

JULY 1-2, 2023



TAKES FLIGHT



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We are excited to announce the return of the Tinker Air Show!

The 2023 Tinker Air Show is one of the largest air show events in the southwest and certainly the largest in the state of Oklahoma. This is the metro area's largest two-day FREE event. Tinker AFB is pleased to bring back the US Navy Blue Angels, the Vietnam Reenactment with the famous wall of fire, local Oklahoman Adam Baker's 300 aerobatics air act and crowd favorite comedy air act Jelly Belly, for his final air show season, along with a number of new air acts and military demonstrations. Also returning are Air Boss, George Cline and Announcer Rob Reider.

This year's theme is "STEM Takes Flight." Tinker will continue to add to and increase the engagement of STEM City (a hangar or space that is full of STEM related hands-on activities) geared towards stimulating young minds. In addition, Tinker will present numerous civilian and military aircraft, war bird planes and modern warfare technology in one of the most thrilling air show presentations to date including a series of tributes to WWII, Korea, the Vietnam conflict and Modern Day Air Power as well as future space technology. Be a part of this amazing community event that is sure to inspire minds, thrill guests and create lasting memories for a lifetime.

Your company is invited to become a Community Partner and join Non-Federal Entities (NFE) The Air & Space Forces Association, The City of Midwest City and STAAR Solutions, who are each supporting this event with important funding, marketing and advertising, and voluntary in-kind services to help put on this world-class air show event.

These Non-Federal Entities share one common Community Partnership campaign, and common assets to achieve one objective: support the Tinker AFB mission to put on the best FREE air show and open house possible. The combined campaign works to deliver a series of benefits that legally Tinker AFB cannot do. Nor can Tinker AFB legally actively solicit sponsorships and provide the types of benefits back to the sponsor that we can. The NFE group also organizes most of the external media and pre-events to help promote the air show.

Overall, the NFE campaign raises close to \$800,000 in combined cash, value in-kind and media support each air show. With your help and support, Tinker AFB served well over 200,000 onsite guests at the 2019 air show. In addition, it was estimated that overall, a combined 330,000 people including onsite, around the base and outside of the base along 29th Street and all along Douglas Boulevard and the surrounding community watched the actual air show. 2019 was the first year ever in Tinker's history that the Tinker gates were shut down due to capacity crowds both Saturday and Sunday. With the help of sponsors and our media we grow from year to year with some 90,000 watching back in 2007 to today's crowd exceeding 330,000, and this does not include the new social media impact and total combined messaging. The NFE Community Partner Air Show VIP village averages 2,500 VIP's, police, fire, pilots and crew each day.

LOCATION:

Tinker Air Force Base, Saturday and Sunday July 1-2, 2023 Air Show and Open House
The Air Show entrance and exit is on the EAST side of Tinker AFB off of Douglas Boulevard

COST TO ATTEND

The Air Show is FREE to attend

Parking is FREE on base OR at the TAC Plant (old GM Plant).

FREE Shuttles from the TAC Plant are available

Public VIP Passes are for sale and available through Tinker MWR Services – Cost TBA

Private Community Partner VIP Chalet area Additional Passes - \$150.00 per day

ATTENDANCE ESTIMATED:

July 1 Saturday Air Show - 85,000 to as many as 130,000

July 2 Sunday Air Show - 75,000 – 90,000+



SUPPORT PARTNERS INCLUDE:

Tinker Air Force Base – Team Tinker 72nd Wing, Public Affairs and 72nd Force Support

City of Midwest City – www.midwestcityok.org and www.visitmidwestcityok.com

STAAR Solutions – www.TinkerAirShow.org and www.staarsolutions.com

Air & Space Forces Association, Gerrity Chapter - www.gerrityafa.org

MindsEye! Advertising – www.mindseyeads.com

Local Chambers – Greater OKC Chamber, Midwest City Chamber, Del City Chamber

Non Federal Entity (NFE) PRIMARY CONTACTS

Chris Moler, STAAR Solutions, 405-517-5106, chris@staarsolutions.com

Susan MacQuarrie, Midwest City CVB, 405-869-8622, smacquarrie@MidwestCityOK.org

Marc Stewart, Air & Space Forces Association, Gerrity Chapter, 405-541-8964, OK215.Gerrity.Treasurer@afa.org

EVENTS:

June 30, Aviator Reception: Delta Hotels by Marriott at the Reed Conference Center, 6pm

July 1-2, Air Show at Tinker Air Force Base

Gates open daily at 8:00am and close at 5:00pm

Additional pre-events leading up to the Air Show TBA

CONNECT:

www.tinkerairshow.org, www.midwestcityok.org, www.visitmidwestcity.com, YouTube, Facebook, Twitter, Instagram & Tinker Air Show mobile APP

According to the International Council of Air Shows (ICAS):

- 12-16 million people attend Air Shows per year
- Attendance is young families with children, adults, and older adults
- 69% are homeowners
- 49% are college educated
- 73% have a household income exceeding \$50,000, 40% over \$75,000
- 43% are female and growing
- 53% attendees bring children with an average 2.2 children per group
- Average length of stay at an Air Show is 4+ hours

MEDIA

- Local and regional across the board radio station promo, live liners, DJ Chatter, Twitter and Facebook, and interactive social media, on-air contests, interviews and pre-remote promotions. Station plan currently includes Tyler Media full run, Cumulus – KATT and Sports Animal, BOTT Christian Radio and rural stations statewide and out of state
- Extensive and interactive Social Media & NEW Air Show Mobile APP
- Local and state periodical ad coverage – Oklahoman, Gazette, Journal Record, Midwest City Beacon, Choctaw/ Harrah Times with additional distribution throughout Eastern Oklahoma County and the Metro area.
- Targeted stories in local and state lifestyle magazines – Metro Family Magazine, OKC Kids Directory...
- Outdoor Advertising – Tyler and Lamar select billboards month of June
- Feature story, pilot and Tinker AFB personnel interview coverage for OKC news stations. These are all through Tinker Public Affairs
- Partner Cross Promotions and Pre-Event Promotions – Media Day (Media flights)



SPONSORSHIP OVERVIEW:

The non-federal entity campaign provided through any of the three NFE's solicits funding and support, and then gifts the support to the Air Force. All gifts and activities are monitored by the Wing Commanders' office, Force Support, the JAG and Public Affairs at Tinker AFB. Air and Space Forces Association is a 501(c)(3) non-profit in the event a community partner wants to use their support as a tax-deductible gift. Multiple benefits listed below are available only through the NFE campaign, which may or may not be included in your package based on the level you choose to support.



COMMUNITY PARTNER BENEFITS MAY INCLUDE:

Presenting level partnerships for specific air acts or static aircraft, the Air Boss and Air Show announcer, and other critical aspects to support the air show such as the NEW Mobile APP Presenting Partner & Social Media Partner available.

Exclusive partnership opportunities:

- VIP Village branding and Title Community Partnership - Available
- Children's area branding - Available
- Aviator's Reception and branding - Sponsored by Tinker Federal Credit Union
- STEM City area with a variety of STEM related hands-on activities - Powered by Oklahoma Aeronautics Commission
- New Mobile App - Available

Exhibit space fee discounted and managed for select higher level community partners

VIP Chalet passes including VIP entrance and special on-base parking, VIP golf cart escort to Chalet area, lunch and beverages during the day (Value \$150.00 per day pass)

Select opportunities to have a hands on activity in STEM City and company volunteers to work with the children

Community Partner engagement through NFE produced Air Show Mobile APP

Community partnership recognition on select print, broadcast and social media outlets

Community partnership created branding opportunities, cross promotions, pre-promotions and post reports

Engagement on NFE Air Show websites: www.tinkerairshow.org; www.midwestcityok.org; www.visitmidwestcity.com

Signage recognition in VIP area and children's area signage, advertising, and media to be determined by level of community partnership

Cross promotional opportunities and use of Official Air Show logo

VOLUNTEER OPPORTUNITIES:

There are opportunities available for corporations that have employees that want to volunteer. Individuals can sign up to work in the VIP Chalet, help with pre and post event set up and tear down, along with many other opportunities. STAAR Solutions manages our volunteer group.



PLEASE NOTE:

The Tinker Air Show is presented EXCLUSIVELY by Tinker AFB.

NFE's must follow the rules and guidelines within the AFI "Air Force Instruction" manual for working with Community Partners in an air show or similar event. Including how and where sponsors can receive recognition. (Category Exclusivity is illegal for instance).

No Community Partner can claim presenting rights to the Air Show, to the US Navy Blue Angels, USAF Wings of Blue parachute team, or other active duty military aircraft such as an F-16, F-22 or F-35 demonstration.

Community Partners have access to use the Air Show logo but must be approved by STAAR Solutions, NFE partners and Tinker Public Affairs in advance of printing or publishing.

Sponsor ads, billboards, fliers, etc. should include the following language at the bottom (Can be small print) **NO FEDERAL ENDORSEMENT IS IMPLIED.**

As we look forward to putting on the Tinker Air Show, we are all very mindful of the effects of the COVID-19 pandemic and how it has affected and changed the events world. Tinker AFB has the full concern for and safety of all our patrons, volunteers, VIP's, staff and performers at the heart of all of our future decision making! Should it become necessary, Tinker AFB will reserve the right to alter how all those concerned access the base, and co-exist in an airshow environment. We will be watchful of other air shows that precede our event in July of 2023 and how ICAS (International Council of Air Shows) suggests we manage this new environment. The US Air Force may also have new regulations in place by that time. Should Tinker AFB have to cancel the Air Show prior to the actual air show dates, sponsorship dollars will of course be refunded in full. Force Majeure rules in the forthcoming sponsorship agreements will of course remain in effect for other acts of God, war etc. during the weekend of the actual Air Show. Our hope at Tinker AFB, and those of the NFE partners, is that we will continue to offer the best, safest and most exciting air show to date.



The appearance of U.S. Department of Defense (DoD) visual information does not imply or constitute DoD endorsement.

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AIR ACTS AND STATIC DISPLAYS THAT NEED SUPPORT:

Many of our Community partnerships are wrapped around covering specific assets that we then GIFT to the Air Force. Monies will be used to pay for air act performers fees, fuel, oil, smoke oil and other charges. This year the following Air Acts are being targeted that require specific funding: Additional funds from cash sponsors are used for activation, marketing and advertising buys, and support for the VIP Chalet.

Air Boss George Cline - manages and runs the Air Show air acts

Announcer Rob Reider - The Voice of the Air Show

Vietnam Reenactment - a four to six ship reenactment of a battle rescue mission of a downed pilot. Includes reconnaissance plane, fighter jet, huey helicopter, attack helicopter and pyro technics as we include the ever-impressive bombing of the air strip and subsequent wall of flame. B-2 Level partnership

Blastards - PYRO TEAM provides all the airfield pyrotechnics. Will support the Vietnam Reenactment and one or two possible other air act performances.

US Air Force Wings of Blue Parachute Team - opening ceremony and military jump (two jumps). Subject to approval

Adam Baker Playful Team and his extra 300 Aerobatics Air Act

Comedy Air Act - Jelly Belly - watch as this hilarious aviator manages to land his aircraft on the back of his friends' pickup truck in a daring rescue mission



Matt Younkin's Beech 18 performance is likely the most unusual act on the airshow circuit today as the Beech 18, a large transport cargo plane, was never designed for aerobatic flight. Built in 1943 the Beech 18 is the highlight of Younkin Airshows and performs to beautiful music as it gracefully provides a fantastic crowd-pleasing aerobatic air act.

Doc B-29 is a fully restored historical B-29 Superfortress and one of 1,644 manufactured in Wichita, KS during World War II.

Red Tail Squadron CAF Air Act – P-51C Mustang, the signature aircraft of the Tuskegee Airmen of WWII provides a stirring aerobatic performance. This also comes with the WASP (Women Airforce Service Pilots) exhibit trailer that also showcases RISE Above to learn about Both the Tuskegee Airmen as well as WASP – the women Airforce Service Pilots in a 30 seat trailer. Two For ONE Partnership.

Ladies For Liberty singing troupe dedicated to performing the music of the WWII era and representing the spirit of patriotism through vocals and costumes. They will perform at the Aviators Reception and The VIP Chalet. It is possible they will also perform at the Air Show, but that is TBA.

Other Air Acts and future military demonstration teams will be announced in the coming months prior to winter 2022



ADDITIONAL SUPPORT REQUESTS CAN INCLUDE:

Air Show media support

Hotel Rooms for pilots and their crew

Loaner or rental cars for Pilots and their crews – about 20 for 3 to 5 days

Generators – Air Boss Station, VIP Chalet with spider boxes, Sponsor Vendor Spaces

Food and Soft Beverages Aviators Reception and especially the VIP Chalet as well as support for the Wing Commanders Hospitality Chalet

Water for Air Show workers, pilots, volunteers and VIP Chalet Area – 17 pallets of Bottled Water (Presented in part by Great Plains Coca-Cola)

Beer for VIP Chalet Area (Presented in part by Anheuser-Busch and Anthem Craft Beer)

Ice and Ice Machine for VIP area, and Wing Commanders Hospitality Chalet

Cold Truck for VIP Chalet

Monies to support Augmentees and select Volunteers on the flight line and around the Air Show including parking volunteers

Busses to transport Guests

Onsite train-carting for disabled, elderly or family's with small children

Funding to support Golf Carts for Community partner VIP and DV

Funding to support Tents, tables and chairs for VIP Chalet Area

Funding to support Flooring for VIP Chalet Area under the Chalet

Printing – Signage, sponsor packets, VIP Chalet passes, more

VIP Area Volunteer T-Shirts and NFE-Key Volunteer Staff Polo's

And more...

TINKER AIR FORCE BASE

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CONTACT INFORMATION

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Printing Courtesy of



www.tinkerairshow.org
www.visitmidwestcity.com