

2021 EIELSON AIR FORCE BASE ARCTIC LIGHTNING DRIVE-IN AIRSHOW SPONSORSHIP PACKAGE



July 30
(DoD ID Card Holders)

July 31 & August 1
(General Admission)

*Be a part of the first Eielson AFB Drive-In Air Show,
a truly memorable, fun, & engaging drive-in experience.*

FAST FACTS

- Drive-In Experience featuring the Blue Angels
 - 75th Anniversary of the Blue Angels
 - Over 3,500 vehicles parking blocks on flight line
 - Est. 10,000 spectators per day
- Fri, July 30
 - DoD ID Card Holders (rehearsal day)
 - Spectator estimate unknown
- Sat/Sun, July 31 & August 1
 - General Admission Day, base open to the public
- Spectators can choose to watch the Air Show in the comfort of their vehicle or sit outside adjacent to their vehicle, picnic style. This year guests can bring their own food & beverages!

- Line-Up:
 - Blue Angels
 - F-35 Demo
 - PACAF F-16 Demo
 - DH-115 Vampire
 - T-33 AceMaker
 - & more!

Critical Safety Information

- ❖ Those who have had COVID-19 symptoms or had close contact with someone who has had COVID-19 symptoms - within the past 14 days of the air show - should remain at home.
- ❖ All guests will be required to wear masks when not able to maintain a 6' distance from others outside of their party.
- ❖ Open flames, grills, pop-up tents, and smoking will not be allowed.
- ❖ Ample restrooms and hand wash stations will be onsite.

SOCIAL DISTANCED PARKING ROWS ON THE FLIGHTLINE



DRIVE-IN EXPERIENCE

Be a part of an inspiring event with a captive and loyal audience. The **Eielson AFB First Drive-In Air Show experience** is sure to be **different yet safe**, while providing an exciting weekend that will **lift your spirits, bring families together**, and offer to our resilient community **normalcy during these unchartered times**. The jets are eager to fly—so get ready for an action-packed, one-of-a-kind performer lineup to rock the skies as we celebrate the Arctic Lightning Air Show featuring the Blue Angels.

- **The Arrival:** Guests will enter the designated gate. Our team will direct you to your parking area on the flight line. The first 1,000 vehicles will be greeted with a “**swag bag**” filled with goodies. Guests can choose to watch the air show in the comfort of their vehicle or sit outside adjacent to their vehicle, picnic style. This year guests can **bring their own food!**
- **The Experience:** Sit back, relax and let the show come to you! Tune into a designated frequency for live narration throughout the estimated 4-hour aerial performance show. Mobile food & beverage carts will be roaming the event. There will be plenty of restrooms and hand washing stations to insure you and your family and friends are safe.
- **The Departure:** You don't have to go too far to pack up and head home. Toss the chairs and family in the car and hit the road. It is our desire for our guests to leave saying they had a “**fun experience**”.

Let's explore what a partnership might look like for this year by way of a creative approach to reach your company's goals during this challenging year.

COMMERCIAL SPONSORSHIP

2021 EIELSON AIR FORCE BASE

Arctic Lightning Drive-In Air Show

CONTRIBUTING SPONSOR

- Contributing Sponsor - \$1500
 - Banner placement on traffic route, sponsor provided
 - 3,500 vehicles est. per day
 - (2) PA Announcements per day
 - 10K est. attendees per day
 - Logo on FSS Webpage Thank You section with redirect link to Sponsor webpage
 - Ability to place item or coupon in guest “swag bags” provided to first 1000 vehicles per day
 - (1) Sponsor Parking Pass (valid each day)



SPECIAL ADVERTISING OPPORTUNITY

- Outdoor Marquee Advertisement Special
 - Consider an impactful advertisement via our digital outdoor marquee!
 - Located on Air Show traffic route
 - Full-color graphics with video/text/photos
 - Dual Sided
 - Up to 10 secs per spot, repeating through cycle
 - Run Time & Price
 - Wed. July 28 – Tues. Aug 2
 - Cost: \$500

PLEASE NOTE: Advertising Only –
Not an Air Show Sponsorship Level



BECOME A SPONSOR TODAY!



354th Force Support Squadron
Commercial Sponsorship &
Advertising Program

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Prefer to talk? Call 907-377-3268 to review available options.



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