



INTRODUCTION:

In the context of our community, Warbirds Over Wanaka is an expression of inspiration, innovation and imagination. In 1988 Sir Tim Wallis shared his passion for Warbirds and Classic Aircraft with the public by creating an Airshow that is now a biennial centre piece of Central Otago's tourist attractions and one of the world's premier Warbirds Airshows.

The WOW Community Trust was established in 2006 to ensure Sir Tim's legacy continues to develop and grow in Wanaka. The Trusts vision is to 'inspire and educate generations; with inspirational Warbirds Airshows showcasing the unique lake and mountain scenery of Wanaka.

The first show in 1988 attracted 14,000 spectators and has since grown to a three day biennial Easter event hosting 70,000 plus from all around the world.

The 2006 event returned \$35 million in direct spend by visitors to the region with the overall economic impact on the region totaling \$50 million.

We are seeking the involvement and investment of companies like yours who know what it is like to aspire to success, to help us achieve our aspirations for Warbirds Over Wanaka.....

THE CONCEPT:

To secure the support of local businesses who are committed to our region and to those who recognise the significant value that having an event such as WOW has on our region. Then to form these companies into a sponsorship group whose investment assists in underwriting the cost of managing and retaining the event.

Our Avgas Club objective is to assist you grow your business and prosper as a result of your investment in our concept.

SO WHAT CAN WE PROVIDE?

- An entry point into an event with an iconic and international reputation!
- A business partnership that enables you to make a clear statement about all your products and services, and provides a vehicle for establishing meaningful rapport with your customers.
- A platform that differentiates you from your competitors – a sound, authentic position alongside one of the most iconic Warbirds Airshows in the world.

This illustrates your courage and innovation in backing an event that is important to the community.

You'll be breaking the mould backing an iconic event that has a 20 year history.
You'll be associated with an event team that believes anything is possible!

KEY FEATURES OF THIS OPPORTUNITY FOR YOUR COMPANY:

Ticketing:

- Four (4) stand seats (Silver Pass Area);
- Eight (8) 3 day passes

Association:

- 'Official Sponsor' status with Warbirds Over Wanaka

EXCLUSIVITY:

- Industry exclusivity in your sector.

BRAND AWARENESS:

- Inclusion in our Warbirds Over Wanaka Sponsors' Directory detailing your business, key products and services;
- Recognition on our Sponsors Board located in the Gold and Silver Pass Areas;
- Discounted Event signage opportunities;
- Direct promotional opportunities via our bi-monthly Warbirds Over Wanaka newsletter;
- Acknowledgement (brand/logo) in our Sponsors Area on the Warbirds Over Wanaka website.

BUSINESS GENERATION:

- Quality business networking functions in the 12 months leading into each event;
- You will have access to Warbirds Over Wanaka clients once for mailing purposes, spectators, Gold and Silver Pass Members and Sponsors.

WARBIRDS OVER WANAKA BRAND/LOGO USAGE:

- The right to utilize our brand and / or our logo in advertising and company stationery.

LEVERAGE RIGHTS:

- The ability to leverage your brand alongside our event, by developing various advertising and communication strategies;
- We will provide you with a bi-monthly newsletter that outlines how the event and organisation is progressing throughout the year, providing a vehicle for your company to share with other sponsors and your business.