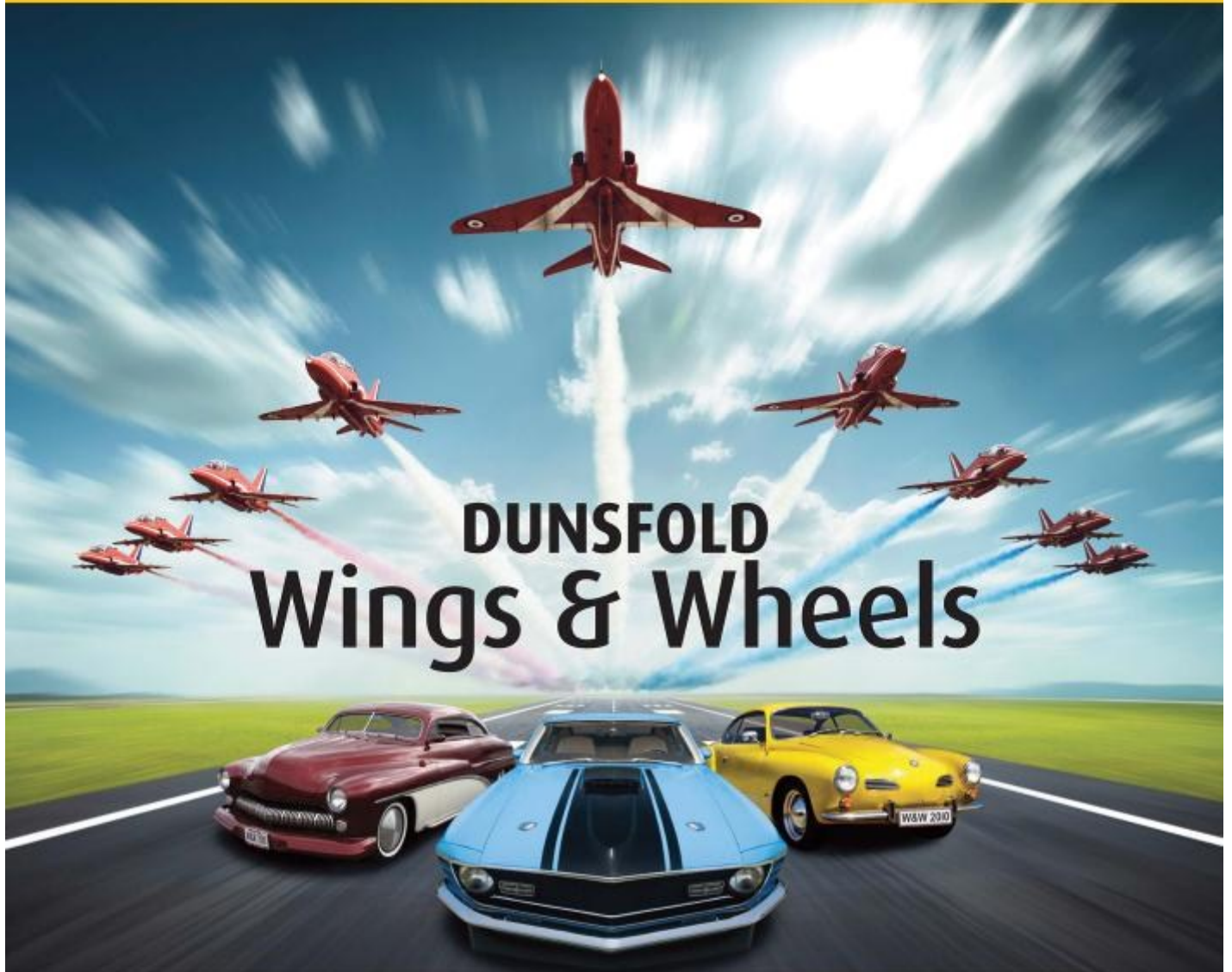


ONE OF THE UK'S PREMIER AIRSHOWS



# DUNSFOLD Wings & Wheels

ADVERTISING

2012



[www.wingsandwheels.net](http://www.wingsandwheels.net)

# An introduction...

DUNSFOLD  
Wings & Wheels



30,000 visitors in 2011

£280,000 raised to date for show beneficiaries, Help for Heroes, Surrey & Sussex Air

Ambulance, Cranleigh Village Hospital Trust and Brooklands Museum

Unrivalled five hour air displays

Adrenaline pumping two hour motoring demonstrations with over 200 participating vehicles

The website attracted over 127,000 visitors over an eight month period

200 volunteers supported Wings & Wheels over the weekend

10,000 Souvenir Programmes sold over the two days

Over 100 retailers and attractions filled the arena

Over 80 military vehicles entertained the crowd line

Over 600 participants displayed their classic and iconic vehicles in the Wheels Enclosure

Visitor's average dwell time at the show was over 6 hours

The Show was supported by over 15 sponsors and advertisers

The arena is 1.2 kilometres in length and covers over 32 acres

The crowd line runs along 1500m of runway

The resident 747 is used as a film prop and has been seen in Casino Royale, Da Vinci Code and Top Gear

## to one of the UK's premier air and motoring shows

Wings & Wheels is held over the August Bank Holiday and Dunsfold Park will be hosting its eighth Show on Sunday 26<sup>th</sup> and Monday 27<sup>th</sup> August 2012.

Founded to celebrate the long history of British aviation and motoring, the airshow is also staged to raise much needed funds for deserving local charities. Since inception some £280,000 has been distributed to nominated charities and in 2012 we are hoping to raise even more.

Those benefiting from the 2011 show include Brooklands Museum, Cranleigh Village Hospital Trust, Help for Heroes and Surrey & Sussex Air Ambulance.

Located just 9 miles from Guildford on the Surrey/Sussex border, Wings & Wheels showcases some of the finest civil and military aircraft displays in the UK. Combined with an astounding line-up of record breaking cars and motoring demonstrations, our Airshow is unrivalled by any other family day out.

On the ground, Brooklands Museum mastermind an array of iconic motoring classics over two hours, before all eyes lift skyward to see five hour flying displays led by a crowd thrilling assortment of RAF legends, including The Red Arrows, Avro Vulcan, Breitling Wingwalkers and Team Viper.

\*NEW\* to 2011 was the adrenaline pumping Stunt Zone, featuring world record breaking driver Paul Swift, which captivated and amazed our visitors with J-Turns, donuts and two-wheeled driving.

A jam-packed arena, which boasts a host of activities and entertainment, including WOW, British Military Fitness and a \*NEW\* 1940s Zone with themed catering and dance lessons. At Wings & Wheels there's something for all the family!

Each year Wings & Wheels is supported by a variety of companies and individuals. From those volunteering services or staff, taking hospitality, sponsoring the whole Show or just an attraction, they have helped Wings & Wheels grow in stature and reputation, achieving over 30,000 visitors in 2011.



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# Advertising 2012



*"I have seldom enjoyed working with organisers as friendly, yet professional and efficient, in 20 years of events work. The success and faultless reputation is well deserved—we can't wait to be back in 2012."*

*"On behalf of the Detonators Car Club I would like to thank you and the Event team for inviting us to participate in this year's Wings and Wheels show. It was ace. You and your team's organisational expertise shone through and everything ran like clock-work. Linking up the Band of Brothers and taking them out in the Hot Rods was the icing on the cake. As we all drove home late Monday, very weary, we had silly grins spread across our faces having thoroughly enjoyed being part of a wonderful event."*

*"Spent two days at W&W and not bored once! Loved every minute. Well done Team!"*

*"Just a note to say thank you once again for organising the Wings & wheels air-show and for the excellent hospitality in the Veterans enclosure, The staff in the enclosure were most pleasant and very helpful and much appreciated. Thank you again. I look forward to next year "*

*"Very friendly atmosphere, lots on the ground to see and do, plenty of places to buy food and drink. Best part of the day was the fantastic air show and the commentary was brilliant. We will definitely be back again, better than Farnborough by miles!"*

## Who visits Wings & Wheels?

Each year we welcome visitors from far and wide while our core audience sits within the Home Counties surrounding Dunsfold Aerodrome. 2011 saw an extension in the Shows catchment of affluent young professionals, families with young children and the retired. In addition to Guildford, Horsham, Haslemere, Dorking, Farnham, Cranleigh, Brighton and Crawley, visitors came from Petersfield, Portsmouth, Woking, Windsor, Basingstoke, Camberley, Newbury & Kent.



Map illustrates a 30 mile radius catchment area

A firm favourite with aviation and motoring enthusiasts who flock to the show, Wings & Wheels is now well established in the aviation and motoring calendars as one of the most distinguished annual air-shows.

Our profile of visitors helps to attract a variety of businesses taking advantage of the trading opportunities at Wings & Wheels. In 2011 in excess of 100 trade and attraction stands took centre stage in the arena.



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# Advertising 2012



*"Trials finals; Wall of death; Paul Swift stunt show; Getting stuck in a kids climbing frame*

*Rounded up with an awesome air display; Great day out!!"*

*"A big thank you to you and all your team for two great days at Dunsfold. I'm sure a tremendous amount of effort was put into staging such an event. The guys had a great time finding out how fast and well their cars ran on the runway. Thanks for the opportunity and hopefully we can come along again next year."*

*"Well done to you and all of the team for a great event, and one you should be proud of. You have a winning formula that is getting better every year."*

*"I thought the whole day was exceptional, and the staff were courteous and helpful throughout. Congratulations! Needless to add, the air display was quite amazing, and was the highlight of the day."*

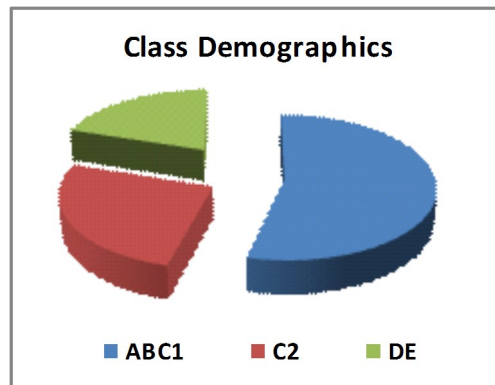
*"It was a very enjoyable weekend helped by some good weather which made for a great day out. Many congratulations on a great Show."*

*"You held a fantastic event, well done! I have spoken to dozens of people who attended and all commented on what a great day out it was. A few even said it was far better organised and more fun than Farnborough which I think is a huge compliment."*

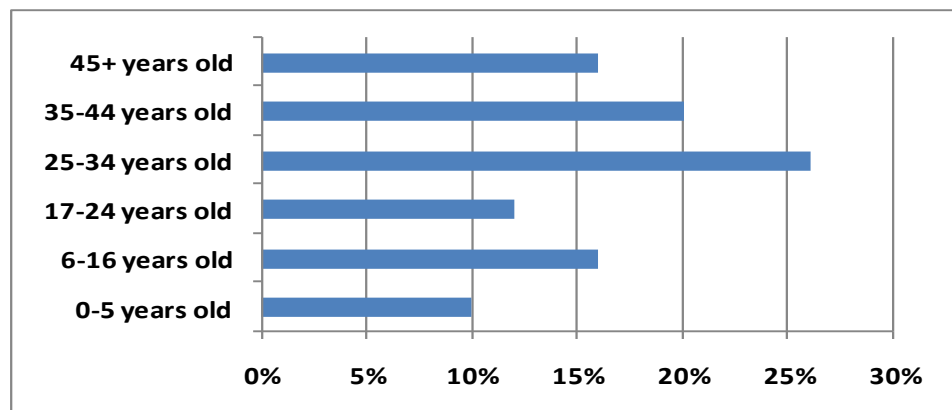
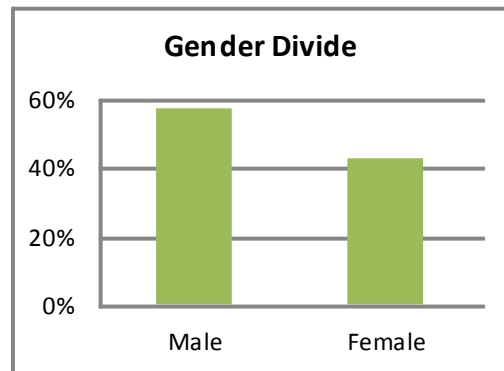
## Who visits Wings & Wheels?

*In the UK, airshows are the second most attended outdoor event after football.*

Audiences cut across demographic and socio-economic divides, and provide Wings & Wheels with a diverse and representative selection of individuals from all walks of society. Below is a selection of visual representations of Wings & Wheels' visitor breakdown.



Over half of our visitors are from affluent middle class backgrounds, representing the area in which the Show is held.



- ◆ **30,000** attended Wings & Wheels in 2011, spending more than **6** hours at the Show.
- ◆ Over **75%** of our visitors are planning on returning to W&W next year.
- ◆ Over **60%** of our visitors are aged 25 and over.
- ◆ **80%** of our visitors are from the local area.
- ◆ **54%** of our visitors buy their tickets in advance, meaning they have more spending power on the day for our retail village.
- ◆ Over **92%** of our visitors have recommended Wings & Wheels to their friends and family.

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# Advertising 2012



*"Legends take to the skies at seventh Wings & Wheels"*

*"Wings & Wheels is now established as one of the best airshows in the UK and visitors were treated to a host of RAF legends in action packed five hour flying display on both days."*

*"The success of Wings & Wheels is due to the mix of amazing aircraft and veteran cars, plus dozens of stalls. This year was no different!"*

*"Highlights included the Glider FX flipping and spinning, the RN Lynx Helicopter doing impossible manoeuvres!"*

*"Whether cars and bikes or planes are your bag, it's pretty hard to imagine that there wasn't something there for you. And if both happen to tick your boxes, you'd best hope that you were present for the whole weekend!"*

*"Flying displays thrill record crowds once again"*

## Media and Website Analysis.

Over the past seven years Wings & Wheels has been supported throughout Surrey, Hampshire, Berkshire and East and West Sussex by local radio and newspapers.

As our Official Radio Partner, 96.4 Eagle Radio aided a targeted campaign across the Surrey and Sussex regions. The reach of the 2011 marketing drive exceeded more than 54 million circulation, with over 208 million combined opportunities to read about Wings & Wheels

Additional media coverage was also achieved through a PR campaign and included (but not restricted to): Radio (96.4 Eagle Radio, Radio Jackie, Spirit FM), Internet (BBC, The Surrey Advertiser, Airceneuk.org, Metro) and Print (The Surrey Advertiser, Surrey Mirror Series, West Sussex County Times, Hampshire Chronicle, American Car, Farnham Herald, Haslemere Herald, The Argus, Classic Car Weekly, Flight International).

The official Wings & Wheels website, [www.wingsandwheels.net](http://www.wingsandwheels.net), is an integral part of the marketing campaign and experienced over 127,000 hits with more than 95,000 of those unique visitors. Some 67% of these were new to Wings & Wheels. The average dwell time of each session was over 3 1/2 minutes with the most popular sections being the 'What's On' and Ticket Information pages.

## Wings & Wheels PR Coverage

- ◆ 172 pieces of coverage from January–August, which is worth circa £195,000
- ◆ Our marketing and press coverage circulates 54 million readers and listeners, which equates to 208 million combined opportunities to see your brand associated with Wings & Wheels
- ◆ We run 18 print competitions
  - ◆ We run 3 radio broadcast competitions on each of: 96.4 The Eagle/Radio Jackie/SpiritFM
  - ◆ Our social media sites received over 1500 followers
  - ◆ We give away 29 Charitable raffle and auction prizes
  - ◆ We host 20 Print and Broadcast Media at Wings & Wheels Launch to reach further into our target audience



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200 volunteers supported Wings & Wheels over the weekend

10,000 Souvenir Programmes sold over the two days

Over 100 retailers and attractions filled the arena

Over 80 military vehicles entertained the crowd line

Over 600 participants displayed their classic and iconic vehicles in the Wheels Enclosure

Visitor's average dwell time at the show was over 6 hours

The Show was supported by over 15 sponsors and advertisers

The arena is 1.2 kilometres in length and covers over 32 acres

The crowd line runs along 1500m of runway

The resident 747 is used as a film prop and has been seen in Casino Royale, Da Vinci Code and Top Gear

## Media and Website Analysis

Marketing is an integral part of Wings & Wheels and during the build-up to the Show we invest in many advertising and marketing strategies, in order raise brand awareness and increase footfall over the Bank Holiday weekend. This is a snapshot of our marketing campaign:

- ◆ We were part of 96.4 The Eagle 1,000 Minute Competition, which included 29 Trails and reads over 5 days
- ◆ 66 Eagle Ad Spots were read over a two week period
- ◆ 58 Radio Jackie 30 second commercials were played over a one week period
- ◆ Direct mail shot to 75,000 consumers
- ◆ Strong online following through social networking sites (Facebook, Twitter), related forums, event listings and fan sites
- ◆ 125,000 leaflets were distributed throughout the local vicinity
- ◆ 12 banners were placed in prime locations (supermarkets, shopping centres, road sides)
- ◆ 70 Road signs erected in prime locations on A & B roads
- ◆ 6 Million See Ticket subscribers are targeted through viral emails
- ◆ 15 local festivals and fetes are attended by Wings & Wheels personnel spreading Wings & Wheels knowledge
- ◆ 35 local event website listings were placed
- ◆ 45 adverts in local press and media were placed
- ◆ 565 local shops put up posters and leaflets for Wings & Wheels



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## Want your brand on people's minds?

With a captive audience of 32,000 visitors, advertising at Wings & Wheels is a valuable and cost effective tool in reaching your target audience.

Our core audience live within a 30 mile radius of Dunsfold Aerodrome, touching on all the Home Counties. Each year we not only welcome people from far and wide, Canada, Holland and Asia, but from Guildford, Horsham, Dorking, Haslemere, Farnham, Cranleigh, Brighton and Crawley. This catchment expanded in 2008 to include Petersfield, Portsmouth, Woking, Windsor, Basingstoke, Camberley, Newbury & Kent.

Affluent young professionals, families with young children, the retired, veterans and aviation and motoring enthusiasts are among the thousands of visitors who flock to visit one of the UK's premier airshows, Wings & Wheels. There are a number of opportunities to get your brand noticed and these include:

### Wings & Wheels 2012 Programme

The Shows souvenir programme is an informative and glossy 52 page A4 souvenir programme with a circulation of over 10,000. In 2011 the programme sold out and feedback tells us it's a souvenir that's viewed time and time again, during and after the show.

Location	Page Rate
Inside Front	£750
Back Page	£850
Full Page	£600
1/2 Page	£350
1/4 Page	£200

### Site Banners

These are an excellent way to promote your brand. With an audience of up to 32,000 and an average dwell time of 6 hours you can capture this audience by booking the following space:

Location	Size	Rate
Show Entrances/Exit	3m x 1m	£250
Car Parks	3m x 1m	£150
Crowd Line	3m x 1m	£350
Public Arena	3m x 1m	£200
Meeting Points/Directional Posts	3m x 1m	£200



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# Advertising Booking Form

DUNSFOLD  
Wings & Wheels



Please complete the booking form in BLOCK CAPITALS and return with a cheque for the full amount made payable to Dunsfold Park Events Ltd. Please send to: Lucy Parsons, Wings & Wheels, Dunsfold Park Events, Building 56 Dunsfold Park, Cranleigh, Surrey GU6 8TB.

## Programme Advertising

Purchase Order Number: \_\_\_\_\_

Location	Agreed Page Rate	TOTAL
Inside Front Cover		
Back Page		
Full Page		
1/2 Page		
1/4 Page		
	VAT @ 20%	
	TOTAL	

### Please select payment :

- Invoice
- Cheque
- \*Credit Card

(\*please note a fee of 1.75% of the total is payable and a member of the team will contact you to take payment.)

## Banner Advertising

Location	Size	Rate Agreed	Quantity	TOTAL
Show Entrances/Exit	3m x 1m			
Car Parks	3m x 1m			
Crowd Line	3m x 1m			
Public Arena	3m x 1m			
Meeting Points/Directional Posts	3m x 1m			
				VAT @ 20%
				TOTAL

## Contact Information:

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address 1: \_\_\_\_\_  
Address 2: \_\_\_\_\_  
Town: \_\_\_\_\_  
County: \_\_\_\_\_  
Postcode: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
E-mail: \_\_\_\_\_

## Check List:

- Advertising selected
- Purchase Order number supplied
- Payment noted and/or enclosed
- Contact information completed
- Booking form signed

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Position/Title: \_\_\_\_\_

Date: \_\_\_\_\_

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