

SPONSORSHIP OPPORTUNITIES



August 26-27, 2023

Gowen Field, Boise, Idaho | GOWENTHUNDER.ORG



The Gowen Thunder Airshow at Gowen Field, Boise, Idaho is free to the public and will be the Treasure Valley's largest-ever airshow with an expected attendance nearing 150,000. The airshow creates community awareness and promotes community involvement while providing an outstanding family-friendly, cost-effective, and patriotic event.

2023 GOWEN THUNDER HIGHLIGHTS:

- Modern Military Demonstrations and Static Aircraft
- High-Powered Civilian Aircraft Demonstrations
- Historic Military and Civilian Performers
- Interactive Attractions and Simulators
- Kid-friendly Viewing Area
- Commercial Retail Displays
- Food, Drink and Novelty Vendors

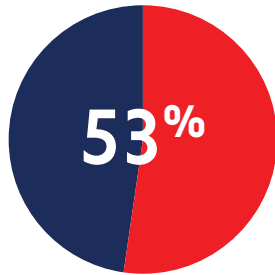


ECONOMIC IMPACT:

The Gowen Thunder Airshow will bring an economic impact to Idaho that is

NEARLY \$5 MILLION

AIRSHOW ATTENDEE DEMOGRAPHICS:



AGE

Over 53% are between
25 and 49 years

WELL-EDUCATED & AFFLUENT

More than 70% of the audience has had some college education with a combined household income of over \$75,000.

FAMILY-FOCUSED

Nearly 50% will bring children.



HOME OWNERSHIP

63% of attendees own their own home.





SPECIALTY AIRSHOW EVENTS

FEATURING:

USAF THUNDERBIRDS

US ARMY GOLDEN KNIGHTS

F-35A DEMONSTRATION TEAM

COMBINED ARMS DEMONSTRATION

CIVILIAN ACTS

Warbirds: P-51, A-37, Alpha Jet | Jet Waco -
Jack Links | MXS - Brad Wursten | Flying Circus
Cub | Misty Blues - All-Women Skydiving Team

KIDS ZONE | STEM EXHIBITS | AND MORE!



PROCEEDS TO BENEFIT THE IDAHO NATIONAL GUARD

Gowen Field is home to the headquarters of the Idaho National Guard.

- Idaho's **4th largest** employer
 - **6,000+** direct employees
 - Indirectly responsible for another **1,500+ employees**
- Total annual economic impact: **Nearly \$600M**
- Annual tax revenue: **\$30M**
- Stationed in **20 communities** throughout Idaho

*Fiscal Year 2020 data

**100% OF THE FUNDS RAISED WILL
GO INTO THE IDNG MWR FUND**

The mission of the MWR is to provide Morale, Welfare, and Recreation programs and services in conjunction with family programs supporting the readiness and resilience of the Idaho National Guard, service members, families and DoD retirees.



TITLE SPONSOR

TITLE SPONSOR WILL RECEIVE:

1 AVAILABLE

BRAND RECOGNITION:

- Name incorporated to Airshow
- Company logo on Airshow legend (map)
- Name and logo on TV/broadcast radio/print
- Gowen Thunder logo licensing statewide
- Company logo on official Airshow poster (2,000 printed)
- Full page ad in Airshow programs
- Recognition in social campaigns
- Logo on Airshow website homepage
- Logo on volunteer shirts
- Logo on welcome banner
- Logo on online tickets

ON-SITE ACTIVATION:

- Custom exhibit space
- 8x PA announcements (Sat/Sun per day)
- 8x Banner Spaces on fence (sponsor provided, up to 5' x 3')
- First right of refusal
- Product sales rights
- Category exclusivity

HOSPITALITY:

- 75x VIP sponsor chalet tickets (per day, premium amenities & catering, hosted bar)
- 30x VIP parking passes
- 30x VIP tickets to Friday hanger party

APPRECIATION:

- 2x VIP exhibition flight (pending pilot availability)
- 100x Commemorative Airshow posters
- 20x Gowen Thunder 2023 sponsor hats & patches
- 3x Framed U.S. flag flown by A-10 Thunderbolt II pilot

\$75,000



PRESENTING SPONSOR

PRESENTING SPONSOR WILL RECEIVE:

BRAND RECOGNITION:

- Company logo on Airshow legend (map)
- Name and logo on TV/broadcast radio/print
- Gowen Thunder logo licensing statewide
- Company logo on official Airshow poster (2,000 printed)
- Full Page ad in Airshow programs
- Recognition in social campaigns
- Logo on Airshow website homepage
- Logo on volunteer shirts
- Logo on welcome banner
- Logo on online tickets

ON-SITE ACTIVATION:

- Custom exhibit space
- 6x PA announcements (Sat/Sun per day)
- 6x Banner spaces on fence (sponsor provided, up to 5' x 3')
- First right of refusal
- Product sales rights
- Category exclusivity

HOSPITALITY:

- 50x VIP sponsor chalet tickets (per day, premium amenities & catering, hosted bar)
- 20x VIP parking passes
- 20x VIP tickets to Friday hanger party

APPRECIATION:

- 1x VIP exhibition flight (pending pilot availability)
- 50x Commemorative Airshow posters
- 15x Gowen Thunder 2023 sponsor hats & patches
- 2x Framed U.S. flag flown by A-10 Thunderbolt II pilot

\$50,000



FIVE STAR SPONSOR

FIVE STAR SPONSOR WILL RECEIVE:

BRAND RECOGNITION:

- Name and logo on TV/broadcast radio/print
- Gowen Thunder logo licensing statewide
- Company logo on official Airshow poster (2,000 printed)
- Full Page ad in Airshow programs
- Recognition in social campaigns
- Logo on Airshow website homepage
- Logo on volunteer shirts
- Logo on welcome banner
- Logo on online tickets

ON-SITE ACTIVATION:

- Custom exhibit space
- 4x PA announcements (Sat/Sun per day)
- 4x Banner spaces on fence (sponsor provided, up to 5' x 3')
- Product sales rights

HOSPITALITY:

- 25x VIP sponsor chalet tickets (per day, preferred amenities & catering, hosted bar)
- 10x VIP parking passes
- 10x VIP tickets to Friday hanger party

APPRECIATION:

- 1x VIP exhibition flight (pending pilot availability)
- 25x Commemorative Airshow posters
- 10x Gowen Thunder 2023 sponsor hats & patches
- 1x Framed U.S. flag flown by A-10 Thunderbolt II pilot

\$25,000



FOUR STAR SPONSOR

FOUR STAR SPONSOR WILL RECEIVE:

BRAND RECOGNITION:

- Gowen Thunder logo licensing statewide
- Company logo on official Airshow poster (2,000 printed)
- Half Page ad in Airshow programs
- Recognition in social campaigns
- Logo on Airshow website sponsor page
- Logo on volunteer shirts
- Logo on welcome banner
- Logo on online tickets

ON-SITE ACTIVATION:

- 30'x30' exhibit space
- 3x PA announcements (Sat/Sun per day)
- 3x Banner spaces on fence (sponsor provided, up to 5' x 3')

HOSPITALITY:

- 30x VIP Sponsor Chalet Tickets (per day, preferred amenities & catering, hosted bar)
- 10x VIP parking passes
- 10x VIP tickets to Friday hanger party

APPRECIATION:

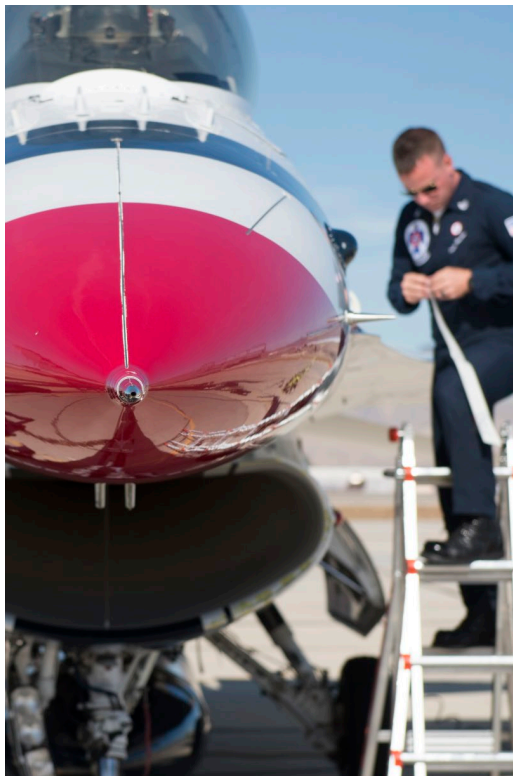
- 15x Commemorative Airshow posters
- 5x Gowen Thunder 2023 sponsor hats & patches

\$15,000



THREE STAR SPONSOR

THREE STAR SPONSOR WILL RECEIVE:



BRAND RECOGNITION:

- Gowen Thunder logo licensing statewide
- Company logo on official Airshow poster (2,000 printed)
- Quarter page ad in Airshow programs
- Logo on Airshow website sponsor page
- Logo on volunteer shirts
- Logo on welcome banner

ON-SITE ACTIVATION:

- 20'x20' exhibit space
- 2x PA announcements (Sat/Sun per day)
- 2x Banner spaces on fence (sponsor provided, up to 5' x 3')

HOSPITALITY:

- 20x VIP Sponsor Chalet Tickets (per day, premium amenities & catering, hosted bar)
- 8x VIP parking passes
- 6x VIP tickets to Friday hanger party

APPRECIATION:

- 10x Commemorative Airshow posters
- 4x Gowen Thunder 2023 sponsor hats & patches

\$10,000



TWO STAR SPONSOR

TWO STAR SPONSOR WILL RECEIVE:

BRAND RECOGNITION:

- Logo on Airshow website sponsor page
- Logo on welcome banner

ON-SITE ACTIVATION:

- 10'x10' exhibit space
- 1x PA announcements (Sat/Sun per day)
- 1x Banner spaces on fence (sponsor provided, up to 5' x 3')

HOSPITALITY:

- 10x VIP Sponsor Chalet Tickets (per day, preferred amenities & catering, hosted bar)
- 4x VIP parking passes
- 4x VIP tickets to Friday hanger party

APPRECIATION:

- 5x Commemorative Airshow posters
- 3x Gowen Thunder 2023 sponsor hats & patches

\$5,000



ONE STAR SPONSOR

ONE STAR SPONSOR WILL RECEIVE:

BRAND RECOGNITION:

- Logo on Airshow website sponsor page

HOSPITALITY:

- 5x Sponsor chalet tickets (per day, premium amenities & catering, hosted bar)
- 2x VIP parking passes
- 2x VIP tickets to Friday hanger party

APPRECIATION:

- 5x Commemorative Airshow posters
- 2x Gowen Thunder 2023 sponsor hats & patches



\$3,500



EXHIBIT BOOTH ONLY

10'X10'	EXHIBIT BOOTH	\$1,500
10'X20'	EXHIBIT BOOTH	\$2,250
20'X20'	EXHIBIT BOOTH	\$3,000

NON-PROFIT/GOVT AGENCY DISCOUNT: 20%

NEED A LARGER SPACE? CONTACT US.

GOWEN THUNDER AIRSHOW

SPONSORSHIP BENEFITS		TITLE SPONSOR	PRESENTING SPONSOR	FIVE STAR SPONSOR	FOUR STAR SPONSOR	THREE STAR SPONSOR	TWO STAR SPONSOR	ONE STAR SPONSOR			
BRAND RECOGNITION	Incorporate your name into the Airshow	YES	—	—	—	—	—	—			
	Company logo on the Airshow legend (map)	YES	YES	—	—	—	—	—			
	Name & logo on TV/radio broadcasts & print	YES	YES	YES	—	—	—	—			
	Gowen Thunder logo licensing statewide (2023)	YES	YES	YES	YES	YES	—	—			
	Company logo on official Airshow poster (2,000 printed)	YES	YES	YES	YES	YES	—	—			
	Ad in Airshow programs	FULL PAGE	FULL PAGE	FULL PAGE	HALF PAGE	QUARTER PAGE	—	—			
	Recognition on socials/web campaign	YES	YES	YES	YES	—	—	—			
	Logo placement on Airshow website	HOME PAGE	HOME PAGE	HOME PAGE	SPONSOR PAGE	SPONSOR PAGE	SPONSOR PAGE	SPONSOR PAGE			
	Logo placement on volunteer T-shirts	YES	YES	YES	YES	YES	—	—			
	Logo prominently displayed on welcome banner	YES	YES	YES	YES	YES	YES	—			
	Logo placement on online tickets	YES	YES	YES	YES	—	—	—			
ON-SITE ACTIVATION	Exhibit space	CUSTOM	CUSTOM	CUSTOM	UP TO 30'x30'	UP TO 20'x20'	10'x10'	—			
	PA announcements (Sat/Sun per day)	8	6	4	3	2	1	—			
	Banner spaces on fence (sponsor provided, up to 3'x5')	8	6	4	3	2	1	—			
	First right of refusal	YES	YES	—	—	—	—	—			
	Product sales rights	YES	YES	YES	—	—	—	—			
	Category exclusivity	YES	YES	—	—	—	—	—			
HOSPITALITY	VIP Sponsor Chalet Tickets* (Includes premium amenities & catering, private restrooms, and hosted bar)	75	50	30	20	15	10	5			
	VIP parking passes (Sat/Sun per day)	30	20	12	10	8	4	2			
	Friday VIP hanger party tickets	30	20	10	8	6	4	2			
APPRECIATION	VIP exhibition flight (depending on availability)	2	1	1	—	—	—	—	EXHIBIT (BOOTH) ONLY		
	Commemorative Airshow posters	100	50	25	15	10	5	5			
	Gowen Thunder 2023 sponsors hats & patches	20	15	10	5	4	3	2	10'x10'	10'x20'	20'x20'
	Framed U.S. flag flown by A-10 Thunderbolt II pilot	3	2	1	—	—	—	—			
COST		\$75,000	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000	\$3,500	\$1,500	\$2,250	\$3,000
NUMBER AVAILABLE		1	—	—	—	—	—	—	Non-Profit/Gov Agency Discount: 20%		

OVERVIEW

GOWEN THUNDER AIRSHOW

SPONSORSHIP BENEFITS		TITLE SPONSOR	PRESENTING SPONSOR	FIVE STAR SPONSOR	FOUR STAR SPONSOR	THREE STAR SPONSOR	TWO STAR SPONSOR	ONE STAR SPONSOR
BRAND RECOGNITION	Incorporate your name into the Airshow	YES	—	—	—	—	—	—
	Company logo on the Airshow legend (map)	YES	YES	—	—	—	—	—
	Name & logo on TV/radio broadcasts & print	YES	YES	YES	—	—	—	—
	Gowen Thunder logo licensing statewide (2023)	YES	YES	YES	YES	YES	—	—
	Company logo on official Airshow poster (2,000 printed)	YES	YES	YES	YES	YES	—	—
	Ad in Airshow programs	FULL PAGE	FULL PAGE	FULL PAGE	HALF PAGE	QUARTER PAGE	—	—
	Recognition on socials/web campaign	YES	YES	YES	YES	—	—	—
	Logo placement on Airshow website	HOME PAGE	HOME PAGE	HOME PAGE	SPONSOR PAGE	SPONSOR PAGE	SPONSOR PAGE	SPONSOR PAGE
	Logo placement on volunteer T-shirts	YES	YES	YES	YES	YES	—	—
	Logo prominently displayed on welcome banner	YES	YES	YES	YES	YES	YES	—
	Logo placement on online tickets	YES	YES	YES	YES	—	—	—
ON-SITE ACTIVATION	Exhibit space	CUSTOM	CUSTOM	CUSTOM	UP TO 30'x30'	UP TO 20'x20'	10'x10'	—
	PA announcements (Sat/Sun per day)	8	6	4	3	2	1	—
	Banner spaces on fence (sponsor provided, up to 3'x5')	8	6	4	3	2	1	—
	First right of refusal	YES	YES	—	—	—	—	—
	Product sales rights	YES	YES	YES	—	—	—	—
	Category exclusivity	YES	YES	—	—	—	—	—
HOSPITALITY	VIP Sponsor Chalet Tickets* (Includes premium amenities & catering, private restrooms, and hosted bar)	75	50	30	20	15	10	5
	VIP parking passes (Sat/Sun per day)	30	20	12	10	8	4	2
	Friday VIP hanger party tickets	30	20	10	8	6	4	2
APPRECIATION	VIP exhibition flight (depending on availability)	2	1	1	—	—	—	—
	Commemorative Airshow posters	100	50	25	15	10	5	5
	Gowen Thunder 2023 sponsors hats & patches	20	15	10	5	4	3	2
	Framed U.S. flag flown by A-10 Thunderbolt II pilot	3	2	1	—	—	—	—
COST		\$75,000	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000	\$3,500
NUMBER AVAILABLE		1	—	—	—	—	—	—

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GOWEN THUNDER AIRSHOW

SPONSORSHIP BENEFITS		TITLE SPONSOR	PRESENTING SPONSOR	FIVE STAR SPONSOR	FOUR STAR SPONSOR	THREE STAR SPONSOR	TWO STAR SPONSOR	ONE STAR SPONSOR
BRAND RECOGNITION	Incorporate your name into the Airshow	YES	—	—	—	—	—	—
	Company logo on the Airshow legend (map)	YES	YES	—	—	—	—	—
	Name & logo on TV/radio broadcasts & print	YES	YES	YES	—	—	—	—
	Gowen Thunder logo licensing statewide (2023)	YES	YES	YES	YES	YES	—	—
	Company logo on official Airshow poster (2,000 printed)	YES	YES	YES	YES	YES	—	—
	Ad in Airshow programs	FULL PAGE	FULL PAGE	FULL PAGE	HALF PAGE	QUARTER PAGE	—	—
	Recognition on socials/web campaign	YES	YES	YES	YES	—	—	—
	Logo placement on Airshow website	HOME PAGE	HOME PAGE	HOME PAGE	SPONSOR PAGE	SPONSOR PAGE	SPONSOR PAGE	SPONSOR PAGE
	Logo placement on volunteer T-shirts	YES	YES	YES	YES	YES	—	—
	Logo prominently displayed on welcome banner	YES	YES	YES	YES	YES	YES	—
	Logo placement on online tickets	YES	YES	YES	YES	—	—	—
ON-SITE ACTIVATION	Exhibit space	CUSTOM	CUSTOM	CUSTOM	UP TO 30'x30'	UP TO 20'x20'	10'x10'	—
	PA announcements (Sat/Sun per day)	8	6	4	3	2	1	—
	Banner spaces on fence (sponsor provided, up to 3'x5')	8	6	4	3	2	1	—
	First right of refusal	YES	YES	—	—	—	—	—
	Product sales rights	YES	YES	YES	—	—	—	—
	Category exclusivity	YES	YES	—	—	—	—	—
HOSPITALITY	VIP Sponsor Chalet Tickets* (Includes premium amenities & catering, private restrooms, and hosted bar)	75	50	30	20	15	10	5
	VIP parking passes (Sat/Sun per day)	30	20	12	10	8	4	2
	Friday VIP hanger party tickets	30	20	10	8	6	4	2
APPRECIATION	VIP exhibition flight (depending on availability)	2	1	1	—	—	—	—
	Commemorative Airshow posters	100	50	25	15	10	5	5
	Gowen Thunder 2023 sponsors hats & patches	20	15	10	5	4	3	2
	Framed U.S. flag flown by A-10 Thunderbolt II pilot	3	2	1	—	—	—	—

OVERVIEW



GOWEN THUNDER AIRSHOW

Gowen Thunder proceeds to benefit the Idaho National Guard's Morale, Welfare and Recreation fund. The MWR is a 501(c)19 veterans nonprofit organization that provides programs and services supporting the readiness and resilience of the Idaho National Guard, service members, families and DoD retirees. For more information, visit www.idngmwr.com

THANK YOU

CONTACT INFORMATION:

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