Over 50 years ago, the first plane went up in the Nevada desert to kick off what would become the STIHL National Championship Air Races and a legacy was born. A legacy of history, heritage and preservation. Of daring, imagination and wonder. Of memories made, traditions formed and legends created one amazing race at a time. Engines roaring. Crowds cheering. Hearts pounding. Eight planes racing wing-tip to wing-tip, 50 feet above the ground at speeds up to more than 500 mph. This is the fastest motorsport on Earth—a one-of-a-kind thrill you have to see, hear and feel to believe. This is classic, cool and contemporary all rolled into one. This is life at 500 miles per hour. This is the STIHL National Championship Air Races.
**WEB & DIGITAL**

- **236,446** USERS
- **397,539** SESSIONS

**Organic Search Breakdown**:
- 51% Organic Search
- 18% Direct
- 12% Paid Search
- 5% Other
- 5% Social
- 4% Referral
- 3% Display
- 2% Email

**Email Campaigns**

<table>
<thead>
<tr>
<th>Email Campaigns</th>
<th>Sent</th>
<th>Subscribers</th>
<th>Revenue Generated</th>
<th>Average Open Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 Emails</td>
<td>15</td>
<td>28,910</td>
<td>$24,664.36</td>
<td>35%-40%</td>
</tr>
</tbody>
</table>

**Paid Search, Display, YouTube & Paid Social**

- **98% Return on Ad Spend**

**LIVE STREAM DATA**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Total Impressions</th>
<th>Total Views</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>RARA</td>
<td>20,971</td>
<td>15,167</td>
<td>1,377</td>
<td>3,957</td>
<td>6,513</td>
<td>3,320</td>
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<tr>
<td>RARA</td>
<td>138,492</td>
<td></td>
<td>16,954</td>
<td>28,753</td>
<td>34,247</td>
<td>58,538</td>
</tr>
<tr>
<td>RARA</td>
<td>388,241</td>
<td></td>
<td>171,459</td>
<td>193,637</td>
<td>23,145</td>
<td></td>
</tr>
<tr>
<td>STIHL</td>
<td>28,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**SOCIAL MEDIA**

- **8,118,239** Total Social Media Impressions
- **460,668** Total Social Media Engagements
- **28,808** Total Link Clicks
- **57,619** Total Facebook Followers
- **23,200** Total Instagram Followers
- **6,880** Total Twitter Followers
- **10,000 NEW FANS**
- **98% INCREASED IMPRESSIONS**
- **98% INCREASED ENGAGEMENTS**

**PUBLIC RELATIONS**

<table>
<thead>
<tr>
<th>Public Relations</th>
<th>Total Publicity Value</th>
<th>Total Reach</th>
<th>Total Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>STIHL National Championship Air Races Event</td>
<td>$120,867,048</td>
<td>1,589,113,730</td>
<td>1,581</td>
</tr>
<tr>
<td>Microsoft Flight Simulator Reno Air Races: Expansion Pack</td>
<td>$112,903,889</td>
<td></td>
<td></td>
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</tbody>
</table>

**STIHL NATIONAL CHAMPIONSHIP AIR RACES EVENT**

- **$7,963,159 Publicity Value**
- The 997 media clips from print stories, online articles and TV coverage published between Oct. 2020 and Sept. 2021 reached an estimated 207,796,589 people.

**RENO AIR RACES: EXPANSION PACK**

- **$3,570,740 Publicity Value**
- The 584 media clips from print stories, online articles and TV coverage published between Oct. 2020 and Sept. 2021 reached an estimated 1,381,317,141 people.
BECOME A SPONSOR

From record-breaking races to adrenaline-pumping performances, the STIHL National Championship Air Races has amazed, thrilled and entertained us for more than five decades. Be part of this lasting tradition by becoming a sponsor.

CUSTOMIZE YOUR SPONSORSHIP

Choose this option if you would like to customize your sponsorship package to suit your company’s needs. Don’t see what you want? Reach out to us and we can further personalize your sponsor package.

- Network Television Exposure
- General Admission Tickets
- Logo on Website
- Reserved Seating
- Speaking Opportunities
- Pit Passes
- Exhibit Space
- Box Seating
- Vendor Space
- Performers
- Banner Space
- National Aviation Heritage Invitational (NAHI)
- Social Media Postings
- Pilot Goody Bag Stuffers
- Program Ads
- Event Specific Sponsorships/Exclusivity (Military Day, STEM Education Zone, Military Area, Hospitality Areas etc.)
- Official Programs
- Cross-Promotion Opportunities
- Jumbotron & Live Stream
- Corporate Chalet
- Public Address Announcements
- VIP Tickets
- Logo on Sponsor Board
- Performers
- National Aviation Heritage Invitational (NAHI)
- Social Media Postings
- Event Specific Sponsorships/Exclusivity (Military Day, STEM Education Zone, Military Area, Hospitality Areas etc.)
The Reno Air Racing Association would like to extend a special thank you to our title sponsor, STIHL, for helping make our world-class event possible. As the number one selling brand of gasoline-powered handheld outdoor power equipment in America, STIHL is known for power, precision and quality engineering. The company offers a full line of high-quality, handheld outdoor power equipment including blowers, trimmers, brushcutters, multi-task tools and chainsaws. STIHL products are available only through STIHL servicing dealers, not big box stores.
PRESENTING SPONSOR
$200,000

2 (20’ x 40’) Flight Line Chalets
   ~ Includes Outside Viewing Area

2 Connections in the Chalet for Watching the Live Stream (TVs available upon request)

80 Corporate Chalet Tickets (Season or Daily)

20 VIP Season Parking Passes
   and 1 Gate Pass for the Chalet

7 Pylon Visits (Friday–Sunday)

Home Pylon Banner (Based on availability)

10 (3’ x 10’) Banner Display Positions

Commercials/Features in Broadcast Programming (Pending Availability)

Ads on the Jumbotron and Live Stream (Minimum 3/Day)

5 (:30) Daily Public Address Announcements

9 Social Media Postings
   on Facebook, Instagram and Twitter

Logo and Link to the Sponsor’s Website
   on the STIHL National Championship Air Races’ Website

1 Double-Page Ad in the Official Event Program

Logo on the Sponsor Board

75 Official Programs
**DIAMOND SPONSOR**

**$100,000**

- 1 (20’ x 40’) Flight Line Chalet - Includes Outside Viewing Area
- Connection in the Chalet for Watching the Live Stream (TVs available upon request)
- 50 Corporate Chalet Tickets (Season or Daily)
- 20 Reserved VIP Parking Passes and 1 Gate Pass for the Chalet
- 6 Pylon Visits (Friday–Sunday)
- 6 (3’ x 10’) Banner Display Positions
- Commercials in Broadcast Programming (Pending Availability)
- Ads on the Jumbotron and Live Stream
- 4 (:30) Daily Public Address Announcements
- 8 Social Media Postings on Facebook, Instagram and Twitter
- Logo and Link to the Sponsor’s Website on the STIHL National Championship Air Races’ Website
- 1 Full-Page Ad in the Official Event Program
- Logo on the Sponsor Board
- 50 Official Programs

**GOLD SPONSOR**

**$50,000**

- 2 Private Boxes: Accommodates 20–30 Seats
- 8 VIP Hospitality Passes (Season or Daily)
- 10 Box Seat Parking Passes
- 4 Season Reserved Parking Passes
- 4 Pylon Visits (Friday–Sunday)
- Ads on the Jumbotron and Live Stream
- 6 Social Media Postings on Facebook, Instagram and Twitter
- 3 (:30) Daily Public Address Announcements
- 3 (3’ x 10’) Banner Display Positions
- Logo and Link to the Sponsor’s Website on the STIHL National Championship Air Races’ Website
- 1 Full-Page Ad in the Official Event Program
- Logo on the Sponsor Board
- 25 Official Programs
**SILVER SPONSOR**

$25,000

- 1 Private Box: Accommodates 10-15 Seats
- 5 Box Seat Parking Passes
- 4 VIP Hospitality Passes (Season or Daily)
- 2 VIP Parking Passes
- 3 (3’ x 10’) Banner Display Positions
- 2 (:30) Daily Public Address Announcements
- Logo and Link to the Sponsor’s Website on the STIHL National Championship Air Races’ Website
- Logo on the Sponsor Board
- 3 Social Media Postings on Facebook, Instagram and Twitter
- 1 Half-Page Ad in the Official Event Program
- 15 Official Programs

**BRONZE SPONSOR**

$15,000

- 6 VIP Hospitality Passes (Season or Daily)
- 3 VIP Parking Passes
- 1 (3’ x 10’) Banner Display Position
- 1 (:30) Daily Public Address Announcements
- Logo and Link to the Sponsor’s Website on the STIHL National Championship Air Races’ Website
- Logo on the Sponsor Board
- 2 Social Media Postings on Facebook, Instagram and Twitter
- 50% Discount on an Ad in the Official Event Program
- 5 Official Programs
**PATRON SPONSOR**

$7,500

1 Private Box: Accommodates 10 Seats

5 Box Seat Parking Passes

Logo and Link to the Sponsor’s Website on the STIHL National Championship Air Races’ Website

Logo on the Sponsor Board

Logo in Official Program

1 Social Media Posting on Facebook, Instagram and Twitter

25% Discount on an Ad in the Official Event Program
Hospitality / Corporate Chalet Sponsor

$30,000

1 (20’ x 40’) Flight Line Chalet – Includes Outside Viewing Area

Connection in the Chalet for Watching Livestream (TVs available upon request)

35 Corporate Chalet Tickets

17 Reserved Season Parking Passes and One Gate Pass for the Chalet

4 Pylon Visits (Friday–Sunday)

4 (3’ x 10’) Banner Display Positions

Logo and Link to the Sponsor’s Website on the STIHL National Championship Air Races’ Website

Logo on the Sponsor Board

4 Social Media Postings on Facebook, Instagram and Twitter

1 Half-Page Ad in the Official Event Program

35 Official Programs

3 (:30) Daily Public Address Announcements

Custom Hospitality Options

We offer numerous hospitality and VIP options. Whether you’re entertaining a large group for the week at the Races or just holding a short meeting, we’ll work with you to customize an experience that fits your specific needs.

One-day Chalet Rentals   Corporate Meeting Space   Group Ticket Sales   VIP Experience Packages
For more information about being a sponsor, please contact the Reno Air Racing Association.

airrace.org I 775-972-6663

Reno Air Racing Association
14501 Mt. Anderson St., Reno, NV 89506