



WINGS N' WHEELS



Sponsorship Packet

Sept. 23, 2023
10 am - 2 pm
Clovis Regional
Airport
459 County Rd
11.5, Texico, NM
88135



WINGS N' WHEELS

About the Event

The third annual Wings N' Wheels is presented by the Clovis Regional Airport. The event takes place on September 23, 2023 from 10 – 2 p.m. at the Airport. With over 2,000 anticipated visitors, there is no better way to promote your business and showcase your support of our military, Cannon Air Force Base and the City of Clovis.

There are several ways to support the event.

- Sponsor the event and set up your own booth or trailer to interact with audiences on-site.
- Become a banner sponsor. Place a banner near the entrance and exit points as well as high traffic locations on the fly in grounds.
- Sign up to be a food vendor and join our fan favorite "Food truck Alley". Limited space available.
- Name an event location by becoming a naming sponsor. Each naming location is limited to one sponsorship and is a unique opportunity to contribute to the event & spread the message about your business.
- Contribute to the giveaway contests by donating a unique prize to the event. Prizes will be raffled off during the event.
- Showcase your business in the 'Wings N' Wheels' program handed out to everyone at the event.
- Attend the event on September 23!

Estimated Attendance: Approximately 2,000+

Advertising Timetable: July – September

Target Audience: All ages, Local Residents and Military Families. Car and plane enthusiasts.

2022 Facebook Reach: 39,111

For more information please feel free to contact:

Vicki Reyes, Assistant City Clerk, vmreyes@cityofclovis.org, (575) 763-9654

Megan Darrow, Marketing & Communications Coordinator, mdarrow@cityofclovis.org



2023 Sponsorship Packages - At a Glance

Patriot	Platinum	Gold	Silver	Bronze	Friend of Fly In (Vendor)	Friend of Fly In (Informational)	Program
\$2,000	\$1,500	\$1,000	\$500	\$250	\$100	Free	\$100+
Whole Page Ad	Half Page Ad	Quarter Page Ad	Quarter Page Ad	Logo in Program	Logo in Program	Logo in Program	Ad in Program *limited space.
Prominent Logo & Link on Website	Logo & Link on Website	Logo & Link on Website	Logo & Link on Website	Logo & Link on Website	Logo & Link on Website	Logo & Link on Website	Logo & Link on Website
Multiple Social Media Shout outs	Social Media Recognition	Social Media Recognition	Social Media Recognition	Social Media Recognition	Social Media Recognition	Social Media Recognition	Social Media Recognition
10' x 10' Booth	10' x 10' Booth	10' x 10' Booth	10' x 10' Booth	10' x 10' Booth	10' x 10' Booth	10' x 10' Booth	
Advertising Recognition	Advertising Recognition	Advertising Recognition	Advertising Recognition	Advertising Recognition			
Hourly PSA's	3 PSA's	2 PSA's	1 PSA				
Prominent Logo on T-Shirt & Flyer	Logo on T-Shirt & Flyer	Logo on T-Shirt & Flyer	Logo on T-Shirt & Flyer	Logo on T-Shirt & Flyer			
Fence Banner	Fence Banner	Fence Banner					
30-Second Ad during Show							

Additional 2023 Sponsorship Packages - At a Glance

Naming Rights Sponsor

- Kids Zone
- Car Show
- Static Plane Display Area
- Veteran Parking

A La Carte

- Banner Placement
- Prize Items for Raffle
- Program Ad

Other Opportunities

- Food Vendor
- Dessert Vendor
- Volunteer Opportunities



2023 Sponsorship Package Information

Patriot Sponsor, \$2,000 (exclusive to one sponsor)

- Fence Banner near the main entrance (up to 6' tall & provided by sponsor).
- Full page ad in 'Wings N' Wheels' fly in program - handed to all attendees.
- Logo & link to sponsor on 'Wings N' Wheels' fly in website.
- Logo on 'Wings N' Wheels' fly in flier.
- Logo included on 'Wings N' Wheels' fly in T-shirts.
- Recognition once an hour during the 'Wings N' Wheels' fly in by on site DJ.
- 30-second ad during show (pre-recorded or read by announcer).
- 6 Mentions on City of Clovis and Clovis Regional Airport social media sites.
- Recognition in print media and advertising, such as newspapers, radio, posters, and news releases and in social media, such as Facebook, wherever possible.
- Optional 10' x 10' display space with two tables, four chairs and room to set up a tent.

Platinum Sponsor, \$1,500 (exclusive to one sponsor)

- Fence Banner near the main entrance (up to 6' tall & provided by sponsor).
- Half page ad in 'Wings N' Wheels' fly in program - handed to all attendees.
- Logo & link to sponsor on 'Wings N' Wheels' fly in website.
- Logo on 'Wings N' Wheels' fly in flier.
- Logo included on 'Wings N' Wheels' fly in T-shirts.
- Recognition once an hour during the 'Wings N' Wheels' fly in by on site DJ.
- 5 Mentions on City of Clovis and Clovis Regional Airport social media sites.
- Recognition in print media and advertising, such as newspapers, radio, posters, and news releases and in social media, such as Facebook, wherever possible.
- Optional 10' x 10' display space with two tables, four chairs and room to set up a tent.

Gold Sponsor, \$1,000

- Fence Banner near the main entrance (up to 6' tall & provided by sponsor).
- Quarter page ad in 'Wings N' Wheels' fly in program - handed to all attendees.
- Logo & link to sponsor on 'Wings N' Wheels' fly in website.
- Logo on 'Wings N' Wheels' fly in flier.
- Logo included on 'Wings N' Wheels' fly in T-shirts.
- Recognition three times during the 'Wings N' Wheels' fly in by on site DJ.
- 4 Mentions on City of Clovis and Clovis Regional Airport social media sites.
- Recognition in print media and advertising, such as newspapers, radio, posters, and news releases and in social media, such as Facebook, wherever possible.
- Optional 10' x 10' display space with one table, two chairs and room to set up a tent.



2023 Sponsorship Package Information

Silver Sponsor, \$500

- Quarter page ad in 'Wings N' Wheels' fly in program – handed to all attendees.
- Logo & link to sponsor on 'Wings N' Wheels' fly in website.
- Logo on 'Wings N' Wheels' fly in flier.
- Logo included on 'Wings N' Wheels' fly in T-shirts.
- Recognition twice during the 'Wings N' Wheels' fly in by on site DJ.
- 2 Mentions on City of Clovis and Clovis Regional Airport social media sites.
- Recognition in print media and advertising, such as newspapers, posters, and news releases and in social media, such as Facebook, wherever possible.
- Optional 10' x 10' display space with one table, two chairs and room to set up a tent.

Bronze Sponsor, \$250

- Logo in 'Wings N' Wheels' fly in program – handed to all attendees.
- Logo & link to sponsor on 'Wings N' Wheels' fly in website.
- Logo on 'Wings N' Wheels' fly in flier.
- Logo included on 'Wings N' Wheels' fly in T-shirts.
- Recognition once during the 'Wings N' Wheels' fly in by on site DJ.
- Recognition in print media and advertising, such as newspapers, posters, and news releases and in social media, such as Facebook, wherever possible.
- Optional 10' x 10' display space with one table, two chairs and room to set up a tent.

Additional Sponsorship Opportunities

Naming Sponsor: As the naming sponsor for an activity/event , your company name will be proudly displayed in the title and all collateral materials created in association with your activity. ex. "Business Name Kid Zone".

- Kid Zone: Naming of the kid zone (limited to one sponsor), sponsorship of zone activity, placement of *signage at entrance, *branded tent, giveaway opportunity, half page ad in event program.
- Veteran Parking: Logo on directional parking signs, placement of *signage at entrance, quarter page ad, recognition in marketing communications, vendor booth.
- Car Show: Naming of car show area, placement of *signage at entrance, *branded tent & vendor booth in car show area (limited to one sponsor), half page ad in event program.
- Static Plane Show: Naming of plane show area, placement of *signage at entrance, *branded tent & vendor booth in plane show area (limited to one sponsor), half page ad in event program.

A La Carte Sponsorship Opportunities.

- Program ad placement – 100+
- Banner placement – \$150.
- Raffle Prize Donation(s) – Determined by Sponsor.
- Supporter of the Wings N' Wheels event – Determined by Sponsor, Negotiable.

* Tent & vinyl signage provided by Business



Kid's Zone

Naming Rights: "XXX Kids' Zone"

Mention in all communication to this area (website, press release, digital communications).

On-site signage at entrance to Kids' Zone

Branded tent (10' x 10') in Kids' Zone for promotional efforts.

1/2 page ad in event program.

\$750



Veteran Parking

Naming Rights: "Veteran Parking Courtesy of XXX"

Mention in all communication to this area (website, press release, digital communications).

Logo placed on directional signage.

10' x 10' booth in vendor area for promotional efforts.

1/4 page ad in event program.

\$500



Plane Show

Naming Rights: "Plane Show Presented by XXX"

Mention in all communication to this area (website, press release, digital communications).

Branded tent & booth (10' x 10') in static plane display area for promotional efforts.

1/2 page ad in event program.

\$1,000



Car Show

Naming Rights: "Car Show Presented by XXX"

Mention in all communication to this area (website, press release, digital communications).

Branded tent & booth (10' x 10') in Car Show Area

1/2 page ad in event program.

\$1,000



WINGS N' WHEELS

SPONSOR FORM

Please complete and return form to: Vicki Reyes vmreyes@cityofclovis.org

SPONSOR LEVELS

- Patriot
- Platinum
- Gold
- Silver
- Bronze
- Kids Zone Naming Sponsor
- Veteran Naming Sponsor

SPONSOR LEVELS

- Car Show Naming Sponsor
- Plane Event Naming Sponsor
- Banner Sponsor
- Program Ad
- Raffle Prize Donation
- Supporter

Please complete and return forms by August 18, 2023.

SPONSOR INFORMATION

Preferred Sponsor Level _____

Company Name: _____

Contact Name: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

PAYMENT INFORMATION

Total Amount: \$: _____

Credit Card Check(Check#): _____

Contact Name: _____

Billing Address: _____

Expiration: _____ Billing Zip: _____

*Please send all checks to the City of Clovis, 321 N. Connelly Street Clovis, NM 88101 (ATTN: Vicki Reyes). All credit card information will be taken at the City of Clovis Finance Department via phone (575) 763-9636..