS COULD INCLUDE PAID AND ORGANIC ADVERTISING OPPORTUNITIES.

## DIGITAL MEDIA

- RECOGNITION OF PARTNERSHIP ON SELECT AIR SHOW BRANDING/ADVERTISING (E.G. TV & RADIO ADS, SOCIAL MEDIA)
- PARTNER ON CHOSEN CONTENT CREATION EFFORTS (E.G. VIDEOS, PODCASTS, INTERVIEWS, DOCUMENTARY EPISODES, PERFORMER COLLABORATION)
- LOGO INCLUSION ON DIGITAL BRANDING (E.G. SOCIAL MEDIA BANNERS, GRAPHICS, OR POSTS)
- SOCIAL MEDIA SHOUTOUTS BEFORE & AFTER THE EVENT

## WEBSITE

- LOGO, LINK, INFORMATION, AND PARTNERSHIP DETAILS PROVIDED ON THE WEBSITE PARTNERSHIP SECTION

## COMMUNITY OUTREACH OPPORTUNITIES

8 SPOTS AVAILABLE

# SUPPORTING PARTNER

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INVESTMENT: \$10,000

YOUR PARTNERSHIP INCLUDES THE FOLLOWING BENEFITS:

## HOSPITALITY

- 8 VIP GUESTS PER DAY TO THE AIR SHOW WITH FOOD, BEVERAGES AND SEATING COVERED IN YOUR PRIVATE AREA
- 15 GUESTS PER DAY TO THE AIR SHOW IN THE GENERAL ADMISSION SEATING AREA (PARKING NOT INCLUDED)

## ON-SITE ADVERTISING/BRANDING

- LOGO PLACEMENT ON SELECT SIGNAGE LOCATED AROUND THE SHOW SITE
- A DESIGNATED AREA IN THE VENDOR/MERCHANDISE PARK FOR YOUR ORGANIZATION
- RECOGNITION OF PARTNERSHIP AT ALL SOCIAL EVENTS
- MINIMUM OF 3 LIVE ANNOUNCEMENTS DURING THE SHOW (CUSTOM AD READ)

WINGS OVER WATER IS HAPPY TO CUSTOMIZE ADVERTISING OPTIONS TO TARGET YOUR AUDIENCE AND CUSTOMERS. THIS COULD INCLUDE PAID AND ORGANIC ADVERTISING OPPORTUNITIES.

## DIGITAL MEDIA

- RECOGNITION OF PARTNERSHIP ON SELECT AIR SHOW BRANDING/ADVERTISING (E.G. TV & RADIO ADS, SOCIAL MEDIA)
- PARTNER ON SELECT CONTENT CREATION EFFORTS (E.G. VIDEOS, PODCASTS, INTERVIEWS, DOCUMENTARY EPISODES, PERFORMER COLLABORATION)
- LOGO INCLUSION ON DIGITAL BRANDING (E.G. SOCIAL MEDIA BANNERS, GRAPHICS, OR POSTS)
- SOCIAL MEDIA SHOUTOUTS BEFORE & AFTER THE EVENT

## WEBSITE

- LOGO, LINK, INFORMATION, AND PARTNERSHIP DETAILS PROVIDED ON THE WEBSITE PARTNERSHIP SECTION

COMMUNITY OUTREACH OPPORTUNITIES

10 SPOTS AVAILABLE

# CONTRIBUTING PARTNER

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INVESTMENT: \$5,000

YOUR PARTNERSHIP INCLUDES THE FOLLOWING BENEFITS:

## HOSPITALITY

- 4 VIP GUESTS PER DAY TO THE AIR SHOW WITH FOOD, BEVERAGES AND SEATING COVERED IN YOUR PRIVATE AREA
- 10 GUESTS PER DAY TO THE AIR SHOW IN THE GENERAL ADMISSION SEATING AREA (PARKING NOT INCLUDED)

## ON-SITE ADVERTISING/BRANDING

- A DESIGNATED AREA IN THE VENDOR/MERCHANDISE PARK FOR YOUR ORGANIZATION
- RECOGNITION OF PARTNERSHIP AT ALL SOCIAL EVENTS
- MINIMUM OF 1 LIVE ANNOUNCEMENTS DURING THE SHOW (CUSTOM AD READ)

WINGS OVER WATER IS HAPPY TO CUSTOMIZE ADVERTISING OPTIONS TO TARGET YOUR AUDIENCE AND CUSTOMERS. THIS COULD INCLUDE PAID AND ORGANIC ADVERTISING OPPORTUNITIES.

## DIGITAL MEDIA

- LOGO INCLUSION ON DIGITAL BRANDING (E.G. SOCIAL MEDIA BANNERS, GRAPHICS, OR POSTS)
- SOCIAL MEDIA SHOUTOUTS BEFORE & AFTER THE EVENT

## WEBSITE

- LOGO, LINK, INFORMATION, AND PARTNERSHIP DETAILS PROVIDED ON THE WEBSITE PARTNERSHIP SECTION

## COMMUNITY OUTREACH OPPORTUNITIES

**MULTIPLE SPOTS AVAILABLE**

# COMMUNITY PARTNER

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INVESTMENT: \$2,500

YOUR PARTNERSHIP INCLUDES THE FOLLOWING BENEFITS:

## HOSPITALITY

- 2 VIP GUESTS PER DAY TO THE AIR SHOW WITH FOOD, BEVERAGES AND SPECIAL ACCESS TO AREAS INSIDE THE EVENT SITE
- 10 GUESTS PER DAY TO THE AIR SHOW IN THE GENERAL ADMISSION AREA (PARKING NOT INCLUDED)

## ON-SITE ADVERTISING/BRANDING

- RECOGNITION OF PARTNERSHIP AT ALL SOCIAL EVENTS
- MINIMUM OF 1 LIVE ANNOUNCEMENT DURING THE SHOW (CUSTOM AD READ)

## DIGITAL MEDIA

- PARTNER ON CHOSEN CONTENT CREATION EFFORTS (VIDEOS, PODCASTS, INTERVIEWS, DOCUMENTARY EPISODES, PERFORMER COLLABORATION)
- LOGO INCLUSION ON DIGITAL BRANDING (INCLUDING SOCIAL MEDIA BANNERS, GRAPHICS, OR POSTS)
- SOCIAL MEDIA SHOUTOUTS BEFORE & AFTER THE EVENT

## WEBSITE

- LOGO, LINK, INFORMATION, AND PARTNERSHIP DETAILS PROVIDED IN THE PARTNERSHIP SECTION OF THE WEBSITE

## COMMUNITY OUTREACH OPPORTUNITIES

**MULTIPLE SPOTS AVAILABLE**

# COMMUNITY SUPPORTER

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INVESTMENT: \$500

YOUR PARTNERSHIP INCLUDES THE FOLLOWING BENEFITS:

## HOSPITALITY

- 4 GUESTS PER DAY TO THE AIR SHOW IN THE GENERAL ADMISSION AREA (PARKING NOT INCLUDED)

## ON-SITE ADVERTISING/BRANDING

- RECOGNITION OF PARTNERSHIP AT ALL SOCIAL EVENTS

## DIGITAL MEDIA

- PARTNER ON CHOSEN CONTENT CREATION EFFORTS (VIDEOS, PODCASTS, INTERVIEWS, DOCUMENTARY EPISODES, PERFORMER COLLABORATION)
- LOGO INCLUSION ON DIGITAL BRANDING (INCLUDING SOCIAL MEDIA BANNERS, GRAPHICS, OR POSTS)
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## WEBSITE

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## COMMUNITY OUTREACH OPPORTUNITIES



LIMITED SUITES AVAILABLE

# CABANA SUITES

STARTING AT \$250 PER PERSON

MINIMUM OF 10\* PER SUITE

**LOOKING FOR A SPECTACULAR DAY OUT WITH YOUR FAMILY, COWORKERS, FRIENDS OR CUSTOMERS?  
SPEND YOUR DAY AT THE BEACH IN YOUR PRIVATE SUITE AND ENJOY A SUMMER AIRSHOW!**

**BOOK YOUR CABANA SUITE TODAY AND ENJOY THE AMAZING BENEFITS OF YOUR OWN PRIVATE SUITE STARTING AS LOW AS \$250 PER GUEST!  
BOTTLE SERVICE, FOOD, BEVERAGE SERVICE, LOUNGE ACCESS AND MORE!**

## AVAILABLE PACKAGES:

### 10 PERSON SUITE INCLUDES:

- PRIVATE LOUNGE ACCESS
- EASY BEACH ACCESS & PRIME VIEWING FOR AIR SHOW
- OUTDOOR FURNITURE (INCLUDES TABLES, CHAIRS, STAND UP TABLES, COUCH)
- TENTED AREA WITH TABLE AND CHAIRS (WITH FLOORING)
- 55" TV INSIDE WITH AIR SHOW LIVESTREAM
- COMPLIMENTARY FOOD & BEVERAGES
- LIMITED COMPLIMENTARY ALCOHOL
- BOTTLE SERVICE AT ADDITIONAL COST
- PRIVATE SHARED WASHROOMS

### 15 PERSON SUITE INCLUDES:

- PRIVATE LOUNGE ACCESS
- EASY BEACH ACCESS & PRIME VIEWING FOR AIR SHOW
- OUTDOOR FURNITURE (INCLUDES TABLES, CHAIRS, STAND UP TABLES, COUCH)
- TENTED AREA WITH TABLE AND CHAIRS
- 55" TV INSIDE WITH AIR SHOW LIVESTREAM
- COMPLIMENTARY FOOD & BEVERAGES
- LIMITED COMPLIMENTARY ALCOHOL
- LIMITED COMPLIMENTARY BOTTLE SERVICES
- PRIVATE SHARED WASHROOMS
- COMPLIMENTARY WI-FI



**W.O.W.**  
CANADA'S ONLY TRUE BEACH AIR SHOW

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# INTERESTED IN PARTNERING WITH WINGS OVER WATER LEAMINGTON?

CONTACT US TODAY TO LEARN MORE OR  
SECURE YOUR SPOT.

## BRAD KREWENCH

PRESIDENT & CHIEF EXECUTIVE OFFICER



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P: +1 (226) 345-9252

## NICHOLAS CHUTE

CHIEF OPERATING OFFICER



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# W.O.W.

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