



July 16-18, 2027 | WILLOW RUN AIRPORT

SPONSORSHIP OPPORTUNITIES

THUNDER OVER MICHIGAN AIR SHOW

JOIN US FOR AN AVIATION EXPERIENCE AT
WILLOW RUN AIRPORT ON JULY 16-18, 2027.

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.

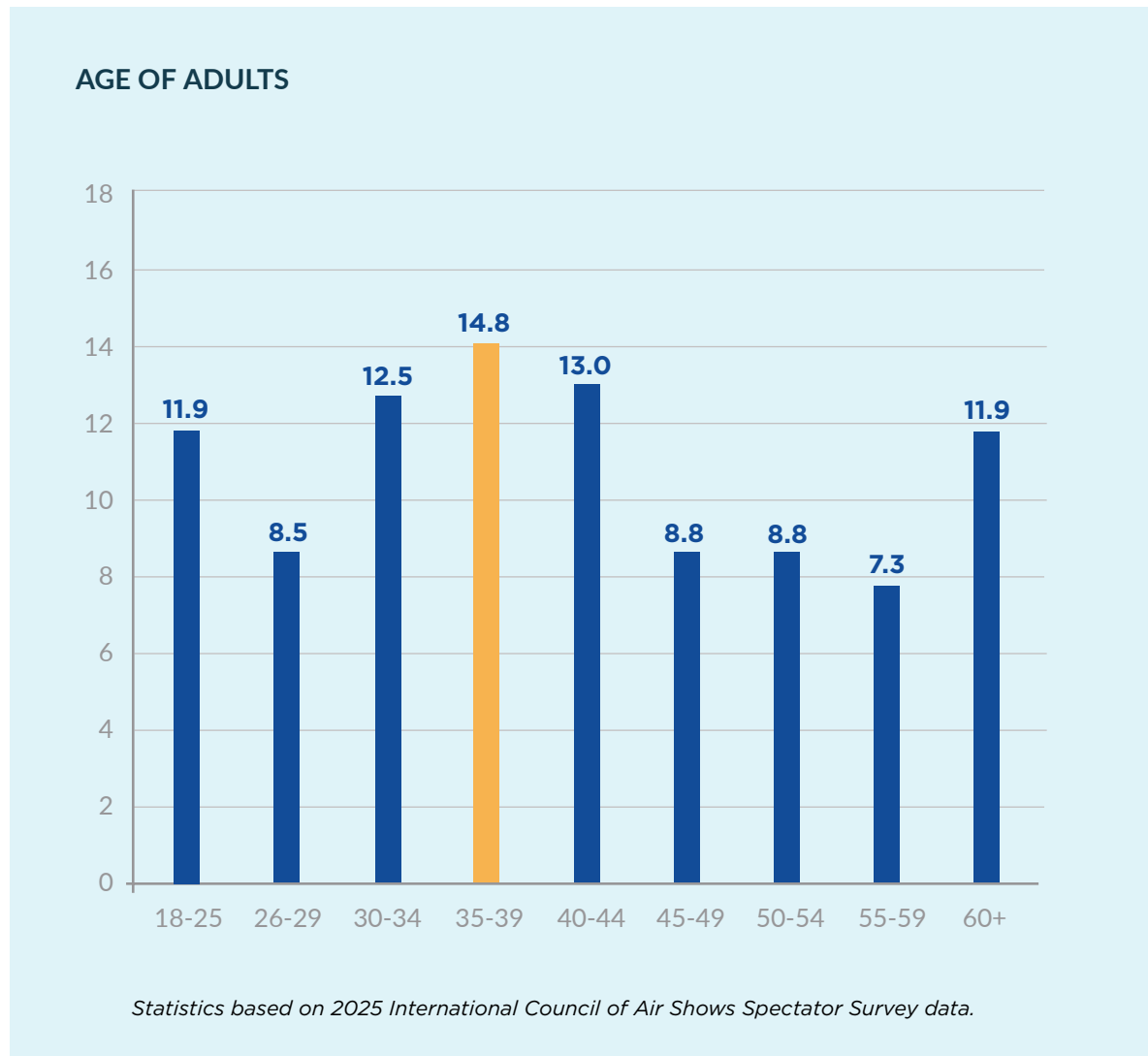
With stellar demographics, air show spectators are an ideal audience for companies large and small to launch a product, create brand awareness or strengthen community relations. Air shows also provide a wide-variety of hospitality areas to suit your needs.

**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

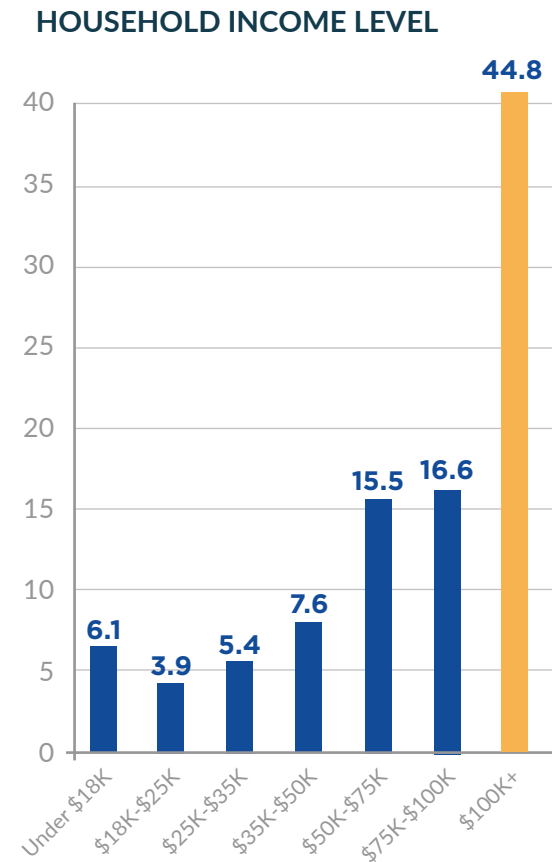
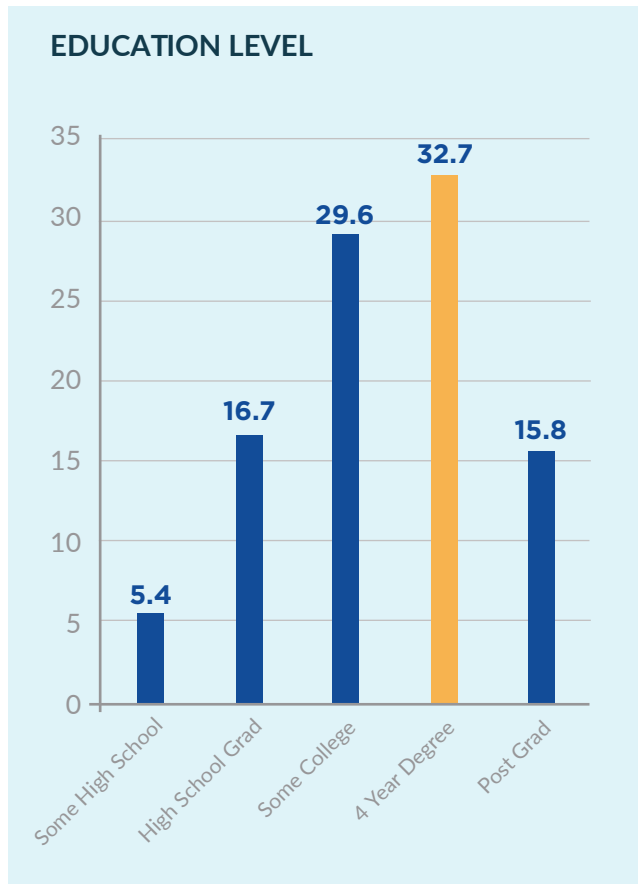
AIR SHOW SPECTATORS

ATTENDANCE BY ADULTS



DEMOGRAPHICS

AIR SHOW SPECTATORS



Statistics based on 2025 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

EXCLUSIVE SPONSOR

OPPORTUNITY INCLUDES:

CATEGORY EXCLUSIVITY

MARKETING

- Name mentioned as the presenting sponsor in all promotions of the 2027 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"



GOLD WING SPONSOR

TOTAL INVESTMENT: \$20,000

EXCLUSIVE SPONSOR

OPPORTUNITY INCLUDES:

CATEGORY EXCLUSIVITY

- Such as naming rights to the Friday, Saturday or Sunday 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 2027 Thunder Over Michigan Air Show





TOTAL INVESTMENT: \$15,000

Thunder Over Michigan is a family-friendly event! As the sponsor of the entire kids activity play area, you'll earn the goodwill of hundreds of families as they experience family fun due to your engagement with the show.

OPPORTUNITY INCLUDES:

MARKETING

- Name mentioned on website
- Option to use a branded tent if large enough
- Banners will be placed at each tent entrance
- Sandwich board signs placed in the areas with company branding
- Mentioned in 3 social media posts
- Logo included in database marketing
- 3 3' x 8' banners with grommets placed on show site in prominent locations (sponsor provides)
- 2 Daily PA Announcements during the Show
- 10x10 exhibitor tent, 1 table, 2 chairs, staff credentials per day to display your business onsite

HOSPITALITY:

- 20 Bomber Club tickets per day to the 2027



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 **ACES 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 bbq-style meal, 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



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

OPPORTUNITY INCLUDES:

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 2027.

- 10x10 exhibitor tent space, 1 table, 2 chairs
- 4 staff passes per day with 2 vendor parking passes per day

CORPORATE HOSPITALITY CORPORATE CHALET

TOTAL INVESTMENT: \$8,900

OPPORTUNITY INCLUDES:

- Private area for 100 people
(minimum but can accommodate larger numbers)
- Air Show Admission for all guests
- Spacious 30' x 60' tent on the flightline
- Access to private air-conditioned restroom facilities shared in the chalet area
- Full service catering, beverages, decor additional cost



ADDITIONAL SPONSORSHIP OPPORTUNITIES



T-SHIRT SPONSOR - \$4,000

See your logo featured on the official Thunder Over Michigan staff shirt.



PERFORMER RAMP SPONSOR - \$3,000

Provide us with 3 banners to add to ramp fencing. See your logo featured on our website and hear your company called out during the show.



BANNER SPONSOR - \$750

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:**

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ThunderOverMichigan.org

