



# LISMORE AVIATION EXPO

## 2018

Sponsorship  
Proposal





Attracting over 8000 visitors in 2017, the Lismore Aviation Expo is back in 2018 with plans for a bigger and better event.

**Saturday and Sunday, 28-29 July 2018**

The 2018 Expo will run over two days, with a focus on education and pilot training opportunities including civil, military, commercial and recreational on the Saturday. Joy and adventure flights, as well as discovery flights whereby the passenger becomes the pilot will be available throughout the day. Fly-ins will also be encouraged on the Saturday.

The Sunday will have a broader focus on all things aviation, and will attract a minor gate fee. The day will feature Paul Bennet Airshows aerobatic displays, joy flights, static aircraft displays, adventure flights, trade stands and family friendly entertainment.

The Expo showcases the aviation businesses that call the Lismore Aviation Centre home.

The event is targeted at both aviation enthusiasts as well as local families, with something for everyone to enjoy. The event will be marketed throughout the region, from south-east Queensland to Coffs Harbour and inland to Tamworth and Tenterfield.

Want to be part of this special event? Lismore City Council is now calling for sponsors for this regionally significant event. A variety of sponsorship packages are available.



## Naming rights sponsorship – \$10,000

- Exclusive naming rights. The official event name will be: “Your Company” Lismore Aviation Expo 2018.
- Permission to use and associate with the Lismore Aviation Expo logo.
- Media announcement of your sponsorship and involvement with the Expo.
- Official event name used in all media releases and Council promotions.
- Company name to feature in all radio, TV and live event broadcasts – with coverage reaching from south-east Queensland through to Coffs Harbour and into western NSW.
- Company promoted as major sponsor via professional commentary with select marketing messages for your company at the event.
- Company name, logo and large advertisement on event program.
- Company logo placed prominently on all promotional print media advertising, posters, flyers and other promotional material.
- Company name and logo included on main event web page at [visitlismore.com.au](http://visitlismore.com.au)
- Company name and logo listed at top of sponsors page of website.
- Company naming rights through social media campaign.
- Company name on outdoor advertising e.g. flags or banners at the event.
- Large exhibition space at the Expo (6m x 6m) in prominent location.
- Opportunity to provide promotional merchandise to patrons at the event.
- Official event name used in all public address announcements.
- Logo featured on all Aviation Expo email and written communications.
- Company logo on signage at both the evening and main Expo events.
- Invitation to associated events.



## Platinum Sponsorship – \$7000 (VIP Viewing area naming rights)

- VIP viewing area known as 'The Mound' named after your company.
- Permission to use and associate with the Lismore Aviation Expo logo.
- Media announcement of your sponsorship and involvement at the Official Launch of the Expo.
- Company name, logo and advertisement on Expo program.
- Company logo on all promotional print media advertising, posters, flyers and other promotional material. Print media campaign to expand from south-east Queensland through to Coffs Harbour in the south and west to Tenterfield and Tamworth regions.
- Logo on end tag of television advertising
- Company name and logo listed on sponsors page of website as major sponsor.
- Company promoted as major sponsor via professional commentary with select marketing messages for your company at the event.
- Company promoted in social media campaign.
- Large exhibition space at the Expo (6m x 6m) in prominent location.
- Company logo and advertisement on Expo program.
- Advertisement in print media feature for the event.
- Invitation to associated events



## Gold Sponsorship – \$5000 (cash, prize donation or hire of goods)

- Company logo featured on all print media advertising, posters, flyers and other promotional material as a major sponsor.
- Logo on end tag of television advertising.
- Company name and logo listed on sponsors page of website as major sponsor.
- Large exhibition space at the Expo (6m x 6m) footprint only.
- Company logo on signage at the event.
- Invitation to associated events.

## Silver Sponsorship – \$3000 (cash, prize donation or hire of goods)

- Company logo on Expo program.
- Company name listed on sponsors page of website.
- Medium exhibition space at the Expo (6m x 3m).
- Company name on sponsors banner at the event.
- Invitation to associated events



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## Bronze Sponsorship – \$1000 (cash or in kind)

- Company logo on Expo program.
- Company name on sponsors banner at event.
- Small exhibition space at the Expo (3m x 3m).
- Company name listed on sponsors page of event website.
- Invitation to associated events.



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## Key contact and dates

**Other terms for sponsorship can be negotiated by both the sponsor and event organisers for a mutually beneficial arrangement.**

The Lismore Aviation Expo will be held on Saturday and Sunday, 28-29 July 2018.

If you are interested in sponsoring the event please contact:

**Nathan Dee or Leanne Clark**

**P: 1300 87 83 87**

**E: [gpevents@lismore.nsw.gov.au](mailto:gpevents@lismore.nsw.gov.au)**