



**NATIONAL
CHAMPIONSHIP
AIR RACES[®]**
AND AIR SHOW



**SPONSORSHIP
OPPORTUNITIES**



RACING

FOR THE

FUTURE



Over 50 years ago, the first plane went up in the Nevada desert to kick off what would become the 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 National Championship Air Races.

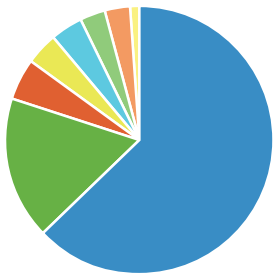




MARKETING REACH

WEB & DIGITAL

USERS **223,419** SESSIONS **346,748**



63% ORGANIC SEARCH
17% DIRECT
5% OTHER
4% REFERRAL
4% PAID SEARCH
3% EMAIL
3% SOCIAL
1% DISPLAY

LIVESTREAM DATA

RARA FACEBOOK TOTAL VIEWS
THURSDAY-SUNDAY: **64,000**

RARA YOUTUBE TOTAL VIEWS
THURSDAY-SUNDAY: **159,160**
(APPROX. 30,000 INCREASE FROM LAST YEAR)

STIHL FACEBOOK TOTAL VIEWS
SATURDAY & SUNDAY: **12,900**
(2 SPORT CLASS RACES ONLY)

PUBLIC RELATIONS

TOTAL PUBLICITY VALUE TOTAL REACH TOTAL MENTIONS
\$77,062,935 **1,944,556,441** **2,579**

The 2,579 media clips from print stories, online articles and TV coverage published between Oct. 2021 and Sept. 2022 are estimated to have reached nearly 2 billion people.

EMAIL CAMPAIGNS

EMAIL CAMPAIGNS **34** SUBSCRIBERS (INCREASED FROM 28,910) **37,874** OPEN RATE **49.1%**

PAID STREAMING & TV

MARKETS: CALIFORNIA & NEVADA
AudioGo & Spotify Impressions: **410,405**
Connected TV Impressions: **197,865**

FOX SPORTS SPONSORSHIP VIEWS: **425,000**

PAID DIGITAL & SOCIAL

MARKETS: ARIZONA, CALIFORNIA, IDAHO, NEVADA, OREGON, UTAH, WASHINGTON & WISCONSIN (VARY BY CHANNEL)

f @ Facebook & Instagram Impressions: **3,560,019**
A Google Ad Grants Impressions: **49,149**
d TikTok Impressions: **3,767,818**
v YouTube Impressions: **1,015,118**

SOCIAL MEDIA

Total Social Media Impressions: **14,963,233**
Total Social Media Engagements: **644,957**
Total Link Clicks: **16,663**

f Total Facebook Followers: **61,055**
@ Total Instagram Followers: **27,800**
t Total Twitter Followers: **7,487**
v Total YouTube Subscribers: **7,999**



- OVER 10,000 NEW FANS
- 82% INCREASED IMPRESSIONS
- 35% INCREASED ENGAGEMENTS

BECOME A SPONSOR

From record-breaking races to adrenaline-pumping performances, the 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	Corporate Chalet
Logo on Website	VIP Tickets
Speaking Opportunities	General Admission Tickets
Exhibit Space	Reserved Seating
Vendor Space	Pit Passes
Banner Space	Box Seating
Social Media Postings	Performers
Program Ads	National Aviation Heritage Invitational (NAHI)
Official Programs	Pilot Goody Bag Stuffers
Jumbotron Livestream	Event Specific Sponsorships/Exclusivity (Military Day, STEM Education Zone, Military Area, Hospitality Areas, etc.)
Public Address	
Announcements	
Logo on Sponsor Board	
Cross-Promotion Opportunities	





TITLE SPONSOR

Ready to take your sponsorship to new heights and be part of a lasting legacy? Become the Title Sponsor of our internationally acclaimed, world-class event. The Title Sponsor renames the event to <Your Company's Name> National Championship Air Races. You'll be the premier sponsor for all aspects of the event and will be featured on:

All Printed Materials

All Broadcast and Radio

Website

Social Media

Digital

All Branding Materials, including our Event Program, Event Poster and much more!

SPONSORSHIP LEVELS

PRESENTING SPONSOR

\$400,000

2 (20' X 40') Flight Line Chalets
– Includes Outside Viewing Area

2 Connections in the Chalet for Watching the
Livestream (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 Jumbotrons and Livestream

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 National Championship Air Races' Website

Logo on the Sponsor Board

1 Double-Page Ad in the Official Event Program

75 Official Event Programs



DIAMOND SPONSOR

\$150,000

- 1 (20' X 40') Flight Line Chalets
– Includes Outside Viewing Area
- 1 Connection in the Chalet for Watching the Livestream (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 Jumbotrons and Livestream
- 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 National Championship Air Races' Website
- Logo on the Sponsor Board
- 1 Full-Page Ad in the Official Event Program
- 50 Official Event Programs

GOLD SPONSOR

\$75,000

- Option A:** 2 Private Boxes Accommodating up to 30 Seats with Appropriate Parking Passes
- Option B:** 15 VIP Hospitality Passes (Season or Daily) with Appropriate Parking Passes
- 4 Pylon Visits (Friday–Sunday)
- 3 (3' X 10') Banner Display Positions
- Ads on Jumbotrons and Livestream
- 3 (:30) Daily Public Address Announcements
- 6 Social Media Postings on Facebook, Instagram and Twitter
- Logo and Link to the Sponsor's Website on the National Championship Air Races' Website
- Logo on the Sponsor Board
- 1 Full-Page Ad in the Official Event Program
- 25 Official Event Programs





SILVER SPONSOR

\$40,000

Option A: 1 Private Box Accommodating up to 15 Seats with Appropriate Parking Passes

Option B: 8 VIP Hospitality Passes (Season or Daily) with Appropriate Parking Passes

3 (3' X 10') Banner Display Positions

Ads on Jumbotrons and Livestream

2 (:30) Daily Public Address Announcements

4 Social Media Postings on Facebook, Instagram and Twitter

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

Logo on the Sponsor Board

1 Half-Page Ad in the Official Event Program

15 Official Event Programs



BRONZE SPONSOR

\$20,000

Option A: 1 Private Box Accommodating up to 10 People with Appropriate Parking Passes

Option B: 4 VIP Hospitality Passes (Season or Daily) with Appropriate Parking Passes

2 (3' X 10') Banner Display Positions

1 (:30) Daily Public Address Announcement

2 Social Media Postings on Facebook, Instagram and Twitter

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

1 Half-Page Ad in the Official Event Program

5 Official Event Programs

PATRON SPONSOR

\$10,000

1 Private Box Accommodating up to 10 Seats
with Appropriate Parking Passes

1 (3' x 10') Banner Display Position

1 Social Media Posting on Facebook,
Instagram and Twitter

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

Logo in the Event Program

25% Discount on an Ad in the Official
Event Program



HOSPITALITY SPONSOR



CORPORATE CHALET SPONSOR

\$35,000

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

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

35 Corporate Chalet Tickets

17 Reserved Season Parking Passes
and 1 Gate Pass for the Chalet

4 Pylon Visits (Friday–Sunday)

4 (3' x 10') Banner Display Positions

3 (:30) Daily Public Address Announcements

4 Social Media Postings on Facebook, Instagram
and Twitter

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

Logo on the Sponsor Board

1 Half-Page Ad in the Official Event Program

35 Official Event Programs

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



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