

AUSTRALIAN INTERNATIONAL AIRSHOW AND AEROSPACE & DEFENCE EXPOSITION

AVALON 2021

23 - 28 FEBRUARY 2021 AVALON AIRPORT GEELONG AUSTRALIA

CELEBRATING THE CENTENARY
of the
ROYAL AUSTRALIAN AIR FORCE
1921 - 2021

THE POWER OF SPONSORSHIP
POWERS YOUR BRAND!

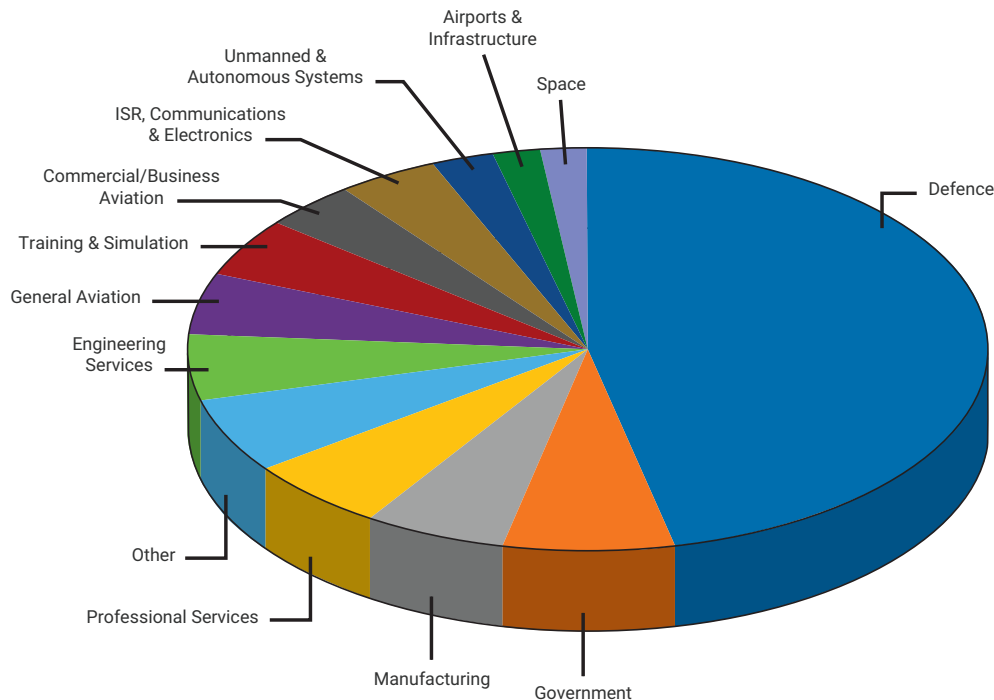


Highlight your exhibition participation at AVALON 2021

As the cornerstone event of the Royal Australian Air Force's Centenary year, the 2021 Australian International Airshow and Aerospace & Defence Exposition (**AVALON 2021**) is gaining unprecedented interest from key defence and industry players from around the world.

AVALON will be a meeting place for the aerospace and defence community, from key customer agencies to prime contractors, major aerospace manufacturers and their extensive supply chains.

AVALON 2021 will be a unique opportunity to promote your brand or product to the combined aerospace and defence community through tailored sponsorship packages.



AVALON 2019 Highlights:

- **39,000** Industry Attendances
- **172,000** Total Attendances
- **698** Participating Companies from **30** Nations
- **161** Industry and Government Delegations from **37** Nations
- **24** Chief of Air Force Representatives
- **15** Service Chiefs
- **36** Conferences, Seminars and Symposia
- **371** Aircraft on Display

AVALON 2019 Media Reach:

- **250,000** unique E-News openings
- **5.5 million** web page views

Lanyards

\$30,000

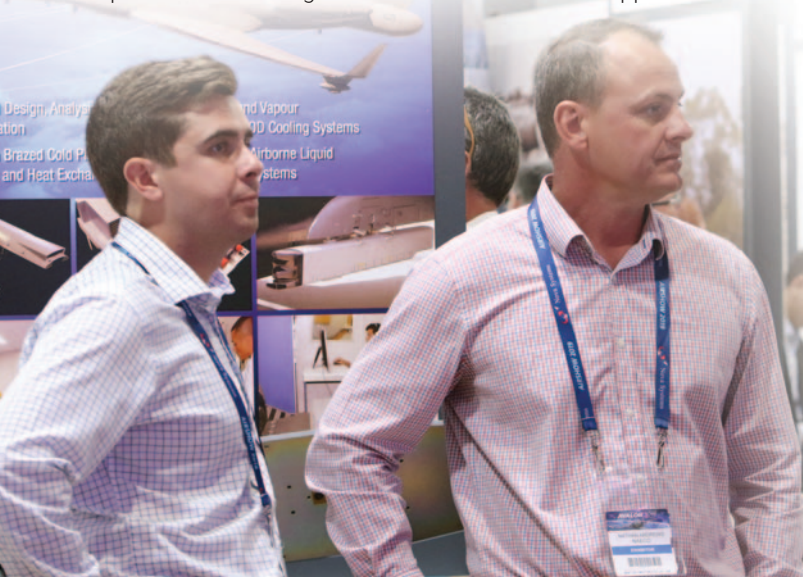
Sponsor the Avalon lanyard and practically every exhibitor and trade visitor will be wearing your brand.

Only your logo and the AVALON 2021 logo will appear on the lanyard.

This highly visible branding opportunity is one of the most sought after sponsorship packages available at the Airshow.

Sponsorship Includes:

- Lanyard branding
- Sponsor acknowledgement in the Official Event Guide
- Logo and hyperlink on the **AVALON 2021** website
- Logo on the Sponsors board in various locations throughout the Airshow
- Sponsor acknowledgement in the **AVALON 2021** App



Conference Centre

\$35,000

Sponsorship of the Conference precinct will put your company name, logo and signage before thousands of conference delegates and visitors.

Situated at the entrance to the airshow, the conference precinct will host more than 30 different conference and symposia with sponsor signage prominently displayed throughout the inside and outside of the centre.

This is an excellent opportunity to connect with a key target audience.

Sponsorship includes:

- Facility branding
- Sponsor acknowledgement in the Official Event Guide
- Logo and hyperlink on the **AVALON 2021** website
- Logo on the Sponsors board in various locations throughout the Airshow
- Sponsor acknowledgement in the **AVALON 2021** App

RESERVED



Delegation Lounge

\$35,000

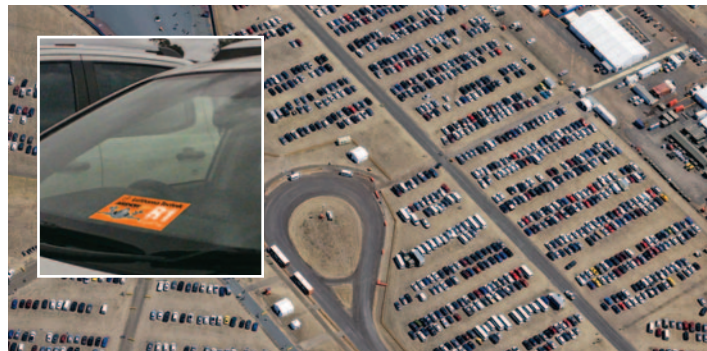
Operating as the base for official Austrade Defence and Industry delegations, the Delegation Lounge is a meeting and rest stop where the most influential visitors to the Airshow gather throughout the event.

A refreshment bar is located within the lounge where important trade visitors also have access to information and a work desk.

Sponsoring the Delegation Lounge ensures your company's branding is seen by Australia's most influential leaders and key decision makers.

Sponsorship Includes:

- Facility branding
- Sponsor acknowledgement in the Official Event Guide
- Logo and hyperlink on the **AVALON 2021** website
- Logo on the Sponsors board in various locations throughout the Airshow
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Car Park & Passes

\$35,000

The **AVALON 2021** car park will hold more than 10,000 vehicles each day of the event, including VIP, corporate and official support vehicles. Your brand on the car pass sticker will remain on vehicles travelling to and from Melbourne and Geelong for the period of the event, and often long after!

Sponsorship Includes:

- Branding of Car Park signage, including VIP car park
- Branding of Car Pass Windshield Stickers
- Sponsor acknowledgement in the Official Event Guide
- Logo and hyperlink on the **AVALON 2021** website
- Logo on the Sponsors board in various locations throughout the Airshow
- Sponsor acknowledgement in the **AVALON 2021** App

Visitor Registration Facility **\$30,000**

All Trade Visitors, Accredited Media, Conference Delegates and Exhibitors collect their accreditation in the Visitor Registration Facility. Branding this facility with your corporate signage reaches tens of thousands of industry professionals.

Sponsors of this facility are also required to provide at least 250 branded pens for use in the Visitor Registration Facility.

Sponsorship Includes:

- Facility branding
- Sponsor acknowledgement in the Official Event Guide
- Logo and hyperlink on the AVALON 2021 website
- Logo on the Sponsors board in various locations throughout the Airshow
- Sponsor acknowledgement in the AVALON App



Media Centre **\$30,000**

Establish a high profile presence at **AVALON 2021** by sponsoring the Media Centre. The 2019 show attracted more than 280 accredited journalists, photographers and news gatherers from 23 countries.

The Media Centre is air conditioned, fully furnished and provides journalists with the perfect environment in which to prepare reports, edit copy and network with other journalists. The sponsor receives signage strategically placed on the Media Centre announcing the area is "Sponsored By" your company.

Sponsorship Includes:

- Facility branding
- Sponsor acknowledgement in the Official Event Guide
- Logo and hyperlink on the **AVALON 2021** website
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AVALON Mobile App

\$15,000

The **AVALON 2021** App is available to all Exhibitors, Trade Delegates and Visitors and contains exhibiting company details, floor plans, conference schedule, air display schedules and the official Event Feed.



Sponsorship Includes:

- Dedicated sponsor logo branding within the App
- Multiple 'push notifications' available for sponsor's use during the event
- Sponsor acknowledgement in the Official Event Guide
- Logo and hyperlink on the **AVALON 2021** website
- Logo on the Sponsors Board in various locations

Exhibition Pavilion Cafes

\$15,000

Positioned in high traffic areas between the expo halls within the exhibition pavilion, the two cafés become meeting points for exhibitors and visitors. Sponsoring the Exhibition Pavilion Cafes ensures your company branding is seen by a cross-section of Airshow visitors.

(The Exhibition Cafe sponsor may also have the opportunity to brand the cafés take-away coffee cups at an additional cost - subject to availability).

The sponsor receives signage strategically placed at the Exhibition Pavilion Cafes announcing the area is being "Sponsored By" your company.

Sponsorship Includes:

- Facility branding
- Sponsor acknowledgement in the Official Event Guide
- Logo and hyperlink on the **AVALON 2021** website.
- Logo on the Sponsors board in various locations throughout the Airshow
- Sponsor acknowledgement in the **AVALON 2021** App
- Rights to brand coffee cups used by the cafes (supply of cups not included in sponsorship price)





Visitor Information Points **\$20,000**

This package of branding opportunities includes branding of the Exhibition Visitor Information Kiosk, "You Are Here" boards, and BIPs (electronic information panels) located throughout the Exhibition area.

Visitors refer to the "You Are Here" boards throughout the six days of the show giving your company and brand a high level of exposure.

Sponsorship Includes:

- Branding of the Exhibition Visitor Information Kiosk
- Branding of the "You are Here" boards situated in various internal and external exhibition locations
- Branding of the BIP electronic information panels located at key locations within the Exhibition Halls, promoting conference and airshow program information.
- Sponsor acknowledgement in the Official Event Guide
- Logo and hyperlink on the **AVALON 2021** website.
- Logo on the Sponsors board in various locations throughout the Airshow
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Innovation Program **\$15,000**

The organisers of AVALON 2021 have long been supporters of Australian innovators. The Innovation Program includes a Pitchfest and presentation of Innovation Awards, often headed by prominent parliamentary figures.

Sponsorship Includes:

- Branding of Innovation Program signage onsite
- Branding of all communication relating to the Innovation Program
- Sponsor acknowledgement in the Official Event Guide
- Logo and hyperlink on the **AVALON 2021** website.
- Logo on the Sponsors board in various locations throughout the Airshow
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Flight Zone

\$POA

The flight zone sponsorship encompasses branding of facilities relating to the reception of flight crews and private pilots over the period of the **AVALON 2021** airshow.

This includes exposure to international military flying and static display aircraft, commercial exhibition aircraft, flying clubs and private pilots who use the Avalon East landing strip.

Sponsorship featured in these areas provides a great opportunity for suppliers of products of particular interest to pilots. Sponsors of this facility are also required to provide at least 250 branded pens for use in the Visitor Registration Facility.

Sponsorship Includes:

- Branding of Avalon East Airfield Reception Centre
- Branding of Airshow - Aircraft Operations Centre
- Branding of printed and electronic material relating to the instructions for use by participating flight crews
- Sponsor acknowledgement in the Official Event Guide
- Logo and hyperlink on the **AVALON 2021** website.
- Logo on the Sponsors board in various location throughout the Airshow
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VIP Golf Carts

\$5,000

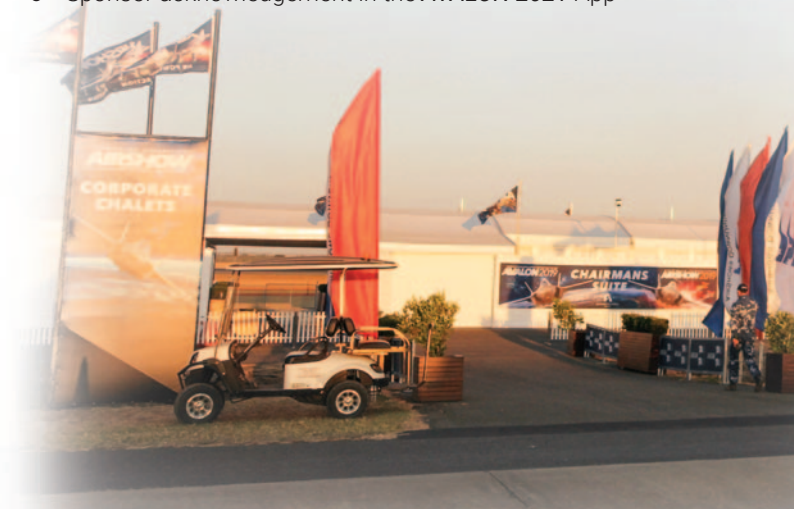
The VIP golf carts are used by official guests, visiting politicians and other dignitaries between the Front Entrance, Exhibitor Chalets and Corporate Reception Facilities.

Operating during the six days of the Airshow this sponsorship is an ideal way to get your company logo in front of the event's most influential visitors.

Sponsor branding will be prominently displayed on a maximum of six (6) golf carts.

Sponsorship Includes:

- Sponsor acknowledgement in the Official Event Guide
- Logo and hyperlink on the **AVALON 2021** website.
- Logo on the Sponsors board in various locations throughout the Airshow
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Gold Pass Enclosure

\$POA

The Gold Pass enclosure is a reserved grandstand seating area to view the Airshow flying action and is a premier location for brand awareness.

Sponsorship of the Gold Pass enclosure is a golden opportunity to promote your business to ten thousand Gold Pass holders across the three public days of the event and receive logo and signage benefits for the entire six days. The Gold Pass Enclosure provides its own toilet facilities and speciality food and beverage outlets allowing pass holders to dine and network within their own precinct throughout the entire day.

Sponsorship Includes:

- Sponsor acknowledgement in the Official Event Guide
- 20 flags on the Grandstands
- Logo on fences and gates of the enclosure
- Logo and hyperlink on the **AVALON 2021** website
- Logo on the Sponsors board in various locations throughout the Airshow
- Sponsor acknowledgement in the **AVALON 2021** App



Flying Displays *(Friday - Saturday - Sunday)*

\$POA

The **AVALON 2021** Airshow will present the most impressive line-up of flying displays ever seen over Australian skies.

AVALON is famed for its spectacular air displays, from military fast jets and attack helicopters to vintage and veteran aircraft, warbirds, barnstormers and precision aerobatics teams.

See your company brand displayed in front of huge crowds over three days and the unique Night Alight evening airshow.

Sponsorship Includes:

- Sponsors acknowledgement in the Official Program
- Acknowledge of Sponsor name in PA Announcements
- Sponsor acknowledgement in the Official Event Guide
- Logo and hyperlink on the **AVALON 2021** website.
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Individual Display Panels **\$1,500ea**

An affordable way to reinforce your participation at *AVALON 2021*, these panels put an image of your choice in key internal and external exhibition areas of the event.

Indoor panels measure (approx.) 2300mm Hx 950mm W, to be located within the Exhibition Halls.

Outdoor barriers and fencing unit panels measure (approx.) 1800mm W and 600mm H and may be located in a variety of high visibility external exhibition locations.

Note: Maximum of 5 per company



Floor Decals **\$1,500ea**

Floor decals put a design of your choice in one of the preselected, high traffic aisle locations within the exhibition halls.

Limited in number, they are the ideal way to ensure that trade delegates can find your stand with ease.

Note: Maximum of 2 per company

Club AVALON Corporate Hospitality **\$5,500ea**

A Corporate Hospitality Table within Club Avalon is the perfect way to entertain key clients in the luxury of a corporate chalet for a single day.

Located in the Chalet Line, Club Avalon is the premier location to watch the extensive daily flying displays whilst enjoying a premium food and beverage package in airconditioned comfort.

Club Avalon is a shared facility that accommodating 100 guests. Exclusivity can be made available upon request to the *AVALON 2021* sale team.

Sponsorship Includes:

- Single day access to Club Avalon for 10 guests
- Catering in accordance with a predetermined premium food and beverage package



Major Industry Sponsorship **\$POA**

Major Industry Sponsors enjoy the highest level of promotion at **AVALON 2021**. Participation in this exclusive program gives access to all official events and the highest profile branding on printed and electronic material. This sponsorship product is only available to invited exhibiting companies.

Contact our sales department for more detailed information.



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AVALON2021

23 - 28 FEBRUARY, AVALON AIRPORT, GEELONG, AUSTRALIA



AMDA FOUNDATION LIMITED (ABN 63 091 147 787) is an Australian not-for-profit corporation established to promote the development of aviation and Australia's industrial, manufacturing and information/communications technology resources in the fields of aviation, aerospace, maritime, defence and security. AMDA achieves this goal by delivering Australia's most prominent and respected world-class biennial industry expositions as platforms for interaction between industry, Defence, Government and academia.

For further information contact the Sales Team - **T:** + 61 (0) 3 5282 0500 **E:** expo@amda.com.au

www.airshow.com.au