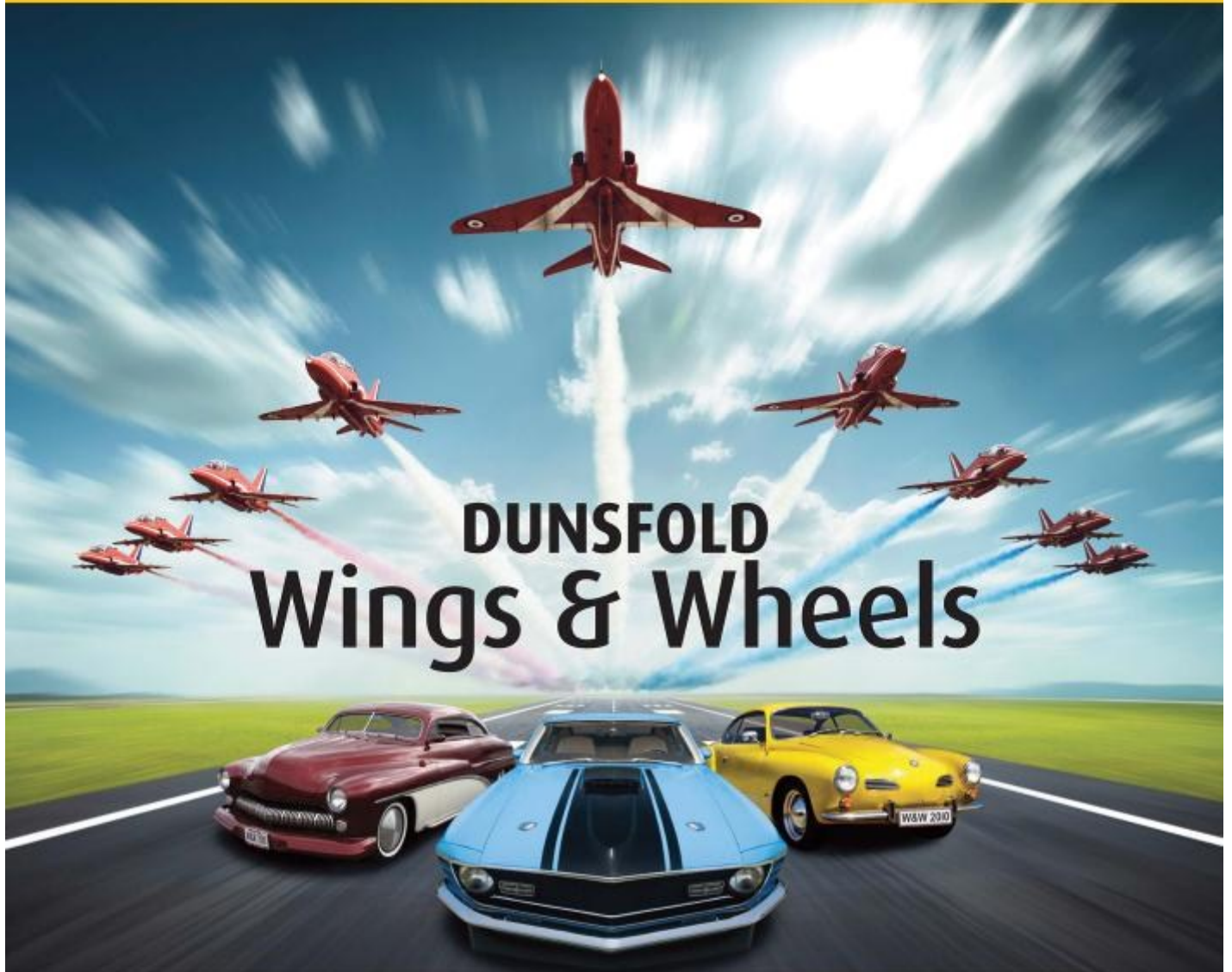


ONE OF THE UK'S PREMIER AIRSHOWS



# DUNSFOLD Wings & Wheels

**SPONSORSHIP**

**2012**



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

# An introduction...



*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.



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

# Sponsorship 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.



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

# Sponsorship 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."*

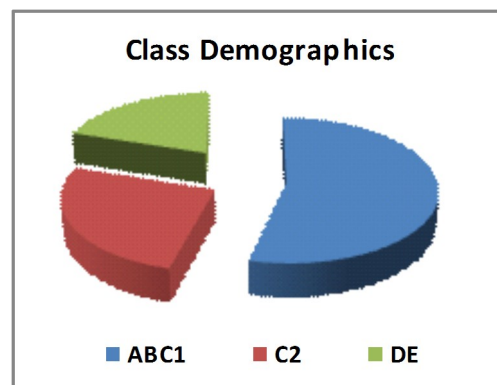
*"It was a very enjoyable weekend helped by some good weather which made for a great day out. Many congratulations on a great Show."*

*"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."*

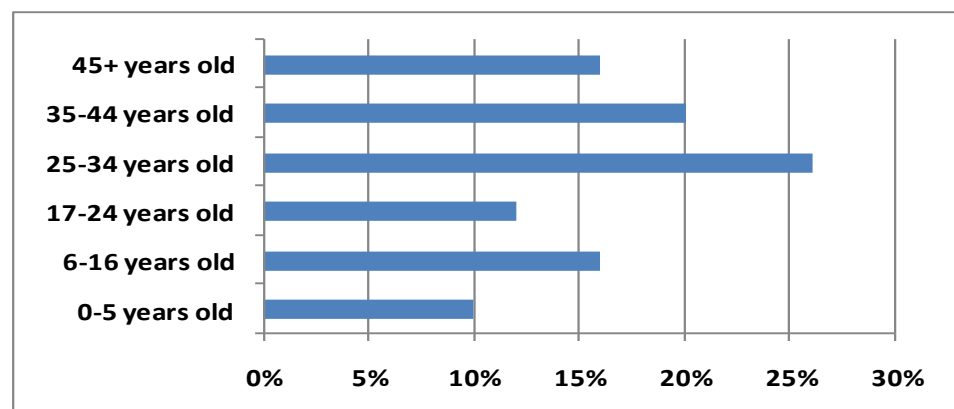
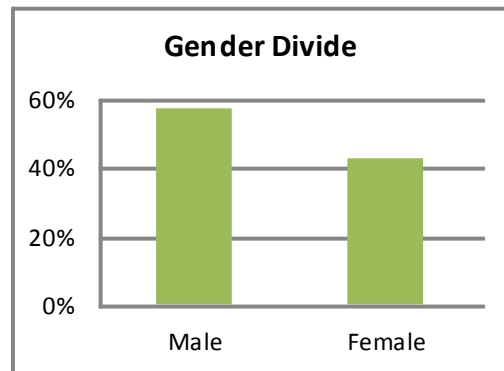
## Who visits Wings & Wheels?

***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.

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

# Sponsorship 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, Aircsneuk.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



# Sponsorship 2012



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

## 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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## How can you support in 2012?

Attracting over 30,000 visitors, Wings & Wheels is an exceptional family day out raising vital funds for charity. This year we are able to offer a variety of tailor-made sponsorship opportunities, designed specifically to match your individual requirements.

A receptive audience, the young professionals and families attending Wings & Wheels are also a captive audience. Working with you to select the right activity for your business or individual needs, we can help you achieve your objectives.

Each sponsored activity can come with your choice of 'Rights and Benefits' that can include widespread pre-show publicity, on site signage and branding, event tickets, online exposure, corporate hospitality and specific special rewards and acknowledgements based on the particular opportunity selected.

With so many packages to choose from, we've highlighted our top opportunities for a flavour of what you could be a part of...

### "Your Company" presents Wings & Wheels 2012

Your name could be the first thing people link to Wings & Wheels as the event's **'TITLE SPONSOR'**.

### Want to be associated with something specific?

If you answered yes, then the role of **'WHEELS SPONSOR'** could be right for you!

### Can you bring something to the show?

Do you have printing capabilities, technology for the media centre or the right skills to deliver corporate hospitality? Then why not become an **'ASSOCIATE PARTNER'** and let your services do the talking.

Whatever your requirements, we will work with you to create a package that delivers for you on the day.



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

# Title Sponsor



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## “Your Company” presents Wings & Wheels 2012

Do you want your company to be directly associated with Wings & Wheels? The most exclusive and prestigious sponsorship opportunity available is ‘TITLE SPONSOR’.

This package can come with your choice of ‘Rights and Benefits’ that could include widespread pre-show publicity, on site signage and branding, event tickets, online exposure, corporate hospitality and specific special rewards and acknowledgements. Title Sponsor packages begin at £30,000.

The ‘Rights and Benefits’ you can select from include:

- ◆ Your name/company logo to appear in Direct Marketing, PR, Advertising and Promotional pieces in any pre and post promotion of the show and distributed to trade and public visitors on the day
- ◆ The right to mount information/promotional signage in the following locations:
  - ◇ Show Entrances
  - ◇ The Car Parks
  - ◇ Crowd Line Fencing
  - ◇ Wings Zone
  - ◇ Wheels Zone
  - ◇ The VIP Hospitality Marquee
  - ◇ The Control Tower
  - ◇ Media Facilities
  - ◇ Camp Site
- ◆ 25 VIP Corporate Hospitality tickets
- ◆ Your name/logo to appear on the Official Event ticket
- ◆ Premium corporate stand (up to 20m x 20m) within the Public Arena
- ◆ Your company name/logo to be included on [www.wingsandwheels.net](http://www.wingsandwheels.net) with information and a hyperlink to your website
- ◆ Exclusive 50% discount on ticket prices for staff
- ◆ A public address announcement each hour throughout the show with the message of your choice
- ◆ Back page advertisement in the Official Event Programme and one page of editorial
- ◆ Exclusive rights to mount branding on the Dunsfold Park static 747 Aircraft recently featured in Casino Royal, Come Fly With Me and the upcoming Brad Pitt feature ‘World War Z’
- ◆ Invitations to all official Wings & Wheels events, including the Press Launch, trading and publicity events



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

# Wheels Sponsor



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## Want to be associated with something specific?

Do cars and motoring resonate with your brand beliefs or core objective? If you answered yes, then the role of 'WHEELS SPONSOR' could be right for you!

Whilst the aviation displays at Wings & Wheels are simply breath-taking, the static car displays and motoring demonstrations are undoubtedly some of the best in the UK. Wheels Sponsor packages are valued at £10,000.

Wheels Sponsors will be involved in the following areas:

- \* Stunt Zone
- \* Individual Car Clubs
- \* Supercar Demonstrations and Displays
- \* Military Vehicle Demonstration
- \* Motoring Paddock & Wheels Zone
- \* Show support vehicles

Your package for Wings & Wheels 2012 will include:

- ◆ Your name/logo to appear in direct Wheels Marketing, PR, Advertising and Promotional pieces in any pre and post promotion of the show and distributed to trade and public visitors on the day
- ◆ Your name/logo to appear on display vehicle passes (over 1000 display vehicles)
- ◆ The right to mount information/promotional signage in the following areas
  - ◇ Show Entrances
  - ◇ Car Parks
  - ◇ Crowd Line Fencing
  - ◇ Motoring Paddock
  - ◇ Wheels Zone
- ◆ 10 VIP Corporate Hospitality tickets
- ◆ 20% discount on ticket prices for staff
- ◆ A corporate stand (up to 10m x 10m) within the Public Arena
- ◆ Full page advertisement in the Official Event Programme, plus editorial
- ◆ Your company name/logo to be included on [www.wingsandwheels.net](http://www.wingsandwheels.net) with information and a hyperlink to your website
- ◆ One public address announcement every hour throughout the Show with the messages of your choice



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

# Associate Partner



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The crowd line runs along 1500m of runway

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## Want to Sponsor a specific element of the Show?

Do you have printing capabilities, technology for the media centre or the right skills to deliver corporate hospitality? Then why not become an 'ASSOCIATE PARTNER' and let your services do the talking.

By becoming an 'ASSOCIATE PARTNER' you automatically open your brand up to a plethora of opportunities, such as sponsoring a particular flying demonstration and an exclusive opportunity to 'Meet The Team'.

### INFRASTRUCTURE

- ◆ Grandstand Seating
- ◆ Fencing
- ◆ Signage
- ◆ 'You Are Here' boards

### ENTRANCES, EXITS & SITE TRAFFIC

- ◆ Traffic and Parking Management
- ◆ Visitor Information Point
- ◆ Ticket Check Entrances
- ◆ Entrance Features

### FLYING DISPLAYS (to name a few)

- ◆ RAF Red Arrows
- ◆ RAF Typhoon Display
- ◆ RAF Battle of Britain Memorial Flight
- ◆ RAF Hawk Display (Solo Hawk Jet)
- ◆ RAF Chinook Helicopter Display
- ◆ Blades Aerobatic Display Team
- ◆ Team Breitling Wingwalkers

### TYPHOON CAMPING

- ◆ Fencing
- ◆ Management Hub
- ◆ Site Shop

### WEBSITE & PUBLICATIONS

- ◆ Flying Display Programme
- ◆ Site Map
- ◆ Site Banner
- ◆ Logo with hyperlink to own website

### COMMUNICATION & MEDIA

- ◆ Media Centre
- ◆ Printing
- ◆ Press Packs
- ◆ Public Address System

### HOSPITALITY

- ◆ VIP Suite
- ◆ Veteran Suite
- ◆ Entrance Features
- ◆ Catering
- ◆ Topiary and floristry

### AVIATION

- ◆ Fuel
- ◆ Accommodation
- ◆ Transport

### Sponsorship Opportunities ...

Every sponsorship opportunity at Wings & Wheels comes with its own Rights and Benefits - Associate Partners are the same! Please see overleaf for the benefits you will receive.



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

# Associate Partner



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## Rights and Benefits of Associate Partner

These are just some of the opportunities which will be available to you as an 'ASSOCIATE PARTNER' at Wings & Wheels . Packages range from £3,000-£10,000 and include a selection of the following Rights and Benefits.

- ◆ Your name/logo to appear in Direct Marketing, PR, Advertising and Promotional pieces in any pre and post promotion of the show and distributed to trade and public visitors on the day
- ◆ The right to mount information/promotional signage in the following areas
  - ◆ Show Entrances
  - ◆ Car Parks
  - ◆ Crowd Line Fencing
  - ◆ Camp Site
- ◆ An exclusive and rare opportunity to 'Meet The Team' of your sponsored aviation display
- ◆ Exclusive rights to mount signage and promotional information in the private Pilots Enclosure
- ◆ Up to 10 complimentary VIP Corporate Hospitality tickets plus 10% discount on other Corporate Hospitality tickets
- ◆ A corporate trade stand (up to 6m x 6m) within the Public Arena
- ◆ 15% off Family tickets
- ◆ Your company name/logo to be included on [www.wingsandwheels.net](http://www.wingsandwheels.net) with information and a hyperlink to your website
- ◆ One half page advertisement in the Official Event Programme
- ◆ Two public address announcements each day throughout the Show weekend with a message of your choice.
- ◆ Acknowledgment and logo in Official Event Programme

N.B: Associate Partner 'Rights and Benefits' directly correlate to the package chosen.



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

# Star Package



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## Simply shine like a 'Star'

By donating £250 you can become a Wings & Wheels 'STAR'.

As a 'Star', you not only get two tickets (or a Family ticket) to one of the Show days but the choice of up to three of the following options;

- ◆ Your name/brand is added to our dedicated page on [www.wingsandwheels.net](http://www.wingsandwheels.net) with a hyperlink to your website. In 2011 the site had more than 127,000 visitors, with an average dwell time of 3 1/2 minutes.
- ◆ Your logo included on the 'Star' page in the A4 glossy Souvenir Programme which currently has a circulation of 10,000.
- ◆ Advertising space in one of the Dunsfold Park Events e-newsletters distributed to 3,000 local contacts and over 3 million unique See Tickets customers and affiliates
- ◆ Three 1m x 3m banner space positioned in the Public Arena

Becoming a 'Star' is a very simple way to help the Show's beneficiaries, Brooklands Museum, Cranleigh Village Hospital Trust, Help for Heroes and the Surrey & Sussex Air Ambulance, whilst having your name associated with one of the UK's premier Airshows.

### Unlimited Possibilities...

If you would like to discuss a sponsorship idea which has not been covered here, or would like any additional information on the packages listed, please call Lucy on 01483 542226.



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

# Sponsorship Booking Form



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.

**Please select which sponsorship package you have chosen:**

Star Sponsor

**Please select payment :**

Invoice       Cheque       \*Credit Card

(\*PLEASE NOTE A FEE OF 1.75% OF THE TOTAL IS PAYABLE. A MEMBER OF THE TEAM WILL CONTACT YOU TO TAKE PAYMENT.)

Description	TOTAL Sponsorship Payable
VAT (20%)	
<b>TOTAL</b>	

**Contact Information:** \_\_\_\_\_

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

Company: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

Town: \_\_\_\_\_

County: \_\_\_\_\_

Postcode: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_

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

**Check List:**

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

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

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

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

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

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