



June 20 - 22, 2025 | WILLOW RUN AIRPORT

SPONSORSHIP OPPORTUNITIES

THUNDER OVER MICHIGAN AIR SHOW

JOIN US FOR AN AVIATION EXPERIENCE AT WILLOW
RUN AIRPORT ON June 20-22, 2025.

A community steeped in rich air show history, Thunder Over Michigan returns with three days of flying opportunities with incredible aircraft including the B-25 Bomber of WWII and the Huey Helicopter of the Vietnam War. Along with public aircraft rides, Thunder Over Michigan continues to showcase world-class military and civilian aviators along with appealing ground displays and exhibits that will provide exceptional all-day entertainment for East Michigan families. New in 2025, Thunder Over Michigan will introduce a late afternoon show.

With stellar demographics, air show spectators are an ideal audience for companies large and small to launch a product, create brand awareness or strengthen community relations. Air shows also provide a wide-variety of hospitality areas to suit your needs.

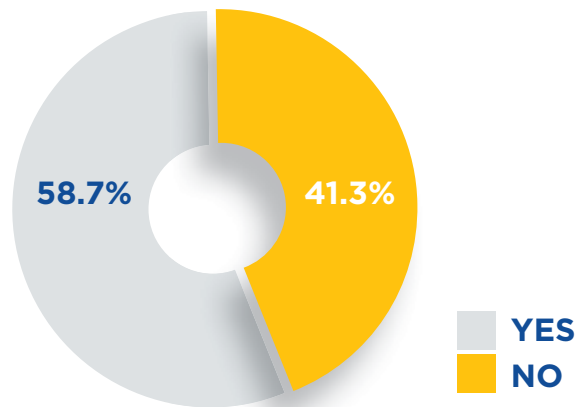
**Whether you desire a unique
company picnic venue or a
place to “wow” your most
important customers,
Thunder Over Michigan
can fulfill your goals.**

DEMOGRAPHICS

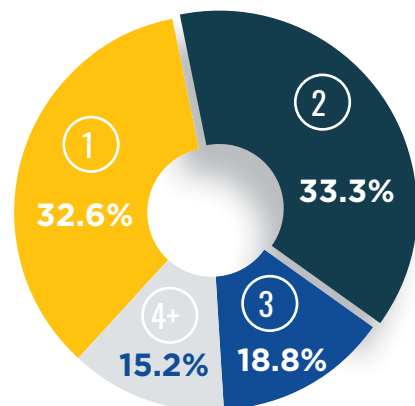
AIR SHOW SPECTATORS

ATTENDANCE BY CHILDREN

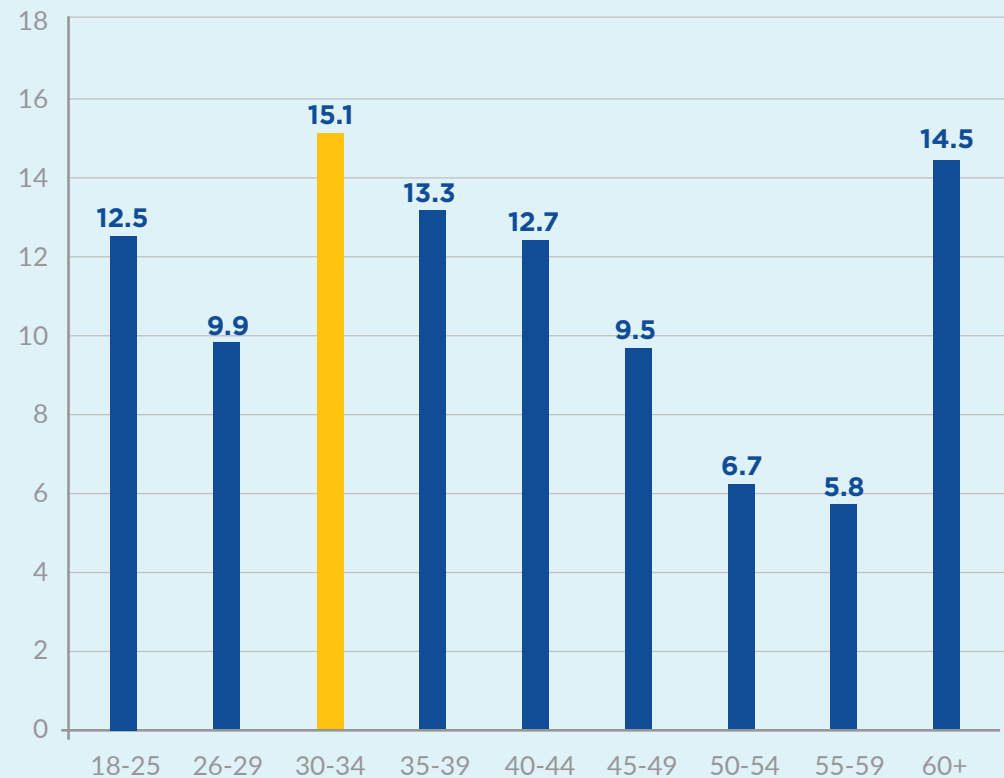
Attendants with a child under 18 years of age



Number of children in groups.
Mean average: 2.5 children per survey respondent



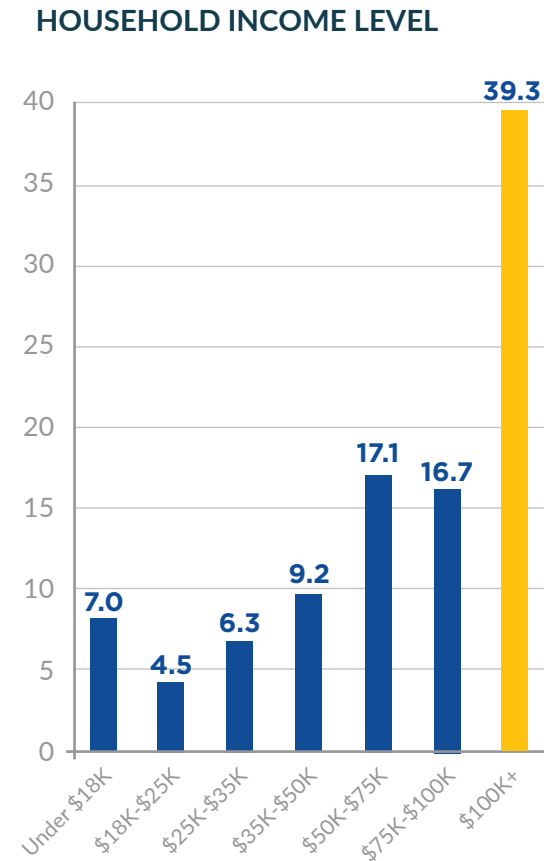
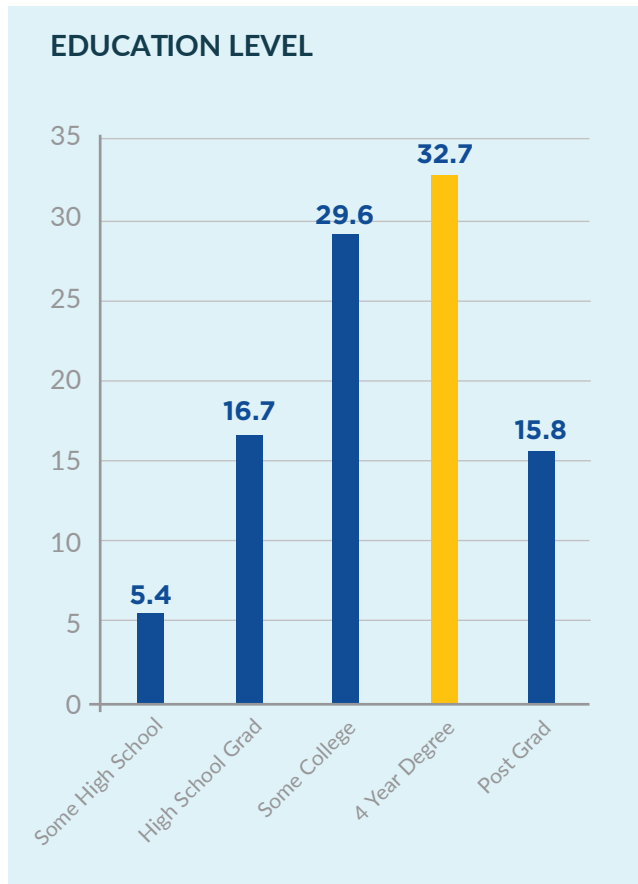
AGE OF ADULTS



Statistics based on 2018 International Council of Air Shows Spectator Survey data.

DEMOGRAPHICS

AIR SHOW SPECTATORS



Statistics based on 2018 International Council of Air Shows Spectator Survey data.



**AS YOU DIVE INTO
THE OPPORTUNITIES
IN THIS DOCUMENT,
KNOW THAT WE'RE
ABLE TO CUSTOMIZE
A PACKAGE THAT
WILL ACHIEVE
YOUR OBJECTIVES.**



PRESENTING SPONSOR

TOTAL INVESTMENT: \$40,000

OPPORTUNITY INCLUDES:

CATEGORY EXCLUSIVITY

MARKETING

- Name mentioned as the presenting sponsor in all promotions of the 2025 Thunder Over Michigan Air Show
- Inclusion in all media (TV, Radio, Social Media, Database Marketing, Website, Media releases)
- Inclusion in posters distributed in the months leading up to the show
- 10 3' x 8' banners with grommets placed on site in prominent locations (sponsor provides)
- 8 Daily PA Announcements during the Show
- Logo in on-site promotional materials
- Custom Display area to include up to a 20 x 30 tent, 4 tables, 8 chairs, staff credentials per day

HOSPITALITY

- 3 VIP tables in our Business Club for up to 24 people per day on Friday, Saturday and Sunday with Club Parking Passes; Business Club includes all-inclusive all-day high-end food and beverages
- 50 Bomber Club tickets
- 25 Club Parking Passes
- 2 seats on the Michigan Flight Museum's B-25 "Rosie's Reply"



MAJOR SPONSOR

TOTAL INVESTMENT: \$20,000

OPPORTUNITY INCLUDES:

CATEGORY EXCLUSIVITY

- Such as naming rights to the Friday Afternoon Show

MARKETING

- Name mentioned on website
- Mentioned in 5 social media posts
- Logo included in database marketing
- 5 3' x 8' banners with grommets placed on site in prominent locations (sponsor provides)
- 4 Daily PA Announcements during the Show
- Logo in on-site promotional materials
- 10x10 exhibitor tent, 1 table, 2 chairs, staff credentials per day to display your business onsite

HOSPITALITY

- 1 VIP table in our Business Club for up to 8 people per day on Friday, Saturday and Sunday with Club Parking Passes; Business Club includes all-inclusive all-day high-end food and beverages
- 30 Bomber Club tickets per day to the 2025 Thunder Over Michigan Air Show
- 15 Club Parking Passes per day



MULTIPLE AVAILABLE

EXHIBITOR

**TOTAL INVESTMENT:
\$3,000/\$2,500**

\$2,500 - Exhibitor provides 10 x 10 tent
\$3,000 - Event provides 10 x 10 tent

Your Company has the opportunity to be an onsite exhibitor of the event. This is a great opportunity to interact with the large crowds at Thunder Over Michigan for 2025.

OPPORTUNITY INCLUDES:

- 10x10 exhibitor tent space, 1 table, 2 chairs
- 4 staff passes per day with 2 vendor parking passes per day
- Link on Thunder Over Michigan website promoting the event



BOUNCE HOUSE PLAY AREA

TOTAL INVESTMENT: \$7,500

Thunder Over Michigan is a family-friendly event! As the Bounce House Play Area Sponsor, you'll draw a multitude of families to your booth as they receive free tickets to the play area that will be located directly behind your booth. Earn the goodwill of hundreds of families as they experience family fun due to your engagement with the show.

OPPORTUNITY INCLUDES:

CATEGORY EXCLUSIVITY

- Such as naming rights to the Friday Afternoon Show

MARKETING

- 10x10 exhibitor tent, 1 table, 2 chairs, staff credentials per day to display your business onsite
- Link on Thunder Over Michigan website
- Inclusion in a minimum of 2 social media posts promoting the event
- Public address recognition
- 10 Bomber Club tickets to the 2025 Thunder Over Michigan Air Show
- 5 Club Parking Passes



CORPORATE HOSPITALITY BUSINESS CLUB

OPPORTUNITY INCLUDES:

We have the perfect opportunity to entertain clients, employees, family and friends in an up-close VIP chalet! Purchase a table(s) in our BUSINESS CLUB includes: Air Show admission, VIP Parking, spacious tented area and prime seats features complimentary premium beverage service (beer, wine, liquor, soft drinks, and water). Guests will also have exclusive access to private air-conditioned restrooms.

Saturday and Sunday Air Show | 10:30am - 5pm
\$1,600 per table per day
8 seats per table



CORPORATE HOSPITALITY FIGHTER CLUB

OPPORTUNITY INCLUDES:

Elevate your experience by spending your day at the FIGHTER CLUB. Enjoy the festive atmosphere and entertainment while attending the Air Show in this premium chalet. Ticket includes: Shaded tent area with tables to enjoy a catered lunch, complimentary beverages (beer and non-alcoholic), non-public portable washrooms, premium outdoor seating along the flight line. The Fighter Club ticket includes admission to the show and Club Parking.

Saturday and Sunday Air Show | 10:30am - 5pm

Adult (ages 16+) \$175

Kid (ages 5-15) \$95

Little (newborn - age 4) FREE





**TO SPONSOR
THIS EVENT
OR FOR MORE
INFORMATION
PLEASE CONTACT:**

BRENDA KERFOOT

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Director of Communications

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ThunderOverMichigan.org

