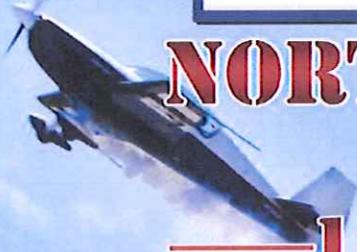


**WINGS OVER**



**NORTHERN MICHIGAN  
GAYLORD**

**—18-19 JUNE 2016—**



**GR** **AYLORD** **EGIONAL** **AIRPORT**





**Matthew Barresi**  
**Gaylord Regional**  
**Airport Director**

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Gaylord, Michigan 49734  
(989) 732-4218

## **Wings over Northern Michigan Airshow**

### **Project Description**

Once a year Otsego County, Michigan and the Gaylord Regional Airport host the "Wings over Northern Michigan" airshow. The event is designed to promote all the regions communities and their stores and businesses. It also promotes aviation to new generations while at the same time giving families within a short driving distance an inexpensive weekend to enjoy during hard economic times. The event is comprised of both civilian and military aircraft acrobatics and combat demonstrations that draw the eye skyward for almost three full hours.

### **Project History**

Since 2010 the airshow has successfully drawn increasingly larger crowds. In 2015 the show reached a new attendance record of over 14,000 visitors and volunteers. An unassociated group conducted a survey of spectators and found that 52% were from as far away as 100 miles or farther. The attendees who's cars fill the 18 acre parking lot ride shuttle busses to airshow center and disembark onto a sea of static attractions from historic World War II aircraft and vehicles to state of the art modern military assets. Venders offer everything from food and drinks to t-shirts, hats and model planes. Attendees can ride on some aircraft and helicopters or have a turn at one of the military combat simulators. Along with the daytime attractions the show incorporated evening hangar events on both nights. One event travels back in time to the Big Band era with an 18 piece Glenn Miller style performance under the wings of a WW II bomber aircraft. The 600+ attendees to this evening event many wearing 1940s uniforms and dresses dine and dance to a bygone era. The second night does it all over again with a different era selection which in 2010 paid tribute to the Vietnam generation its veterans and music. In 2016 this night will take on a Keltic theme so break out your kilts!

### **Our Need**

The event operates in part by donations. Funding is needed to pay for performers, their fuel and large crowd associated amenities. Without sponsorship funding the show, we would need to charge a much larger admittance fee that would be more costly than the average family could afford. We would also need to reduce the size of the show to a point that would make it less spectacular and not a must see.

### **Your Support**

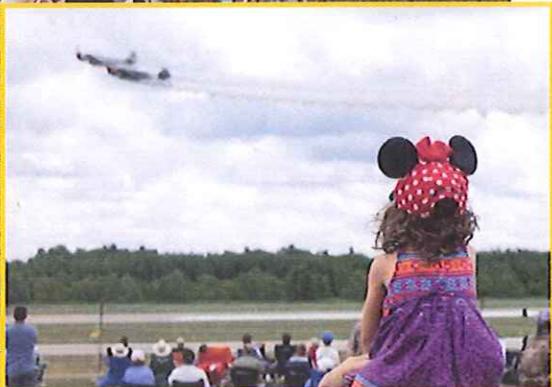
One of our objectives is to use the airshow to promote business and growth in the region and as a sponsor we work to promote your business or organization to the public. With corporate sponsorship we provide numerous advertising opportunities from banner placement, announcer recognition, event guide and much more including individual arrangements to let the public know you helped make this event happen.

Thank you so much for your time and consideration of this community effort.

Respectfully,

Matt Barresi  
Gaylord Regional Airport Director  
Wings over Northern Michigan Airshow Coordinator

# The Reason We do this!



## Week five Celebrate Michigan

*The Detroit News*  
 It shows are one of those events that are fun to watch but difficult to photograph. James Noud of Wolverine, Mich., has found the formula.  
 "I consider the Wings Over Gaylord air show to be a must-see for all aviation enthusiasts in northern Michigan," he said. "I positioned myself ahead of time to be shooting with the sun at my back, and the pilots



Wings Over Gaylord" was taken by James Noud of Wolverine, Mich. He positioned himself with the sun at his back at the air show.

www.gaylordheraldtimes.com

### Online Polls

**Recent online poll results**

What is your favorite area summer event?

A. Alpenfest	28%
B. Eurofest	8%
C. Wings Over Gaylord	33%
D. Otsego County Fest	16%
E. Celtic Festival	5%
F. Thunder Over Waters	4%
G. Lewiston Timberfest	2%
H. Otsego Lake Splash-in	5%

**Number of VOTES: 249**  
 (this is not a scientific poll)

**NEW ONLINE QUESTION:**

Are you paying attention to the 2012 election campaigns?

Yes  
 No

**To vote, go to:**  
 www.gaylordheraldtimes.com



# The Michigan Competition

★Why an Airshow?

Michigan Has:  
1,240 Townships  
276 Cities  
257 Villages  
235 Airports  
83 Counties

Countless Fairs and Festivals.  
Only 5 Airshow locations!



# Celebrated it's 7 Year Anniversary

2010

2011

2012

2013

2014

2015

2016



## WINGS OVER NORTHERN MICHIGAN AIRSHOW GAYLORD

### EVERY FATHERS DAY WEEKEND

**To Whom It May Concern:**

By way of this letter, the Gaylord Area Chamber of Commerce and the Gaylord Convention & Tourism Bureau would like to show our support for the Wings Over Gaylord Air Show. This event is an incredible economic benefit to our community and a way to display the Gaylord Regional Airport and the many benefits this facility provides to the area.

Economically this event provides Gaylord an influx of tourists during the weekend of the show. The great turnout and the number in attendance at the past Air Show is a definite indicator of the impact the event will have on our community. Businesses will experience an increase in traffic and our community will be showcased to a diverse demographic that may not otherwise frequent or who have never been in the area.

The event also helps increase awareness of the Gaylord Regional Airport as the economic hub it truly is, claiming direct impact to the local economy and its businesses.

Wings Over Gaylord is a amazing collaboration for everyone involved, the local businesses, the Gaylord Regional Airport and the spectators who come to the show. Please accept our letter of support for this event and we encourage you to pledge your support as well.

Sincerely,  
*Paul D'Amico*  
 Paul D'Amico  
 Executive Director

**CONTACT Matthew Barresi**  
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 GAYLORD REGIONAL AIRPORT  
 P.O. BOX 1330  
 GAYLORD, MI 49735  
 OFFICE: 989.732.4218  
 mbarresi@ofgpc.com  
 www.wingsovergaylord.org

### Why We Do It:

We organize the air show not just for those who love aviation but to bring people, attention and business to our community. It's one more reason people desire to come and spend a weekend in Gaylord. Yes, we have businesses that operate out of the airport and we promote aviation, but we also promote filling the restaurants, shops and making people in Charlevoix 910-214 warning area and beyond think about Gaylord as a destination through an event like this.

The other reason we do this is for our own citizens that may have been hit by the tough economy and perhaps a vacation is not within the local family budget this year and the family is still looking for that inexpensive adventure they can all do together. This show will be what "we" as a community make it.



**Where's the Plane:** Friday 10 June 2016  
 2010 Downtown 2011 Meijer's 2012 Hampton Inn  
 2013 Gaylord Ford 2014 Culvers 2015 Jay's

### ★Why an Airshow in Gaylord?

**Michigan Has:**  
 1,240 Townships  
 276 Cities  
 257 Villages  
 83 Counties  
 235 Airports  
**5 Airshow locations!**



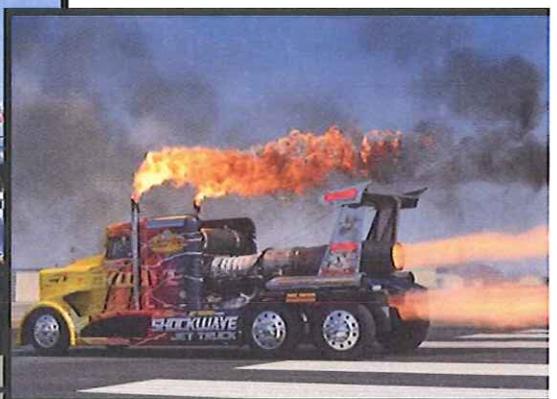
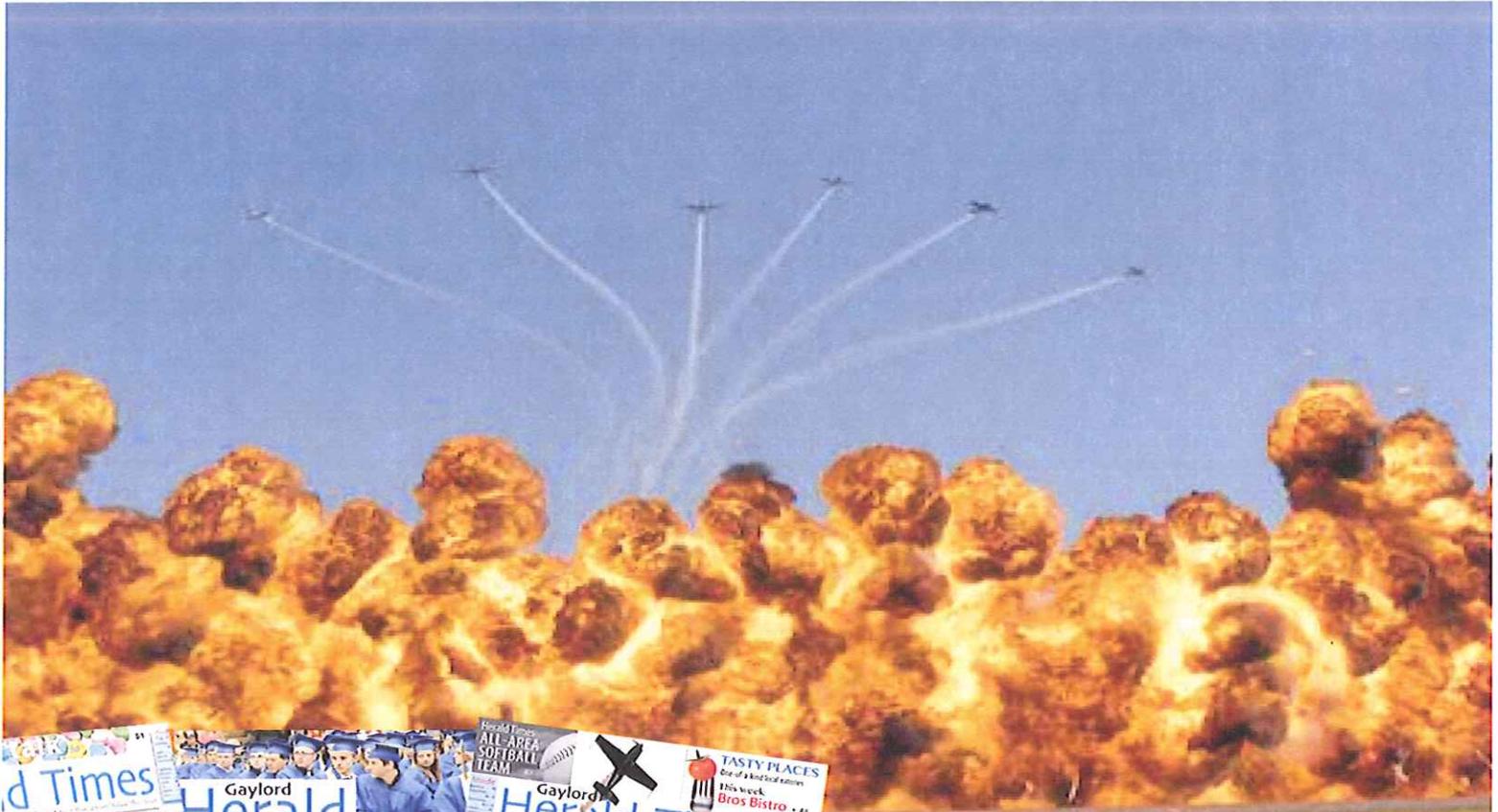
**Main Street Parade:**  
 Friday 17 June, 2pm

**Band Nights:**  
 Friday 18 June, 7pm  
 Saturday 19 June, 7pm

**Airshow:**  
 Saturday 18 June, 9am  
 Sunday 19 June, 9am

# 2016

# You ain't seen nothing yet!



# Sponsor Stuff



**Attachment**

Lobster Claw (ATT-5)



**COLOR KEY - ART NOT TO SCALE**

- REFLEX BLUE
- 877

**0.50"**  
Imprinted Polyester

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PROOF-2  
WINGS OVER NORTH MICHIGAN  
SHARIRVEST

**V.I.P. PASS**

Your Company Logo Here



# 2016 Wings Over Northern Michigan Airshow Sponsorship



Checks made payable to: Gaylord Regional Airport  
Send to: PO BOX 1396, Gaylord MI 49734  
Attn: Wings Over Northern Michigan Airshow

## Business Sponsor

### \$2,000+ Wing Commander Level

- 20 Friday Media Day Passes
- 20 Weekend Airshow Tickets (You can give to your customers, employees family's)
- 18 Friday Live Big Band Night Dance Tickets
- 22 Saturday Live Band, Keltic Pub Night Tickets
- **15 VIP ALL ACCESS + Food, Badges with Lanyard**
- Full Page Program Ad in Event Sponsor Magazine
- Business sponsorship recognition throughout the day
- Banner of Your Business on Airport fence 3 weeks before and during the Airshow (You supply Banner)
- Business Recognition on website
- 15 Event Sponsor T-Shirts



Your Company Logo Here

### \$1,000+ Commander Level

- 15 Friday Media Day Passes
- 15 Weekend Airshow Tickets (You can give to your customers, employees family's)
- 8 Friday Live Big Band Night Dance Tickets
- 12 Saturday Live Band, Keltic Pub Night Tickets
- **10 VIP ALL ACCESS + Food, Badges with Lanyard**
- ½ Page Program Ad in Event Sponsor Magazine
- Business sponsorship recognition throughout the day
- Banner of Your Business on Airport fence 2 week before and during the Airshow (you supply Banner)
- Business Recognition on website
- 8 Event Sponsor T-Shirts



Your Company Logo Here

### \$500+ Squadron Level

- 10 Friday Media Day Passes
- 10 Weekend Airshow Tickets (You can give to your customers, employees family's)
- 4 Friday Live Big Band Night Dance Tickets
- 7 Saturday Live Band, Keltic Pub Night Tickets
- **5 VIP ALL ACCESS + Food, Badges with Lanyard**
- ¼ Page Program Ad in Event Magazine
- Business sponsorship recognition throughout the day
- Banner of Your Business on Airport fence 1 week before and during Airshow (you supply Banner)
- Business Recognition on website
- 4 Event Sponsor T-Shirts



Your Company Logo Here

### \$200 Pilot Level

- 6 Friday Media Day Tickets
- 6 Weekend Airshow Tickets gates open at 9:00 am, each ticket good for **BOTH** days
- Name mentioned in Event Sponsor Booklet

### \$100 Co Pilot Level

- 4 Weekend Tickets for Airshow gates open at 9:00am each ticket good for **BOTH** days
- Name mentioned in Event Sponsor Booklet

# 2016 Wings Over Northern Michigan Airshow Sponsorship

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## Major Business Sponsor

### \$5,000+ Allied Forces Commander Level

This level is designed for the sponsor to set part of the airshows objective and what the sponsor wishes to see occur, perform or how they wish to advertise at the event. This can be accomplished through a mutually agreed upon contract in which the major sponsor has pre-identified their support and goals.

#### Some Ideas could include:

- Associating the company name with a performer. Example (Shockwave Jet Truck sponsored by Ford)
- Exclusive rights of product distribution at the airshow. (Only Pepsi Product sold)
- Company Mentioned in Radio advertising
- Company wears airshow T-shirts at business
- Company brings their own product to event to showcase
- Advertise on airport courtesy cars

Red Major Sponsor Border



Your Company Logo Here