



March 28-29, 2026

2026 Sponsorship Package

“A partnership with clear vision for our military families.”

Air & Space Expo Demographics

After nearly four years, Shaw AFB is proud to host an awesome display of air-power along with a one-of-a-kind Air & Space Expo featuring the USAF Thunderbirds on March 28-29, 2026. We would like to extend this personal invitation for you to partner with us to provide an unforgettable experience for our Sumter and surrounding community through the Air Force Commercial Sponsorship program.

Air & Space Expos deliver significant and measurable results for everyone, from mature product marketers with broad customer bases, to new product marketers, to those with specialized or niche customer bases. Whatever your marketing objective – moving product, building recognition, enhancing or positioning brand image– air and space expos can help you accomplish your goals.



More than 12 million people attend more than 350 air and space expos annually. Air and space expos draw large numbers of demographically attractive spectators, a well-educated, affluent group of men, women and children of all ages. More than 70 percent of the audience at an air show has had some college education. Three quarters report household income of \$35,000 or more. The average adult spectator is just under 35 years of age, but more than 53 percent of spectators are between 30 and 50.

As a partner, you can take advantage of specialized sponsorship opportunities that can place your business or brand out front before, during, and after our 2026 Shaw Air & Space Expo.

QUICK EVENT STATS

- **Approximately 90,000 people in attendance**
- **2-Day Air Expo featuring the USAF Thunderbirds**
- **Aerial and static displays, exhibits and demonstrations in a safe and secure environment**
- **Intense media coverage**

Benefits Summary

Partners of the 2026 Air & Space Expo are doing more than taking advantage of a great opportunity, but you are also supporting our service members and their families by funding over 100 essential Quality of Life Programs.

Take a moment to review the many benefits and unique ways that you can partner with us. If you can not find a package that fits your needs, no problem. Create your own customized package and call our Commercial Sponsorship Coordinator to discuss pricing and availability.

	General Level \$35,000	Colonel Level \$25,000	Major Level \$15,000	Captain Level \$8,000	Friends of Shaw Air Expo \$3,500
Tagline below event title	X				
Use of Air & Space Expo Logo	X	X	X	X	
Event Day Public Address Mentions	10	5	3	2	
Saturday Night Meet & Greet Party	X	X	X		
Meet the Pilots Saturday Night	X	X	X		
Expo Golf Tournament Team Entry	4 teams	3 teams	2 team		
Premium Event Parking	X	X	X		
Private Transportation to flight line	X	X	X		
VIP Corporate Chalet	X	X			
Recognition at the Saturday Party	X	X			
Logo on Air & Space Expo Posters	X	X	X	X	
Recognition on Event sponsor webpage	X	X	X	X	X
Linked Logo on each ShawAirExpo.com webpage	X	X			
Air & Space Expo Souvenir Program Recognition	X	X	X	X	X
FSS Magazine Recognition	X	X	X	X	
Event Day Banner Placements	4	3	2	1	
Interactive Display space	20x10	10x10	10x10	10x10	
Incentive Flight with MWR Act	2	1			
Logo on MWR Act Aircraft	X				

**Packages may be customized to meet your needs*



Investing in military families.



Sponsorship Benefits

GENERAL LEVEL SPONSOR

Investment: \$35,000

BENEFITS

- Tagline below event title on all MWR advertising
- Use of the Air & Space Expo Logo
- Invited to Saturday night Post-Show Event
- Meet the pilots Saturday night at base Post-Show Event
- (4) FREE four-person teams allowed in the Expo Golf Tournament Wednesday, March 25, 2026
- Premium Parking both days of the Air & Space Expo
- Private transportation to and from a reserved parking lot; preferred parking
- VIP Corporate Chalet
- (2) Incentive Flights with MWR Act

MEDIA COVERAGE AND ON-SITE EXPOSURE:

- Logo placement on MWR Act Aircraft used in the Air & Space Expo
- Logo placement on poster distributed on base and surrounding communities.
- Prominent logo placement on the Air & Space Expo website (homepage & sponsor page)
- Linked logo on each webpage of Air & Space Expo website
- Recognition in Air & Space Expo Souvenir Program
- Recognition in FSS Magazine "Take 20" - delivered and mailed
- (4) banners provided by the sponsor (1-front gate, 1-Carolina Lakes Golf Course, 2-flight line)
- Live recognition at the Air & Space Expo by the narrator during the day's activities.
- (2) Interactive 20 x10 exhibition space in premium traffic location
(Great for literature display, distribution of coupons and lead generation.)
*displays must be staffed both days of the expo.
- 4 chairs, 6' table, 2 cases of bottle water per day
*Sponsor responsible for decorating their area



General Level Investment in military families.

Sponsorship Benefits

COLONEL LEVEL SPONSOR

Investment: \$25,000

BENEFITS

- Use of the Air & Space Expo Logo
- Invited to Saturday night Post-Show Event
- Meet the pilots Saturday night at base Post-Show Event
- (3) FREE four-person teams allowed in the Expo Golf Tournament Wednesday, March 25, 2026
- Premium Parking both days of the Air & Space Exp
- Private transportation to and from a reserved parking lot; preferred parking
- VIP Corporate Chalet
- (1) Incentive Flight with MWR Act

MEDIA COVERAGE AND ON-SITE EXPOSURE:

- Logo Recognition in the Air & Space Expo App
- Logo placement on poster distributed on base and surrounding communities.
- Prominent logo placement on the Air & Space Expo website (homepage & sponsor page)
- Recognition in Air & Space Expo Souvenir Program
- Recognition in FSS Magazine "Take 20" - delivered and mailed
- (3) banners provided by the sponsor (1-Carolina Lakes Golf Course, 2-flight line)
- Live recognition at the Air & Space Expo by the narrator during the day's activities.
- Interactive 10 x10 exhibition space in premium traffic location
(Great for literature display, distribution of coupons and lead generation.)
*displays must be staffed both days of the expo.
- 4 chairs, 6' table, 2 cases of bottle water per day
*Sponsor responsible for decorating their area
- Kidzone Presenter



Colonel Level Investment in military families.



Sponsorship Benefits

MAJOR LEVEL SPONSOR

Investment: \$15,000

BENEFITS

- Use of the Air & Space Expo Logo
- Invited to Saturday night Post-Show Event
- Meet the pilots Saturday night at base Post-Show Event
- (2) FREE four-person teams allowed in the Expo Golf Tournament Wednesday, March 25, 2026
- Premium Parking both days of the Air & Space Exp
- Private transportation to and from a reserved parking lot; preferred parking

MEDIA COVERAGE AND ON-SITE EXPOSURE:

- Logo placement on poster distributed on base and surrounding communities.
- Prominent logo placement on the Air & Space Expo website (sponsor page)
- Recognition in Air & Space Expo Souvenir Program
- Recognition in FSS Magazine "Take 20" 3K delivered and mailed
- (2) banners provided by the sponsor (2-flight line)
- (3) Live recognition at the Air & Space Expo by the narrator during the day's activities.
- Interactive 10 x10 exhibition space in premium traffic location
(Great for literature display, distribution of coupons and lead generation.)
*displays must be staffed both days of the expo.
- 2 chairs, 6' table, 2 cases of bottle water per day
*Sponsor responsible for decorating their area



Major Level Investment in military families.

Sponsorship Benefits

CAPTAIN LEVEL SPONSOR

Investment: \$8,000

BENEFITS

- Use of the Air & Space Expo Logo

MEDIA COVERAGE AND ON-SITE EXPOSURE:

- Logo placement on poster distributed on base and surrounding communities.
- Prominent logo placement on the Air & Space Expo website (sponsor page)
- Recognition in Air & Space Expo Souvenir Program
- Recognition in FSS Magazine "Take 20" - delivered and mailed
- (1) banners provided by the sponsor (1-flight line)
- (2) Live recognition at the Air & Space Expo by the narrator during the day's activities.
- Interactive 10 x10 exhibition space in premium traffic location
(Great for literature display, distribution of coupons and lead generation.)
*displays must be staffed both days of the expo.
- 2 chairs, 6' table, 2 cases of bottle water per day
*Sponsor responsible for decorating their area

FRIENDS OF SHAW AIR EXPO

Investment: \$3,500

MEDIA COVERAGE AND ON-SITE EXPOSURE:

- Recognition in FSS Magazine "Take 20" delivered and mailed 50 mile radius
- Live recognition at the Air Expo by the narrator during the day's activities.

DONORS

A considerable amount of support is needed to put on an event as large as the Shaw Air Expo. Thousands of military members and civilian employees work long hours during the show, sometimes more than 15 hours a day. We are seeking items to support these members for their hard work and dedication. Your company can take part in providing support items. Below you will find a list of what is needed:

Food –to support several hospitality areas. Between 500-750 military members need to be fed per day. Companies can take part by providing hamburgers, hot dogs, buns or assorted sodas to offset the costs.

Other Levels of Investment in military families.



VIP Corporate Chalets

Investment Level: \$5,000

BENEFITS

All Chalets will feature the following VIP benefits:

- Private transportation to and from a reserved parking lot; preferred parking
- A 20x40 Tent with shade and seating roped off to ensure privacy
- Private restroom facility
- Personalized service from an FSS staff member (on site from 10 a.m. – 5 p.m.)
- 8 tables, linen tablecloths, 40 chairs
- Corporate Catering* arranged with the 20th Force Support Squadron
- 4 cases of assorted soda per day – additional beverages will be available upon request and billed separately.
- 4 cases of bottle water per day – additional beverages will be available upon request and billed separately.

Special Note: These tents are not for commercial sponsorship advertising, but for entertaining only. Company/individual renter will be responsible for attendees' invitations and monitoring of private area. Company/individual may supply items to enhance their party area, such as plants, etc. with the exception of balloons.

*Catering and adult beverages will be an additional charge; FSS Marketing will help arrange Catering.



Make A Statement with Your Investment in military families.

How to Participate

Sponsorship Registration Form

Please complete form and email back to sharry.williams@us.af.mil

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Fax: _____ E-mail: _____

Sponsorship levels

Please check level of participation below:

_____ General Sponsorship \$35,000

_____ Colonel Sponsorship \$25,000

_____ Major Sponsorship \$15,000

_____ Captain Sponsorship \$8,000

_____ Friends of Shaw Air Expo Sponsorship \$3,500

Other

_____ Corporate Chalet \$5,000

_____ Donor

We thank you in advance for your support and hope you will join us and continue to support our nation's finest! Should you have any questions or comments, call (803) 895-3710 or email: sharry.williams@us.af.mil

Contact Information, 20th FSS

Derrick Rhems, Marketing Director

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Thank you for investing in military families.

