

2025 SPONSORSHIP OPPORTUNITIES



NOVEMBER 1-2, 2025

San Marcos Regional Airport

TexasCapitalAirShow.com



ABOUT THE TEXAS CAPITAL AIR SHOW

We are excited to bring the Texas Capital Air Show to the San Marcos Regional Airport on November 1-2, 2025. Led by the USAF F-22 Raptor Demo Team and USN East Coast F/A-18 Super Hornet Demo Team, our air show will feature modern military aircraft, warbirds and world-class civilian performers.

The Texas Capital Air Show is predicted to be a sold out show for the entire weekend, with an estimated attendance of 27,000 people coming from the greater San Marcos and Austin areas.

The Texas Capital Air Show is a 501(c)3 non-profit led by the Wings and Warriors organization. Proceeds from the Air Show will go toward furthering their mission of eradicating PTSD and suicide in our nations veterans and first responders.





WHO'S GOING TO AIR SHOWS

Air Shows draw large numbers of demographically attractive spectators. Unlike many large events and sport marketing opportunities that have seen decreased attendance during the past years, air shows across the country experienced significant growth in attendance during recent years.

Air shows have been called the “next NASCAR” because of the similar demographics of attendees and because of their devotion. In fact, air show attendees are one of the most attractive groups of event attendees in the country.

A 2023 survey conducted by the International Council of Air Shows (ICAS) documents that air show attendees are a well-educated, affluent group of men, women and children of all ages.

- Three out of four (75%) air show spectators have at least some college education. More than 40% have at least one college degree.
- Nearly two-thirds (62.7%) report a household income of \$50,000 or more and 36.3% report income of \$75,000 or more.

Air shows are family events

- Women make up nearly 40% of the air show spectator base.
- Air shows draw spectators of all ages with nearly 50% between the ages of 30 and 50.
- Almost half of the attendees (48%) had a child in their group.

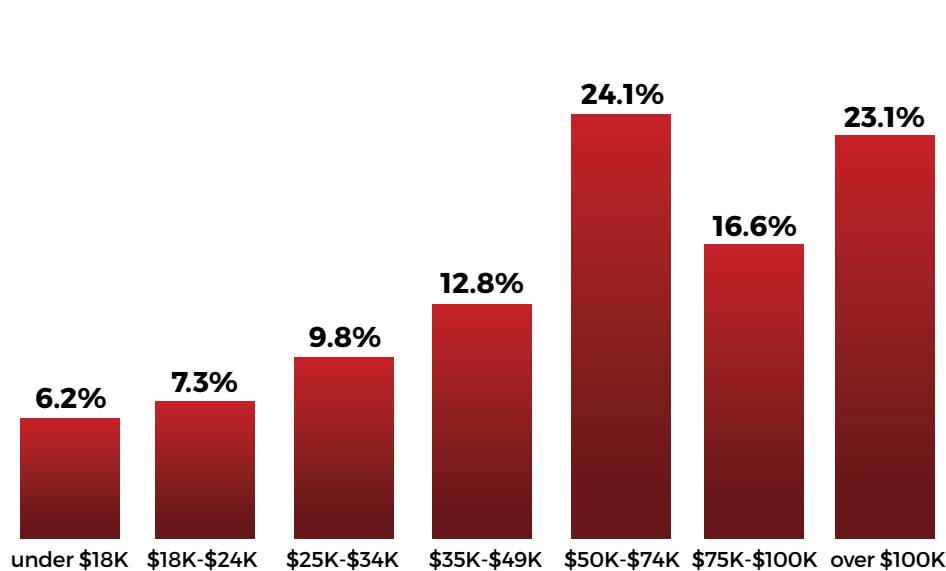
Air shows attract a spectator base unlike any other. Previous surveys have shown that the average spectator spends more than four hours on the air show grounds watching, talking, listening and buying.

Other relevant buyer demographics:

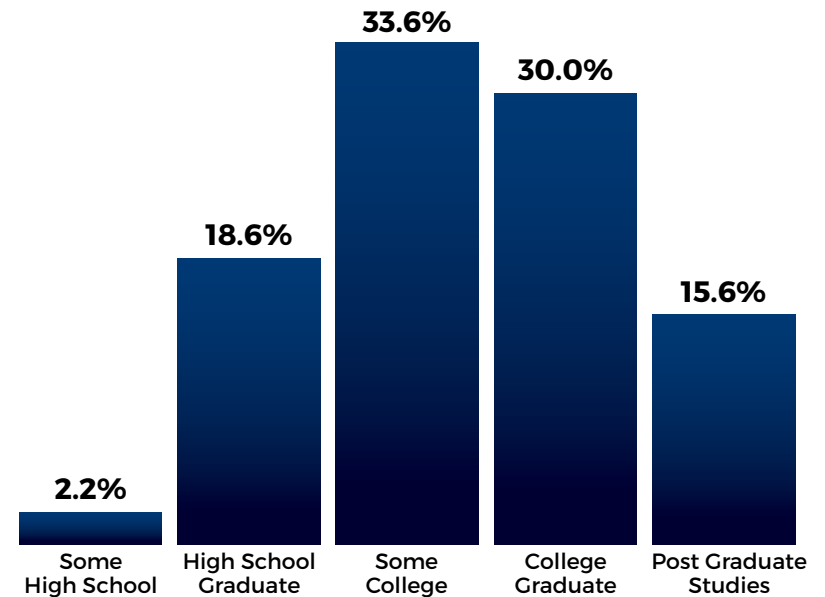
- More than 90% have internet access at home.
- More than half (67%) purchased an item over the internet in the past six months.
- More than two-thirds (65.4%) own their own homes.
- More than 40% have bought a new car in the past three years.



WHO'S GOING TO AIR SHOWS



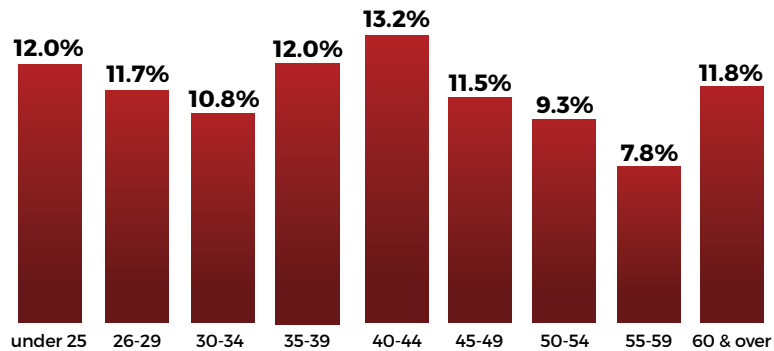
HOUSEHOLD INCOME PROFILE



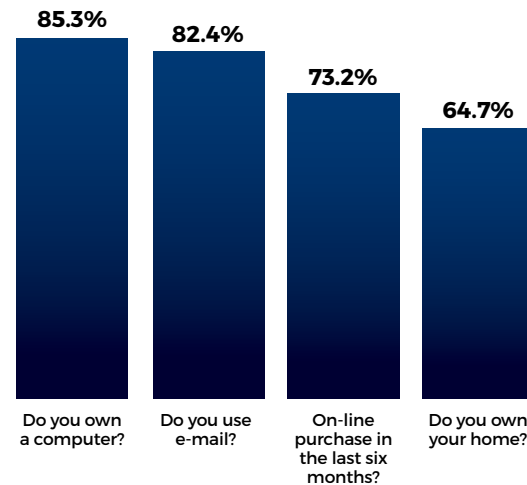
EDUCATION PROFILE



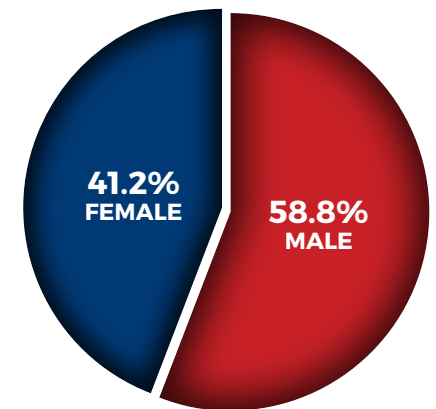
WHO'S GOING TO AIR SHOWS



ADULT SPECTATORS BY AGE



COMPUTER, INTERNET, HOME OWNERSHIP

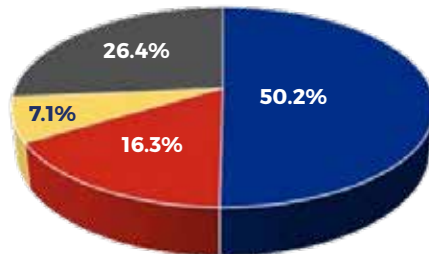


MALE vs FEMALE ATTENDEES



POTENTIAL ECONOMIC IMPACT

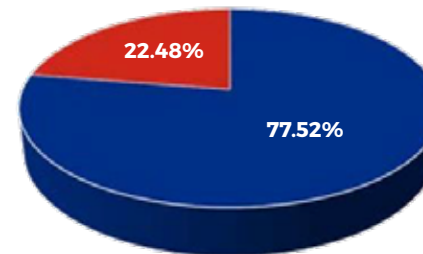
AGE



- 50.2%
- 18-54
- 55+
- 13-17
- 12 and under

Potential
DIRECT ECONOMIC IMPACT*
\$30.75 per attendee

DISTANCE TRAVELED



- Over 60 miles
- Under 60 miles

Potential
INDIRECT ECONOMIC IMPACT**
\$78.00 per attendee

International Council of Air Shows (ICAS) statistical formula shows that the 2025 Texas Capital Air Show (based on 27,000 visitors) will potentially generate an approximate direct economic impact of \$830,250* and an indirect economic impact of \$2,106,000** to the area.

*Direct Impact – the impact generated in businesses that provide goods and services directly to travelers, i.e. restaurants, hotels, gas stations, etc.

**Indirect Impact – the impact resulting from the expansion of demand from businesses that directly provide goods and services to travelers to other businesses or sectors, i.e. food suppliers, fuel suppliers, etc.



EVENT SPONSORSHIP

AIR SHOW SPONSORSHIP BENEFITS

Sponsorship of the 2025 Texas Capital Air Show, (TCAS) offers numerous branding opportunities for your business, as well as increased visibility in the community. We are working hard to make this a premiere event, showcasing a wide variety of Military and civilian performers and static displays, combined with a classic car show, kids' zone, and a wide variety of food vendors and more. Most importantly, your generosity will support our Nation's veterans, active duty military and first responders as they get help combating PTSD. On the next page, you will see some of our various sponsorship options available that come with many great benefits.

Benefits may include:

- Tickets to a VIP chalet including some members of your organization having access to the Wings & Warriors VIP chalet (more details on chalets can be found on page 10)
- Corporate logo on various Air Show items, such as water bottles, volunteer hats & t-shirts
- Advertisement in the official Air Show Souvenir Guide
- Various media and on-site advertising to include logo on Air Show website, banner displays at the event, your own display area to promote your organization, etc.
- ...and so much more!



SPONSORSHIP PACKAGES

We design custom packages to meet the needs, goals, and key marketing objectives of our sponsors. Examples of sample packages are listed below.

Premier (\$150,000)

One available.

- Gold VIP Chalet
- Flight with civilian performer
- Event app advertisement
- Recognition in radio advertisements
- 10 tickets to Wings & Warriors VIP Tent
- Logo on event tickets
- 20' x 10' display space
- A performer announcement video
- 100 general admission tickets

Heritage (\$100,000)

One available.

- Gold VIP Chalet
- Event app advertisement
- 8 tickets to Wings & Warriors VIP Tent
- 20' x 10' display space
- A performer announcement video
- 50 general admission tickets

Marketing (\$75,000)

One available.

- Gold VIP Chalet
- Event app advertisement
- 6 tickets to Wings & Warriors VIP Tent
- 20' x 10' display space
- A performer announcement video

Common Benefits For All Levels

Logo on event website | Opportunity to display corporate banner | Recognition and advertisement in event Souvenir Guide
Mention in Courier News and social media coverage | Logo on Courier News website | Recognition by PA Announcer at show

We look forward to developing the perfect sponsorship package for your business. Please contact our director of operations **Erick O'Connor** at **Erick.Oconnor@WingsAndWarriors.org** for further details.



SPONSORSHIP PACKAGES

We design custom packages to meet the needs, goals, and key marketing objectives of our sponsors. Examples of sample packages are listed below.

Safety (\$50,000)

Limited availability.

- Silver VIP Chalet
- Event app advertisement
- 4 tickets to Wings & Warriors VIP Tent
- Logo on event swag/volunteer apparel to be determined (minimum 500 pieces)
- 20' x 10' display space

Hosting (\$37,500)

Limited availability.

- Silver VIP Chalet
- 4 tickets to Wings & Warriors VIP Tent
- Logo on event swag/volunteer apparel to be determined (300 pieces)
- 15' x 10' display space

Entertainment (\$25,000)

Limited availability.

- Bronze VIP Chalet
- 2 tickets to Wings & Warriors VIP Tent
- Logo on event swag/volunteer apparel to be determined (150 pieces)
- 15' x 10' display space

Custom Sponsorship Package

Don't see a package that fits your needs? We can help you build a custom package that will help you meet your goals. Contact us to learn more about how we can help you build the perfect sponsorship package.

Common Benefits For All Levels

Logo on event website | Opportunity to display corporate banner | Recognition and advertisement in event Souvenir Guide
Mention in Courier News and social media coverage | Logo on Courier News website | Recognition by PA Announcer at show

We look forward to developing the perfect sponsorship package for your business. Please contact our director of operations **Erick O'Connor** at **Erick.Oconnor@WingsAndWarriors.org** for further details.



VIP CHALETS

Enjoy the Texas Capital Air Show in style in one of our VIP chalets. This is an excellent opportunity to say “Thank You” to your clients, employees, suppliers, family or friends!

Each VIP chalet package includes:

- VIP seating in a tented area at the heart of the action
- Continental breakfast
- Lunch buffet and afternoon bite
- Complimentary bar
- Host Team
- Patio
- VIP parking passes

* The sale of VIP chalets shall NOT be considered a sponsorship agreement. VIP chalet sales do not include sponsorship deliverables as listed on pages 8 & 9.

GOLD PACKAGE - \$14,500

- 60 people in one VIP chalet for one day or 30 people per day in a shared chalet
- 60 Official Air Show Programs and 60 Air Show Coins

SILVER PACKAGE - \$8,000

- 30 people in shared VIP chalet for one day or 15 people per day in a shared chalet
- 30 Official Air Show Programs and 30 Air Show Coins

BRONZE PACKAGE - \$4,500

- 15 people in a shared VIP chalet for one day
- 15 Official Air Show Programs and 15 Air Show Coins

FRIENDS PACKAGE - \$1,300

- 4 people in a shared VIP chalet for one day
- 4 Official Air Show Programs and 4 Air Show Coins



SOUVENIR GUIDE

OFFICIAL TEXAS CAPITAL AIR SHOW

PROGRAM GUIDE/CALENDAR

This glossy color 8 1/2" x 11" program guide will feature photos and information on all performers, and also include a 2025/26 calendar.

Five thousand copies will be printed for sale and distribution which will be an excellent way to highlight your company.

Complimentary copies of the program guide will be available at the Wings & Warriors VIP tent and Corporate Chalets.

The general public may purchase them for \$5 each. Book early to secure your spot. Deadline for advertising is September 1st, 2025.

To book space, please contact our director of operations **Erick O'Connor** at **Erick.Oconnor@WingsAndWarriors.org** for further details.

PROGRAM/CALENDAR ADVERTISING RATES

SIZE	RATES
• Back Outside Cover*	\$5,000
• Front Inside Cover*	\$3,500
• Back Inside Cover*	\$2,500
• Full Page.....	\$2,000
• 1/2 Page	\$1,200
• Calendar Banner.....	\$1,000
• 1/4 Page	\$800

All advertising space is first come, first served, based on availability.

*Cover pages may not be available until June 1, 2025.



BUSINESS OPPORTUNITIES BECOME A PART OF THE TEXAS CAPITAL AIR SHOW

- Food trucks for approximately 30,000 people for the weekend
- Wireless ATMs
- Rental vehicles
- Hotel rooms
- Transportation services
- Portable refrigeration storage
- Ground amusement experiences

Want to be more involved and gain exposure to a large audience? Why not consider a sponsorship! We can work with you to customize a sponsorship package to help you reach your objectives. See pages 8-9 for details.

Please contact **Erick O'Connor** at **Erick.Oconnor@WingsAndWarriors.org** for more information.



EXHIBITS EXHIBIT SPACE

Exhibit booth spaces are excellent opportunities for interaction with airshow attendees! These high-traffic display areas afford an ideal opportunity for mobile marketing, product sampling (upon approval), couponing, lead generation or simply tremendous exposure.

Benefits include:

Logo on website exhibitor page and event program layout.

Exhibit Rates

Size	Premium Exhibits	Standard Exhibits	Staff Passes	Staff Parking
up to 10 x 10	\$2,500	\$1,950	6	2
up to 10 x 20	\$3,500	\$2,500	6	2
up to 20 x 20		\$3,500	8	3
30 x 20		\$3,850	8	3
up to 40 x 20		\$4,350	8	3
up to 50 x 30		\$5,750	8	4
up to 60 x 40		\$7,500	8	4
80 x 30 Trailer		\$7,500	10	5
80 x 45		\$8,500	12	6

Non-Profit, police dept, college discount for ramp Booth Space 501 C3

Size	Rate	Staff Passes	Staff Parking
10 x 10	\$1,500	6	2
20 x 10	\$2,000	6	2



EXHIBITS EXHIBITOR UPGRADES

In addition to your exhibit, take advantage of the opportunity to upgrade and promote your display even more! Promote your organization with advertising, branding, public announcements, banners, entertainment, VIP access and networking opportunities.

	Level 3	Level 2	Level 1
	\$5,000	\$2,500	\$1,000
Marketing & Media Exposure			
Logo on Sponsorship Page of website	Y	Y	Y
Air Show Program	Half page	Quarter Page	
Venue Exposure			
PA mentions per day	4	3	
Recognition in social networking and web campaign	Y	Y	
Logo prominently displayed on welcome banners at all entry gates	Y	Y	Y
Banners displayed in prime area along flight line and ramp (provided by sponsor)	4	3	2
Hospitality			
VIP Chalet Ticket - (includes preferred seating, food and drink)	4	2	2
VIP Parking	2	1	1

In addition to displaying your exhibit, take advantage of the opportunity to upgrade your exhibit to promote and enhance your display.



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**READY TO
BECOME A
PARTNER?**

**Send Erick O'Connor an email at
Partners & Chalets:
Erick.Oconnor@WingsAndWarriors.com**

