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4775 S. Ingalls St. Boise, ID 83705

Greetings,

On behalf of Major General Michael Garshak, Idaho Adjutant General, and the nearly 5,000 soldiers and airmen of the Idaho National Guard, we invite you to support the Gowen Thunder Open House & Airshow coming to Boise, Idaho August 26-27, 2023. This year's event follows our highly successful inaugural Gowen Thunder event in 2017, which welcomed more than 120,000 people to Gowen Field. We're making every effort to ensure that this year's event will be even bigger and better.

GT23 will feature the U.S. Army Golden Knights Parachute Team, the F-35 Demonstration Team and the return of the **U.S. Air Force Thunderbirds** demonstration squadron. As you can imagine, hosting an event of this magnitude doesn't come without significant costs, which is why sponsorships from local companies like yours are critical to our success and ensuring Gowen Thunder becomes a Treasure Valley tradition in the years to come. In return for your support, we would work together to ensure that the value of your sponsorship comes back to you tenfold through brand awareness, on-site activation and first-class hospitality for you and your guests.

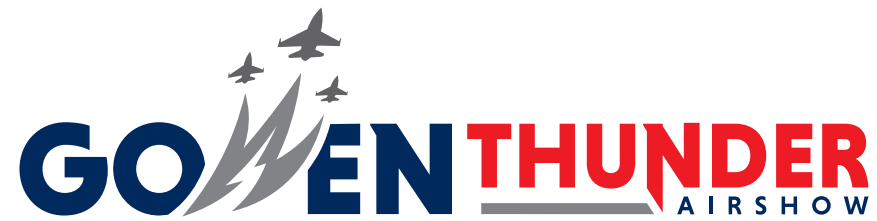
We have several aspects of the event that can be tied to sponsorships and would enable our guests to associate this one-of-a-kind patriotic community event with your business. Please review the enclosed packet. Consider supporting the Idaho National Guard's MWR Program and help us make Gowen Thunder the coolest free, family-oriented event in Idaho in 2023!

Sincerely,

Tony Vincelli  
Event Director

Jessica Bate  
Sponsorship Director

*Gowen Thunder is organized by the IDNG Morale, Welfare and Recreation Program,  
a 501(c)(19) nonprofit veterans' organization*



# SPONSORSHIP OPPORTUNITIES



**August 26-27, 2023**

**Gowen Field, Boise, Idaho | [GOWENTHUNDER.ORG](http://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

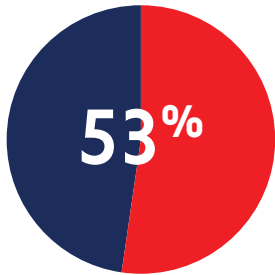


## ECONOMIC IMPACT:

According to the Boise Convention & Visitors Bureau, Gowen Thunder 2023 Estimated Economic Impact:

**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:

#### 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)
- Recognition in social campaigns
- Logo on Airshow website
- Logo on volunteer shirts
- Logo on welcome banner
- Logo on online tickets

#### ON-SITE ACTIVATION:

- Custom exhibit space
- 8 Public Address announcements (each day)
- 8 Banner placement on airshow grounds (provided, up to 3')
- Product sales booth
- 75 Sponsor Chalet Tickets (per day, premium amenities & catering, hosted bar)
- 30 VIP parking passes
- 30 Friday Hangar Party tickets

#### APPRECIATION:

- VIP exhibition flight (pending pilot availability)
- 10 commemorative Airshow posters
- 20 Gowen Thunder 2023 sponsor hats & t-shirts
- Personalized 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)
- 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
- 6 Public Address announcements (each day)
- 6 Banner placements in Showgrounds (sponsor provided, up to 5' x 3')
- First right of refusal
- Product sales rights

#### HOSPITALITY:

- 50 Sponsor Chalet Tickets (per day, premium amenities & catering, hosted bar)
- 20 VIP parking passes
- 20 Friday Hangar Party tickets

#### APPRECIATION:

- 1 VIP exhibition flight (pending pilot availability)
- 50 Commemorative Airshow posters
- 15 Gowen Thunder 2023 sponsor hats & patches
- 2 Framed U.S. flags 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)
- 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
- 4 PA announcements (each day)
- 4 Banner spaces in Showgrounds (sponsor provided, up to 5' x 3')
- Product sales rights

#### HOSPITALITY:

- 30 Sponsor Chalet Tickets (per day, premium amenities & catering, hosted bar)
- 12 VIP parking passes
- 10 Friday Hangar Party tickets

#### APPRECIATION:

- 1 VIP exhibition flight (pending pilot availability)
- 25 Commemorative Airshow posters
- 10 Gowen Thunder 2023 sponsor hats & patches
- 1 Framed U.S. flags 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' x 30' Exhibit Space
- 3 PA announcements (each day)
- 3 Banner spaces in Showgrounds (sponsor provided, up to 5' x 3')

#### HOSPITALITY:

- 20 Sponsor Chalet Tickets (per day, premium amenities & catering, hosted bar)
- 10 VIP parking passes
- 8 Friday Hangar Party tickets

#### APPRECIATION:

- 15 Commemorative Airshow posters
- 5 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' x 20' Exhibit Space
- 2 PA announcements (each day)
- 2 Banner spaces in Showgrounds (sponsor provided, up to 5' x 3')

#### HOSPITALITY:

- 15 Sponsor Chalet Tickets (per day, premium amenities & catering, hosted bar)
- 8 VIP parking passes
- 6 Friday Hangar Party tickets

#### APPRECIATION:

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

**\$10,000**



## BE A PART OF THE SHOW

SPONSOR A VENUE OR PERFORMER TO CONNECT WITH THE CROWD

### STEM EXPO

Hands-on STEM exhibits sure to inspire the next generation

**\$25,000**

### COOL ZONES

Walk-through tents with misters to help guests keep their cool

**\$15,000**

### PYROTECHNICS SPONSOR

Stand out by sponsoring the coolest part of any airshow: walls of fire, bombs & explosions

**\$30,000**

### PERFORMERS

#### Misty Blues

All-Female Skydiving Team

**\$15,000**

#### Franklin's Flying Circus

**\$15,000**

#### Top Gun Experience

**\$20,000**

#### RAD Aerospace

Jet Waco

**\$25,000**

Exclusive naming rights for upgraded seating areas near Show Center

#### BLEACHER SEATING

500 tickets for sale per day

**\$10,000**

#### WARBIRD CLUB

Private Chalet with Shaded Table Seating  
BBQ Lunch & Adult Beverages  
300 tickets for sale per day

**\$25,000**

#### THUNDER DOME

Premium Shaded Viewing Area  
Catered Brunch/Lunch & Full Bar  
Private Restrooms

300 tickets for sale per day

**\$50,000**



## TWO STAR SPONSOR

### TWO STAR SPONSOR WILL RECEIVE:



#### BRAND RECOGNITION:

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

#### ON-SITE ACTIVATION:

- 20' x 20' Exhibit Space
- 2 PA announcements (each day)
- 2 Banner spaces in Showgrounds (sponsor provided, up to 5' x 3')

#### HOSPITALITY:

- 10 Sponsor Chalet Tickets (per day, premium amenities & catering, hosted bar)
- 4 VIP parking passes
- 4 Friday Hangar Party tickets

#### APPRECIATION:

- 5 Commemorative Airshow posters
- 3 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:

- 5 Sponsor Chalet Tickets (per day, premium amenities & catering, hosted bar)
- 2 VIP parking passes
- 2 Friday Hangar Party tickets

#### APPRECIATION:

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

**\$3,500**

# GOWEN THUNDER AIRSHOW

# OVERVIEW

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	—	—
	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	—	—	—	—
<b>COST</b>		<b>\$75,000</b>	<b>\$50,000</b>	<b>\$25,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$3,500</b>
<b>NUMBER AVAILABLE</b>		<b>1</b>	<b>—</b>	<b>—</b>	<b>—</b>	<b>—</b>	<b>—</b>	<b>—</b>





## EXHIBIT BOOTH ONLY

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

MILITARY/VETERANS ORGANIZATIONS: FREE 10' x 10'

NON-PROFIT/GOVT AGENCIES: 50% OFF

NEED A LARGER SPACE? CONTACT US.



# GO EN 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](http://www.idngmwr.com)

## CONTACT,

JESSICA BATE

Gowen Thunder 5aad/[ Sfad

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