

# BUSINESS AVIATION EXPO

business air travel • aircraft ownership • air freight



## SPONSORSHIP OPPORTUNITIES

### PLATINUM SPONSOR

**\$10,000**

ONE AVAILABLE

#### EVENT AFFILIATION & BENEFITS:

- **SIGNAGE:** Prominent banner signage at the terminal building during the event. Banner to be provided by Sponsor.
- **WEBSITE EXPOSURE:** Featured sponsor logo recognition on event website.
- **EXHIBIT SPACE OPPORTUNITY:** Opportunity for sponsor to set up exhibit space during the event. Sponsorship includes one preferred exhibitor space inside airport terminal during event.
- **COURTESY BAG RIGHTS:** Opportunity to provide a logoed promotional item for inclusion in the courtesy bags.
- **SOCIAL MEDIA MESSAGES:** Sponsor to be mentioned in all social media posts related to the event.
- **PUBLICITY & RECOGNITION:** Company name/logo will be prominently displayed on event marketing materials, signage, eblasts, and all promotional communications. Oakland County International Airport will provide acknowledgement of Sponsor's sponsorship by verbally acknowledging the sponsor during the opening remarks. Opportunity to address audience. Recognition of sponsor in Prosper eNewsletter via a feature article. Acknowledgement in print/media releases.

#### HOSPITALITY:

- Sponsor to receive 10 complimentary registrations.

### GOLD SPONSOR

**\$5,000**

#### EVENT AFFILIATION & BENEFITS:

- **SIGNAGE:** Large logo placement on event signage.
- **WEBSITE EXPOSURE:** Sponsor logo recognition on event website.
- **COURTESY BAG RIGHTS:** Opportunity to provide a logoed promotional item for inclusion in the courtesy bags.
- **PUBLICITY & RECOGNITION:** Large company name/logo displayed on event marketing materials, signage, eblasts, and all promotional communications. Oakland County International Airport will provide acknowledgement of Sponsor's sponsorship by verbally acknowledging the sponsor during the opening remarks. Acknowledgement in print/media releases.

#### HOSPITALITY:

- Sponsor to receive 5 complimentary registrations.

### SILVER SPONSOR

**\$2,500**

#### EVENT AFFILIATION & BENEFITS:

- **SIGNAGE:** Medium logo placement on event signage.
- **WEBSITE EXPOSURE:** Sponsor logo recognition on event website.
- **COURTESY BAG RIGHTS:** Opportunity to provide a logoed promotional item for inclusion in the courtesy bags.
- **PUBLICITY & RECOGNITION:** Medium company name/logo displayed on event marketing materials, signage, eblasts, and all promotional communications. Oakland County International Airport will provide acknowledgement of Sponsor's sponsorship by verbally acknowledging the sponsor during the opening remarks. Acknowledgement in print/media releases.

#### HOSPITALITY:

- Sponsor to receive 3 complimentary registrations.

**EXPO  
HOSTS**



**MEDIA  
PARTNER**

**CRAIN'S**  
DETROIT BUSINESS

## REFRESHMENT SPONSORS *choices below*

### EVENT AFFILIATION & BENEFITS:

- **SIGNAGE:** Medium logo placement on event signage.
- **WEBSITE EXPOSURE:** Sponsor logo recognition on event website.
- **COURTESY BAG RIGHTS:** Opportunity to provide a logoed promotional item for inclusion in the courtesy bags.
- **PUBLICITY & RECOGNITION:** Medium company name/logo displayed on event marketing materials, signage, eblasts, and all promotional communications. Oakland County International Airport will provide acknowledgement of Sponsor's sponsorship by verbally acknowledging the sponsor during the opening remarks. Acknowledgement in print/media releases.

### HOSPITALITY:

- Sponsor to receive 4 complimentary registrations.

### LUNCH SPONSOR **\$3,000**

ONE AVAILABLE

Supply lunch for 90 minutes to attendees from 11:30 a.m. to 1 p.m. Includes signage at serving table.

### COCKTAILS SPONSOR **\$3,000**

ONE AVAILABLE

Provide refreshments 4:30–6:00 p.m. Includes signage with company name and logo at serving table.

### HORS D'OEUVRES SPONSOR **\$3,000**

ONE AVAILABLE

Provide hors d'oeuvres from 4:30–6:00 p.m. Includes signage with company name and logo at serving table.

## ADDITIONAL SPONSORS *choices below*

In addition to individual benefits, the following sponsorship opportunities all include sponsor's name/logo prominently displayed on event-day materials and signage.

### BREAKOUT SESSION SPONSOR **\$1,000**

ONE AVAILABLE

Sponsor provides branded pens and notepads for attendees at all breakout sessions.

### EXPO COURTESY BAG SPONSOR **\$1,000**

ONE AVAILABLE

Sponsor provides Expo courtesy bags with company name and logo on the outside which will be filled with one item each from the Platinum, Gold and Silver sponsors.

### LANYARD SPONSOR **\$1,000**

ONE AVAILABLE

Sponsor provides lanyards with company name and logo identifying Expo staff, volunteers, and attendees.

### SUPPORTING SPONSOR **\$1,000**

## INFORMATION & QUESTIONS

PATRICIA SHULL, OCIA

shullp@oakgov.com • telephone: (248) 666-3900

Additional sponsorship opportunities may be available. Call Patricia Shull to discuss your sponsorship needs.

# SPONSOR REGISTRATION FORM

Company Name

*(as it will appear in publicity materials)*

Address

City | State | ZIP

Contact Name

Contact Telephone

Email

- |   |                    |             |
|---|--------------------|-------------|
| <input type="checkbox"/> <b>Platinum Sponsorship</b>          | \$10,000           |             |
| <input type="checkbox"/> <b>Gold Sponsorship</b>              | \$5,000            |             |
| <input type="checkbox"/> Lunch Sponsor                        | \$3,000            |             |
| <input type="checkbox"/> Cocktails Sponsor                    | \$3,000            |             |
| <input type="checkbox"/> Hors D'oeuvres Sponsor               | \$3,000            |             |
| <input type="checkbox"/> <b>Silver Sponsor</b>                | \$2,500            |             |
| <del><input type="checkbox"/> Breakout Session Sponsor</del>  | <del>\$1,000</del> | <b>SOLD</b> |
| <del><input type="checkbox"/> Expo Courtesy Bag Sponsor</del> | <del>\$1,000</del> | <b>SOLD</b> |
| <del><input type="checkbox"/> Lanyard Sponsor</del>           | <del>\$1,000</del> | <b>SOLD</b> |
| <input type="checkbox"/> Supporting Sponsor                   | \$1,000            |             |

Send completed form and check made payable to:

**Oakland County International Airport**  
Patricia Shull, Expo Sponsor Coordinator  
6500 Highland Road • Waterford, MI 48327

Email high-resolution logo file to [shullp@oakgov.com](mailto:shullp@oakgov.com)  
EPS preferred. 300dpi JPG or PNG accepted.