



# 2019 AIR RACE FOUNDER CAMPAIGN

## **The 2019 Founder of the Air Race program is your unique opportunity to help launch Alberta's aviation future.**

Over the past four years, the Edmonton Airshow has attracted international attention. We are now in the final stages of bringing the Reno National Championship Air Races to Canada. We would love to have you on board!

The Founder's program allows excited companies and individuals to contribute to the Aviation Centre of Excellence concept here in Alberta. By bringing the Air Races to Canada, and specifically the Villeneuve Airport, we are setting the stage for a large-scale economic boom for Canada in aerospace, defence, and associated industries. Villeneuve was chosen for its huge opportunity to grow. The amount of space around the airfield allows an event like this to take place. We are laying out a red carpet for international investors to come to the Villeneuve Investment Forum, to bring new opportunities to our youth, and to expand our existing horizons.

The funds raised here will lay the foundation and allow us to develop the infrastructure to bring the full slate of air racing from Reno to

Edmonton as part of a North American race series. It will also encourage variations to the 56-year history Reno brings to the industry. Most of all, it will provide the industry and our community with an annual event that could rival the Farnborough Airshow.

In return for your vision, an array of benefits waits you based on your level of sponsorship (see Levels at a Glance). What sparks your interest? Is it the opportunity to attend a Founder-only exclusive networking event? Perhaps the chance to experience the sensation of an air race inside a race plane with your very own race pilot? Or maybe it's the variety of branding opportunities at the race and in the future? We can customize your sponsorship needs as well.



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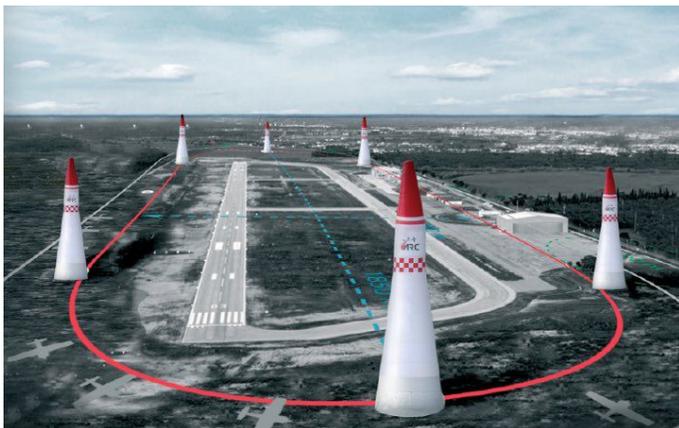
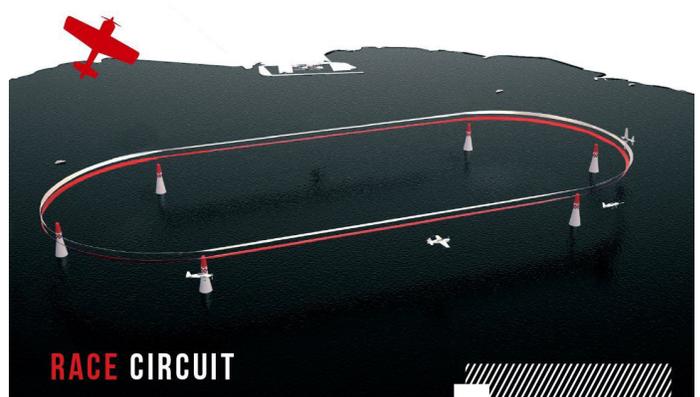


The Founder's Monument will be displayed in the region for five years and will resemble a tiered-race pylon. A scaled model of a race plane atop the pylon will capture the excitement of the event.

The design and size will depend on the number of Founders we attract. The tiers reflect the different levels of support with the placing and size of logos scaled accordingly.

Your name or company's brand will be highlighted at the entrance to the air race grounds. After the festivities, it will be on display at a prominent location within the Edmonton International Airport to the growing eight million plus passengers per year.

Additionally, top tier Founders will be displayed and honoured at the 2019 Reno Air Races as a part of the Canadian National Air Race's inaugural collaborative display. Reno attracts visitors from all over North America as well as TV coverage on NBC Sports.



Also, for sponsors of \$5k and above, you will receive tickets to an ultra-exclusive Founder's Celebration event during the 2019 Airshow.

This event will be business formal and will have local, provincial, and national dignitaries on site.

We are currently working on an exclusive location for this event that only an air race could provide. Within a catered, formal, and electric atmosphere, this is your opportunity to attend the birth of something big and to network with positive, entrepreneurial, like-minded visionaries to build a network of success.

Please join us and help propel this event and industry forward.

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## LEVELS AT A GLANCE

	Demonstration Race Sponsor	Founder's Celebration	Race Pylon	Platinum	Gold	Silver	Bronze	Friends of the Air Race
Value	\$100,000	\$25,000	\$15,000	\$25,000	\$15,000	\$10,000	\$5,000	\$1,000 (+flag**)
Quantity	1-3	1-3	12	8	16	24	32	unlimited
Founder's Status	✓	✓	✓	✓	✓	✓	✓	✗
Spot on Founder Monument (5 years)	1st Tier	1st Tier	✗	2nd Tier	3rd Tier	4th Tier	5th Tier	✗
Spot on Pylon Case	✗	✗	✓	✗	✗	✗	✗	✗
Personalized gift	✓	✓	✓	✓	✓	✓	✓	✗
Founder's Celebration Exclusive	20 tickets	10 tickets	3 tickets	5 tickets	3 tickets	2 tickets	1 ticket	✗
RENO Exposure	✓	✗	✓	✓	✓	✗	✗	✗
Entryway Flag	✓	✓	✓	✓	✓	✓	✓	✓
Extras	Air Race Experience* (with Race Pilot)	Speaking rights at Founder's Celebration	1st right of refusal for pylon branding	Option to purchase Air Race Experience*	✗	✗	✗	4 GA tickets
Air Show VIP Tickets	20/day	10/day	3/day	5/day	3/day	2/day	1/day	✗

\*Experience the sensation of an Air Race...enjoy a ride in a race plane with an experienced pilot on practice day.

\*\*You will be able to supply your own flag or the Race Committee can supply one at your cost (approx \$300)