



**July 17-19, 2026 | WILLOW RUN AIRPORT**

**SPONSORSHIP OPPORTUNITIES**

# THUNDER OVER MICHIGAN AIR SHOW

JOIN US FOR AN AVIATION EXPERIENCE AT WILLOW  
RUN AIRPORT ON JULY 17-19, 2026.

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 2026, Thunder Over Michigan will introduce evening shows.

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.**

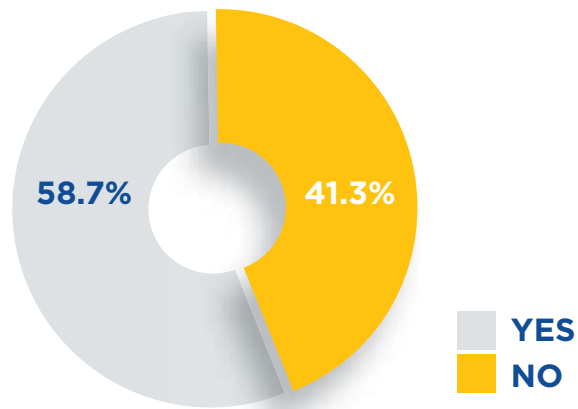
---

# DEMOGRAPHICS

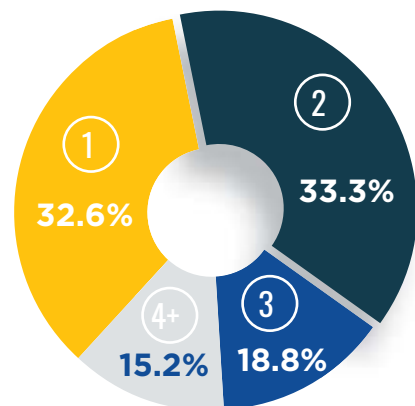
## AIR SHOW SPECTATORS

### ATTENDANCE BY CHILDREN

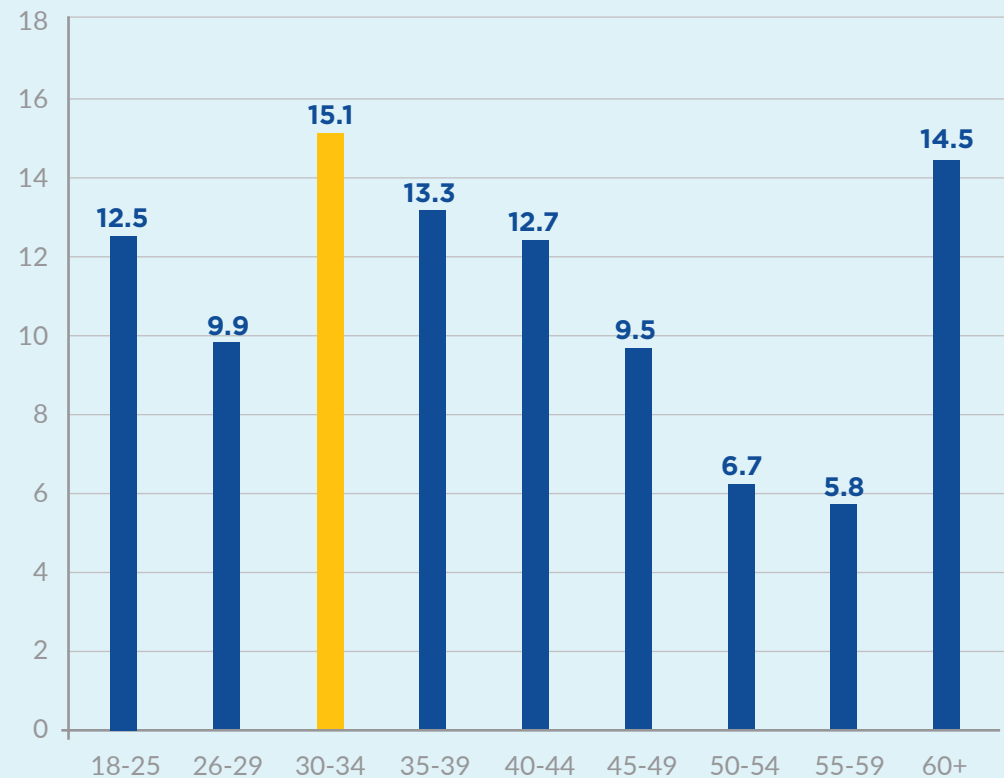
Attendants with a child under 18 years of age



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



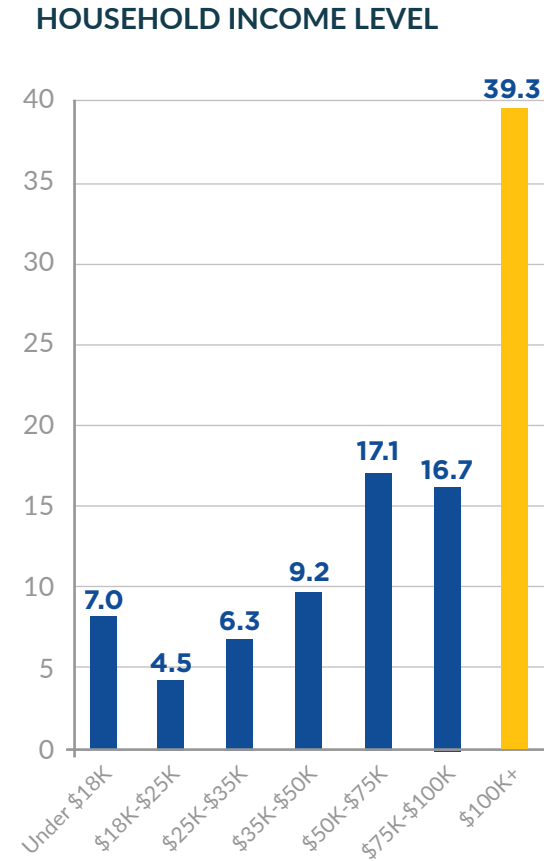
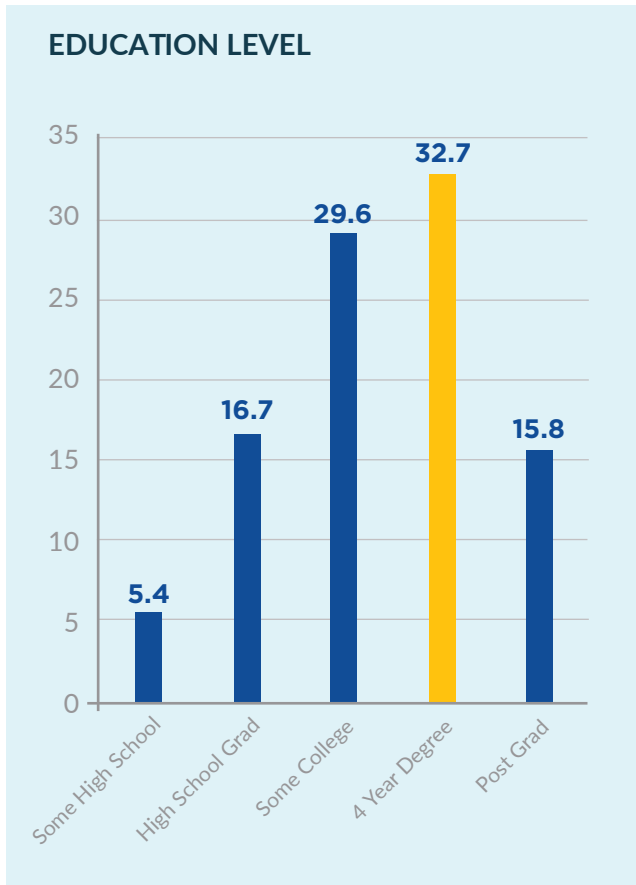
### AGE OF ADULTS



Statistics based on 2023 International Council of Air Shows Spectator Survey data.

# DEMOGRAPHICS

## AIR SHOW SPECTATORS



Statistics based on 2023 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.**

# PLATINUM WING SPONSOR

TOTAL INVESTMENT: \$40,000

## OPPORTUNITY INCLUDES:

### CATEGORY EXCLUSIVITY

#### MARKETING

- Name mentioned as the presenting sponsor in all promotions of the 2026 Thunder Over Michigan Air Show
- Inclusion in all media (TV, Radio, Social Media, Database Marketing, Website, Media releases)
- 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

- 2 VIP Tables in our Officers Club for up to 24 people per day on Friday, Saturday and Sunday
- 50 Bomber Club tickets total for the weekend
- 2 seats on the Michigan Flight Museum's B-25 "Rosie's Reply"



**MULTIPLE AVAILABLE**

# **GOLD WING SPONSOR**

**TOTAL INVESTMENT: \$20,000**

## **OPPORTUNITY INCLUDES:**

### **CATEGORY EXCLUSIVITY**

- Such as naming rights to the Friday Evening 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 Officers Club for up to 8 people per day on Friday, Saturday and Sunday with Club Parking Passes; Officers Club includes all-inclusive all-day high-end food and beverages
- 30 Bomber Club tickets per day to the 2026 Thunder Over Michigan Air Show



# 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:

### MARKETING

- 10x10 exhibitor space, staff credentials
- 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 total to be given away at the 2026 Thunder Over Michigan show

**SOLD**



## CORPORATE HOSPITALITY **OFFICERS 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 Officers 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.

#### **Friday, Saturday, and Sunday Air Show**

\$1,950 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.

#### **Friday, Saturday, and Sunday Air Show**

Adult (ages 16+) \$175  
Kid (ages 5-15) \$95  
Little (newborn - age 4) FREE



# ADDITIONAL SPONSORSHIP OPPORTUNITIES



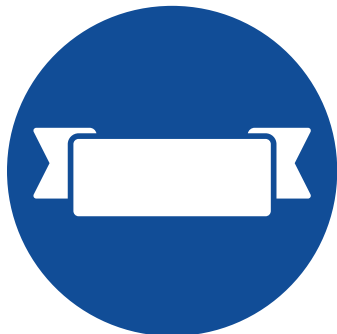
## **T-SHIRT SPONSOR - \$4,000**

See your logo featured on an official Thunder Over Michigan T-shirt.



## **PERFORMER HOST - \$3,000**

See your logo featured next to the performer on the website, and hear it called when they perform during the show.



## **BANNER SPONSOR - \$600**

Provide us with a 3'x2' banner and we will display it at the event.



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

**Ashley Myers**

Thunder Over Michigan  
Director

[ashley.myers@miflightmuseum.org](mailto:ashley.myers@miflightmuseum.org)

**[ThunderOverMichigan.org](http://ThunderOverMichigan.org)**

