



OPEN HOUSE & FLY IN

14TH Annual

In partnership with Wings Over Indy • Benefiting Down Syndrome Indiana

14th Annual Open House and Fly-in, in Partnership with Wings Over Indy

When:

Saturday, June 19, 2021

What:

Open house, airplane rides, aircraft on display, helicopter candy drop, Kids Zone, Warbirds, magic show, fire and police, food trucks and more

Mission:

The mission of the 14th Annual Open House and Fly-in is to introduce the community to the excitement and wonder of aviation, while raising funds for two organizations that are making a difference in the lives of families in central Indiana.



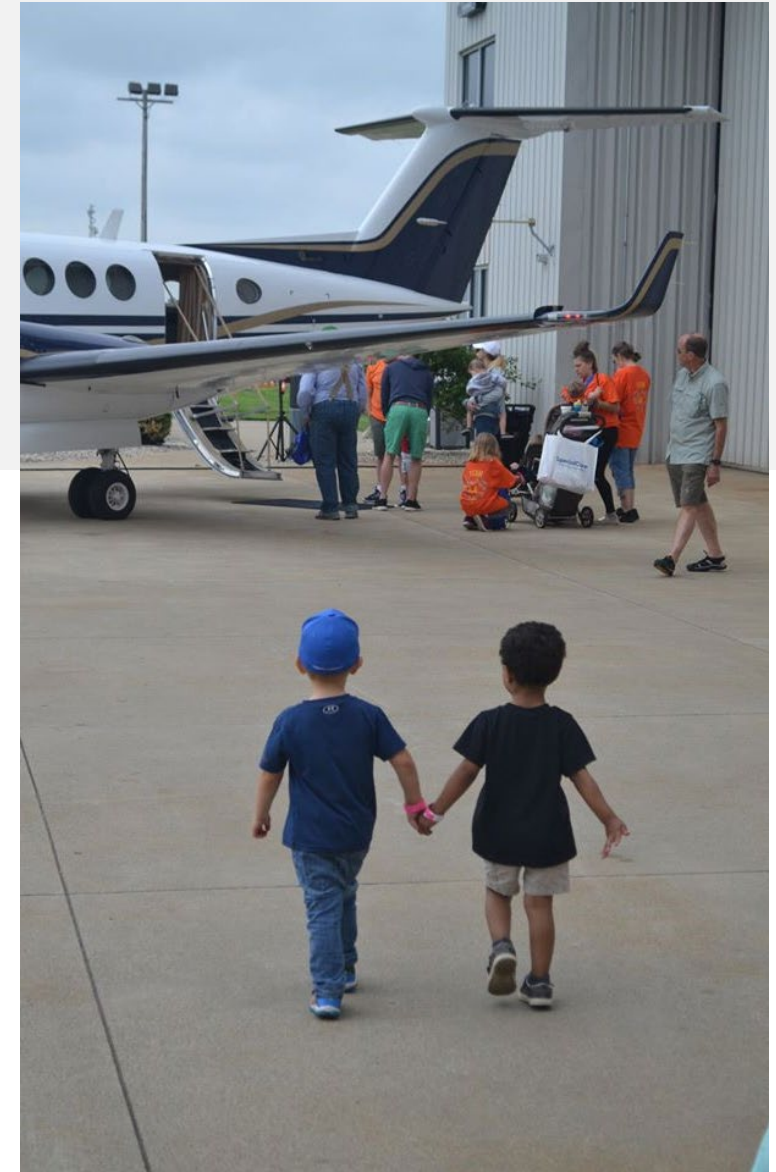
Audience and Exposure

- Approximately 3,000 – 5,000 attendees
- **Demographics:**
 - Families from Hamilton, Boone and Marion Counties
 - Adults ranging from 25-75
 - Kids ranging from infant – pre-teen
 - Aviation enthusiasts
- **Partners:**
 - Media support throughout Central Indiana (previous coverage includes WTHR, WIBC, Indy Star, Current Publications, Times Sentinel, and more)
 - Family / lifestyle bloggers and social media influencers (e.g., Indy with Kids, Get Lost Indy)



About Down Syndrome Indiana

The programs offered by DSI are intended to promote the inclusion of individuals with Down syndrome in their greater community, as well as, to offer support and information to families, caregivers, educators, employers and the professionals who serve individuals with Down syndrome.



About the Commemorative Air Force

The objective of the Commemorative Air Force is to acquire, restore and preserve in flying condition a complete collection of combat aircraft which were flown by all military services of the United States for the education and enjoyment of present and future generations of Americans. The Indiana Wing supports this by maintaining and flying two historic WWII aircraft.



Event Overview

- Airplane & Helicopter Rides
- Warbirds & Aircraft on Display
- Kids Zone (Bounce Houses & Face Painting)
- Aerobatic Performances
- Helicopter Candy Drop
- Magic Show
- Parachute Jumps
- Food Trucks / Beer Garden
- Raffle
- Lots of Family Fun!!



COVID-19 Precautions

- Working with the Boone County and Hamilton County Health Departments on a comprehensive Safety Plan
- Increased physical distancing will be encouraged in all areas; seating will be spaced out; floor decals will be used for locations where lines form (food trucks, Kids Zone, etc.)
- Adding significant numbers of sanitizing stations and outdoor bathrooms
- Working with each vendor/partner on specific COVID safety measures (e.g., limited number of kids in bounce houses, airplane rides limited to members of the same family, etc.)



Sponsorship Opportunities

- We have varying levels of sponsorship opportunities that benefit DSI and/or the Commemorative Air Force.
- Your contributions are tax deductible.
- Our joint efforts have been extremely successful over the past 14 years.
- Together we have raised more than \$209,000 for DSI and have become one of DSI's most important fundraisers over the years.
- **We always believe we can do more, so we are asking you to play an important role in this event by becoming a Sponsor.**

Sponsorship Opportunities Overview

- We have numerous opportunities for your organization to support Down Syndrome Indiana and the Commemorative Air Force.
- Details of each sponsorship level are outlined in the following pages.

First Wing / DSI		Commemorative Air Force	
Open House & Fly-in Presenting Sponsor (Exclusive)	\$5,000	Warbird Rides Sponsor (Exclusive)	\$2,000
Kids Zone Sponsor (Exclusive)	\$3,000	Hops & Props Title Sponsor (Exclusive)	\$1,500
Gold Sponsor	\$2,500	Beer Garden Sponsor	\$1,500
Silver Sponsor	\$1,500	Aerobatic Performance Sponsor	\$1,000
Bronze Sponsor	\$1,000	Flight Line Banner	\$500



Down Syndrome Indiana Sponsorship Opportunities

- Down Syndrome Indiana (DSI) provides families in Indiana with valuable resources and programs for children and adults with Down Syndrome.
- The money raised from this event will be used to fund programs such as:
 - Parent support and education
 - Inclusive education and awareness presentations
 - Independence for Life adult programs
 - Legislative advocacy



Presenting Sponsor

- Designation as Presenting/Title Sponsor of the event (Exclusive)
- Premium logo placement on signage, website, and promotional materials
- Prime display space location of your choice
- Inclusion in news release and media coverage
- Verbal recognition at event
- Mention(s) on social media
- 100% of the Presenting Sponsor donation will be given to Down Syndrome Indiana

\$5,000 – SOLD!





Kids Zone Sponsor

- Designation as Kids Zone Sponsor (Exclusive)
- Signage displayed in the Kids Zone
- Premium logo placement on signage, website, and promotional materials
- Prime display space location of your choice
- Verbal recognition at event
- Mention(s) on social media
- The Kids Zone Sponsor funds all of the bounce houses and allows families to enjoy the activities free of charge!

\$3,000 – SOLD!

Gold Sponsor

- Prime logo placement on signage, website, and promotional materials
- Prime display space location of your choice
- Verbal recognition at event
- Mention(s) on social media
- Non-exclusive
- All funds from this sponsorship benefit DSI

\$2,500





Silver Sponsor

- Logo placement on signage, website, and promotional materials
- Display space location
- Mention(s) on social media
- Non-exclusive
- All funds from this sponsorship benefit DSI

\$1,500

Bronze Sponsor

- Logo placement on signage, website, and promotional materials
- Display space location
- Mention(s) on social media
- Non-exclusive
- All funds from this sponsorship benefit DSI

\$1,000





Commemorative Air Force Sponsorship Opportunities

- All Sponsorships and proceeds supporting the Commemorative Air Force (CAF) are critical for continuous efforts in restoring the newly acquired C-45 and an upcoming Engine Overhaul (\$40K needed)
- The mission of the C-45 is to give Hoosier Veterans Honor Flights.

Warbird Rides Sponsor

- The Warbird rides are a highlight of the event.
- Attendees have the opportunity to ride in WWII-era aircraft.
- This is a once-in-a-lifetime opportunity!
- The Warbird rides sponsor will receive the same recognition as the Gold Sponsor.
- Exclusive
- All funds from this sponsorship will benefit CAF.

\$2,000



Hops & Props Title Sponsor

- Hops & Props is a Friday evening event featuring a beer garden, hot air balloon “glow” and cookout.
- The Title Sponsor will receive:
 - Prime signage
 - Verbal recognition at the event
- Exclusive
\$1,500



Beer Garden Sponsor



- The CAF Beer Garden provides the perfect place to enjoy a beverage while watching airplanes flying overhead.
- The Beer Garden sponsorship includes signage at the Beer Garden and verbal recognition at the event.
- Non-exclusive
- All funds from this sponsorship benefit CAF.

\$1,500

Aerobatic Performance Sponsor



- Trained aerobatic pilots will perform throughout the day
- Verbal recognition during the show
- Non-exclusive
- Social media mention(s)

\$1,000

Flight Line Banner

- Place your brand front-and-center on the flight line
- Includes logo on signage close to the runway
- Non-exclusive

\$500



Sponsorship Commitment

Thank you for your willingness to support the 14th Annual Open House & Fly-In supporting Down Syndrome Indiana and the Commemorative Air Force!

Please complete the Sponsorship Commitment Form to solidify your support.

Contact First Wing Director of Marketing Corrie Bennett at cbennett@firstwing.com for more information.

