

Pomona Valley Pilots Assoc., Experimental Aircraft Assoc. Chapter 448, Cable Airport Foundation & Cable Airport

Presents the

# 37th annual Cable Air Show



January 7 — 8, 2012



## SPONSORSHIP OPPORTUNITIES



Cable Airport Foundation is a tax exempt 501(c)(3) organization dedicated to preserving the future of aviation with young leaders



### MISSION

To provide scholarships for individuals to pursue aviation education and training.





Thank you for supporting the 37th annual Cable Air Show at the Cable Airport, Upland CA, formerly the Pomona Valley Air Fair. It is the longest running Air Show in southern California and the first of the air show season.

The Pomona Valley Pilots Association (PVPA), Chapter 448 of the Experimental Aircraft Association and Cable Airport Foundation coordinate this annual event. Proceeds for this event go to non-profit organizations focused on helping young adults in our community begin involvement in general aviation.

PVPA and Chapter 448 have established scholarship funds through the Aviation Departments at Mt. San Antonio College and Chaffey College to assist young adults in funding a future in aviation mechanics. The Rob Cable Memorial Fund, a subsidiary of the Cable Airport Foundation, assists individuals start their private pilot training or go on to advanced training for their commercial aviation employment. An educational aviation exhibition is displayed at the Upland Library and the Cooper Museum in Upland. A donation is also made to the Civil Air Patrol Cadet Program for their assistance with crowd control and security during the Air Show.

To promote community awareness, we invite organizations from throughout our community to display their programs during the event. Accepting so far this year: the Upland Police Department's Explorers Post, Chaffey Aeronautics Department, Armed Forces Displays, San Bernardino Sheriff's Search and Rescue Team, Upland VFW Post, American Red Cross, Civil Air Patrol, and we are expecting more.

Each year we have a 'Media Day' on the Friday preceding the Air Show. We invite people from the newspapers, airplane magazines and TV stations to meet with the performers, sponsors and committee members. The aerobatic pilots use this opportunity to practice their routines. For the eighth year, we will have a "Special Program for Special People". We invite individuals and groups who are physically and/or mentally challenged and seniors to attend this event, who otherwise might not be able to attend the Saturday or Sunday activities, compliments of the Air Show Committee.

Cable Air Show is conducted as an activity of the Cable Airport Foundation, a 501 (c) (3) organization. Accordingly, donations to the Cable Air Show qualify as charitable contributions under IRC sec. 170.

We thank you for partnering with us and making the Air Show a success. Please join us the second weekend in January for this spectacular family event.

Your Friend,

A handwritten signature in blue ink that reads "Bob Cable". The signature is written in a cursive, slightly slanted style.

Bob Cable  
President, Cable Airport Foundation



# AIRSHOW EVENT DEMOGRAPHICS

*Air Shows are clearly family events*

Half of the attendees (48%) had a child in their group. One third of attendees (32%) had a child under 10 years old in their group.

Among all attendees the average group size was 3.6 people. Among those attending with children the average group size was 4.6. For those attending with children under 10 years old, the size was 4.9 people.

Majority is male. Seven out of ten (72%) is over 35 years old. 28% under 35 years old, 41% between 35 and 49 years old and 31% over 50 years old.

Four out of ten (41%) completed four-year college or higher. 25% four year college and 16% post graduate degree.

Gender	Male.....	61%
	Female.....	34%
Age	18-24.....	9%
	25-29.....	9%
	30-34.....	10%
	35-39.....	13%
	40-44.....	14%
	45-49.....	14%
	50-54.....	10%
	55-59.....	7%
	60 +.....	14%
Attending with children	Yes.....	48%
Household Income	Under \$18,000.....	5%
	\$18,000—\$25,000.....	6%
	\$25,000—\$35,000.....	10%
	\$35,000—\$50,000.....	15%
	\$50,000—\$75,000.....	24%
	\$75,000—\$100,000.....	19%
	\$100,000+.....	21%
Own home	Own.....	68%
	Rent.....	25%
Education	Some High School.....	5%
	High School Graduate....	21%
	Some College.....	34%
	College Graduate.....	25%
	Post Graduate.....	16%
Ethnicity	Caucasian.....	82%
	Hispanic.....	5%
	Asian.....	4%
	African American.....	4%

*A special Thank You to Susan Newman-Harrison  
for research and formatting the  
Sponsorship Opportunities  
for Cable Air Show*

Source: International Council of Air Shows (ICAS)  
2006 Spectator Research; Data Summary January 2007



# SPONSORSHIP OPPORTUNITIES

## MARKETING STRATEGY

PROMOTION	CIRCULATION
<b>Advertisements</b>	
- Daily Bulletin.....	57,238
- The San Bernardino Sun.....	60,993
- Claremont Courier.....	10,000
- The Press-Enterprise (SB zone).....	38,832
- Pacific Flyer Magazine.....	35,000
<b>Media Kits / Press Releases</b>	
- Ontario Daily Bulletin.....	57,238
- LA Times.....	815,723
- The Orange County Register.....	284,613
- The Press-Enterprise.....	172,593
- La Prensa and El D (Hispanic newspapers).....	67,497
- Victorville Daily Press.....	31,537
- El Mojave (Hispanic newspaper).....	12,500
- Hesperia Star.....	20,000
- Chino Champion.....	42,300
- San Gabriel Valley Tribune.....	40,000
- Pasadena Star-News.....	30,000
- Whittier Daily News.....	18,000
- The Desert Sun.....	55,656
- Fontana Herald News.....	22,471
- Big Bear Grizzly.....	10,000
- High Desert Star.....	8,000
- Desert Trail.....	3,740
- Mountaineer Progress.....	9,000
- The Press Telegram.....	87,600
- City News Group (Colton, Grand Terrace, Loma Linda City News).....	20,000
- AOPA Magazine (+weekly messages).....	35,000
- In Flight Magazine.....	320,000
- EAA Magazine.....	40,000
- Airshow World News Magazine	
- Inland Empire Magazine	
- Westways AAA Magazine	
- ExpressLane (ExpressJet) Magazine	
<b>Radio Commercials</b>	
- AM 1510 Ontario	
- KOLA FM 99.9	
<b>Additional Promotion</b>	
- Posters 11x17.....	200
- Flyers 8.5x11.....	1500
- Coloring pages.....	5,000
- Upland Chamber of Commerce insert.....	3,500
- Banners—Foothill Blvd. & Central Ave.....	Heavy Traffic
- Airplane Towed Banner.....	Inland Empire



## 2012 SPONSORSHIP OPPORTUNITIES

**PLATINUM SPONSOR**  
**\$10, 000**

Category Exclusivity

Advertising Logo and link on the Cable Airport Website  
For six months

Logo on all promotional and marketing materials  
[Programs, Flyers, Advertisements, Posters, Banners, Radio Spots]

10 x 10 preferred exhibitor space

Four of your banners displayed on fence and in prominent viewing  
for air show participants

Name announced ten times during event by professional air show  
announcer

Interaction with attendees on the microphone twice during air show

Flight in a general aviation airplane at Cable Airport

Five autographed framed posters

Twenty four admission tickets to air show

Twenty Tickets to the Friday Private Media Day Air Show

Six tickets to the Friday evening dinner with the performers

Permission to use Cable Airport logo on your promotional materials

*Custom sponsor packages available*





## 2012 SPONSORSHIP OPPORTUNITIES

**GOLD SPONSOR**  
**\$5, 000**

Category Exclusivity

Advertising Logo and link on the Cable Airport Website  
For six months

Logo on all promotional and marketing materials  
[Programs, Flyers, Advertisements, Posters, Banners, Radio Spots]

10 x 10 preferred exhibitor space

Two of your banners displayed on fence and in prominent viewing  
for air show participants

Name announced five times during event by professional air show  
announcer

Interaction with attendees on the microphone twice during air show

Flight in a general aviation airplane at Cable Airport

Three autographed framed posters

Ten admission tickets to air show

Ten tickets to the Friday Private Media Day Air Show

Two tickets to the Friday evening dinner with the performers

Permission to use Cable Airport logo on your promotional materials

*Custom sponsor packages available*



JANUARY 7—8, 2012

8 AM — 4 PM



## 2012 SPONSORSHIP OPPORTUNITIES

### SILVER SPONSOR \$2,500

Advertising Logo and link on the Cable Airport Website  
For four months

Logo on all promotional and marketing materials  
[Programs, Flyers, Advertisements, Posters, Banners, Radio Spots]

10 x 10 preferred exhibitor space

Two of your banners displayed in prominent viewing for air show  
participants

Name announced five times during event by professional air show  
announcer

Interaction with attendees on the microphone twice during air show

Flight in a general aviation airplane at Cable Airport

One autographed framed poster

Ten admission tickets to air show

Four tickets to the Friday Private Media Day Air Show

Two tickets to the Friday evening dinner with the performers

Permission to use Cable Airport logo on your promotional materials

*Custom sponsor packages available*



JANUARY 7—8, 2012

8 AM — 4 PM



## 2012 SPONSORSHIP OPPORTUNITIES

### **BRONZE SPONSOR** **\$1,500**

Advertising Logo and link on the Cable Airport Website  
For four months

Logo on all promotional and marketing materials  
[Programs, Flyers, Posters]

10 x 10 exhibitor space

One of your banners displayed in prominent viewing for air show  
participants

Name announced during event by professional air show announcer

Two autographed posters

Five admission tickets to air show

Two tickets to the Friday Private Media Day Air Show

Two tickets to the Friday evening dinner with the performers

Permission to use Cable Airport logo on your promotional materials

*Custom sponsor packages available*





## 2012 SPONSORSHIP OPPORTUNITIES

### **COPPER SPONSOR** **\$500**

Logo on all promotional and marketing materials  
[Programs, Flyers, Posters, Web Site]

Name announced during event by professional air show announcer

One autographed poster

Four admission tickets to air show

Two tickets to the Friday Private Media Day Air Show

Permission to use Cable Airport logo on your promotional materials

*Custom sponsor packages available*





## 2012 SPONSORSHIP OPPORTUNITIES

### FRIEND SPONSOR \$100 +

Name on promotional and marketing materials  
[Programs, Flyers, Posters, Web Site]

Name announced during event by professional air show announcer

One autographed program

Two admission tickets to air show

Two tickets to the Friday Private Media Day Air Show

*Custom sponsor packages available*



ClarkOdenPhotography ©2k8

JANUARY 7—8, 2012

8 AM — 4 PM