

APPENDIX A

Esther Quiambao

From: Wandler, Janae <wandler.janae@cfmws.com>
Sent: September 7, 2023 3:07 PM
To: Esther Quiambao
Subject: RE: 4 Wing Sponsorship Request to the M.D. of Bonnyville follow-up
Attachments: 2024 Cold Lake Air Show Opportunities Package.pdf

CAUTION: This email originated from outside the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Esther,

I can certainly help you.

I have attached our 2024 Cold Lake Air Show Opportunities package. Last year, the MD secured one of the Safety Sponsor spots (renamed to Recreation Sponsor) for \$40,000. This year, that spot has seen an increase to \$50,000 (with GST it will be \$52,500). Our sponsorship rates within our packages had remained consistent from 2016-2022. However, during this time inflation has seen our costs increase considerably. For 2024, this slight increase to our pricing model was needed in order to better reflect the costs the we will incur in order to put on a safe and successful air show.

We hope that you will consider going with the Safey Sponsor spot again and we can of course rename it to Recreation again.

Let me know if there is anything else you need.

Thanks!

Janae Wandler

Corporate Services Manager (CSM) | Gestionnaire des services corporatifs (GSC)
Personnel Support Programs (PSP) | Programmes de soutien du personnel (PSP)
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www.couriernews.ca

<https://cfmws.ca/cold-lake>

We're on Facebook! Search @couriernewscoldlake, @4wingconnection and @4WingMesses

Also check out our Instagram pages @couriernewscoldlake, @4wingrecreation, @4winghealthpromotion and @4wingmesses



APPENDIX A

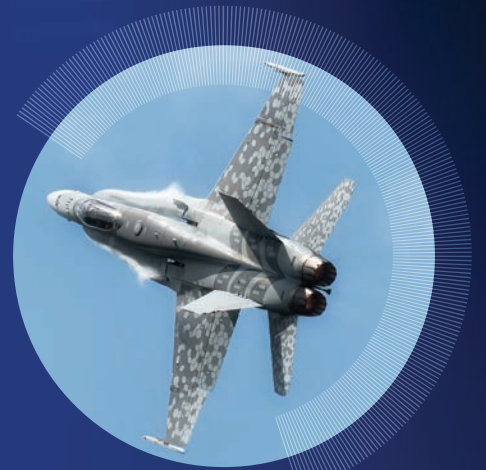


COLD LAKE **AIR SHOW** 2024
SPECTACLE AÉRIEN 20 & 21 July

100
1924-2024

CORPORATE OPPORTUNITIES

In Celebration of the RCAF Centennial



WWW.COLDLAKEAIRSHOW.COM

4 Wing Commander's Message



COL DAVE TURENNE
WING COMMANDER
4 WING COLD LAKE

I am very pleased to announce that 4 Wing Cold Lake, in celebration of the 100th Anniversary of the Royal Canadian Air Force (RCAF), will be hosting a two-day Air Show event on the weekend of July 20-21, 2024. The 2024 Cold Lake Air Show (CLAS) will be a wonderful opportunity to showcase the Lakeland area and bring the community together for an exciting and fun-filled event.

The Cold Lake Air Show 2022 attracted more than 27,000 spectators over a two-day period. It presented a wide variety of aerial and static displays. For 2024, we expect more spectators to attend our Air Show event as 2024 will be one of our biggest air shows yet as in addition to celebrating the 100th Anniversary of the RCAF, we also recognize the 70th Anniversary of Canadian Forces Base (CFB) Cold Lake!

The planned performer lineup includes aerial demonstration teams by the RCAF Snowbirds, the CF-18 Hornet Demonstration Team, the SkyHawks and so much more. We are working hard to make CLAS 2024 a world-class family event.

The 2024 CLAS will offer a great variety of food and beverage vendors, a beer garden, and VIP chalets. We are also bringing back the classic car show and a variety of kids' entertainment options.

As our committee's goal is to continually improve our show, we have considered comments and suggestions from spectators with regards to increasing the sound system reach, enhancing the VIP experience, and improving spectator comfort options for extreme weather. We will of course continue to build upon our successes, such as our streamlined traffic and parking plan.

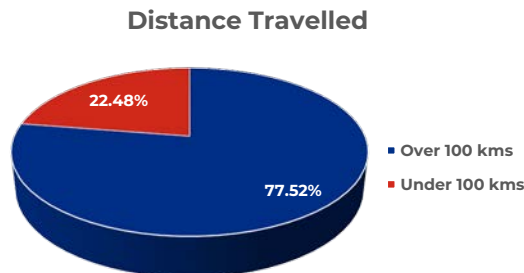
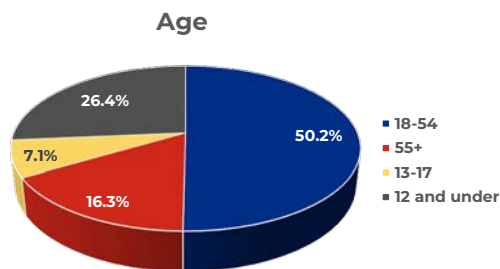
The generous support received from our sponsors will allow the CLAS Committee to continue to attract world renowned performers and support providers in an effort to host a professional and memorable event.

All proceeds from this event will be reinvested into the military community through subsidized programming and events for former and serving Canadian Armed Forces members and their families of 4 Wing/CFB Cold Lake.

The Cold Lake Defence Team is excited for this upcoming event. We are keen to build on the energy and momentum from the 2022 event. With you as partners, I am confident we can proudly host the 2024 Cold Lake Air Show.



2022 Cold Lake Air Show at a Glance



Data based on information taken from ticket sales reports

DIRECT ECONOMIC IMPACT*

\$41 CDN per person

INDIRECT ECONOMIC IMPACT**

\$104 CDN per person

International Council of Air Shows (ICAS) statistical formula shows that 2022 Cold Lake Air Show (based on 27,000 visitors) generated an approximate direct economic impact of **\$1,107,000*** 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*

27,000 Attendees!

Here's what some of our guests had to say about the 2022 show:

"Best air show we've ever been to. Hard to think of something to improve minus more stuff! But the demonstration number and timings were perfect for a full day so maybe more static military display but availability is likely limited as well. Traffic and parking organization was impressive. All staff on-site were helpful and friendly. Hard to get better than perfection. Amazing experience!"

"It is very organized event! I like how all the staff are very friendly! Great show! This is my first time watching air show and I can say it's amazing so far! Kudos to all the staff, volunteers, and sponsors."

"This was our first time at the CLAS! We travelled 7+ hrs just to come for both the Saturday and Sunday shows. We have been to the 15 Wing Moose Jaw shows before, but nothing compares to this show!! Amazing job guys :)"

"This year was my first time at CLAS, and MAN WHAT A GREAT TIME!! I will most definitely be back again. I would like to extend my sincere gratitude for everyone involved in making clas22 an absolutely fantastic show!!"

"This event was amazing!!! I will for sure be coming back. My dad travelled from Ontario to come see it, and it was worth it!! All military members were so fun, kind, and awesome. Talking with the troops was very valuable."





Event Sponsorship

AIR SHOW SPONSORSHIP BENEFITS

Sponsorship of the 2024 Cold Lake Air Show (CLAS) offers numerous branding opportunities for your business, as well as increased visibility in the community. For years, the Cold Lake Air Show has grown to become a premiere event, showcasing a wide variety of air and static displays, combined with a classic car show, kids' zone, a wide variety of food vendors and more, to become an event worth attending. Most importantly, your generosity will directly strengthen Canadian Armed Forces morale and welfare programs in Cold Lake.

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 Wing Commander's VIP chalet
(more details on chalets can be found on page 6)
- Corporate logo on various Air Show items, such as water bottles, volunteer hats & t-shirts
- Advertisement in the official Air Show Souvenir Guide
(more details can be found on page 7)
- 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!

We look forward to developing the perfect sponsorship package for your business - Please contact our Corporate Sponsorship lead at wandler.janae@cfmws.com or 780-840-8000 ext 7857 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.



Premier (\$150,000 plus GST)

One available.

- Gold VIP Chalet
- Flight with civilian performer
- Event app advertisement
- Recognition in radio advertisements
- VIP Tour of 4 Wing for 12 people
- 10 tickets to Wing Commander's VIP Tent and Dinner
- Logo on event tickets
- 20' x 10' display space
- A performer announcement video
- 100 general admission tickets

Heritage (\$100,000 plus GST)

One available.

- Gold VIP Chalet
- Flight with civilian performer
- Event app advertisement
- VIP Tour of 4 Wing for 10 people
- 8 tickets to Wing Commander's VIP Tent and Dinner
- 20' x 10' display space
- A performer announcement video
- 2 people to attend Air Boss morning brief
- 50 general admission tickets

Cash sponsorship starts at a minimum of \$10,000.

Marketing (\$75,000 plus GST)

One available.

- Gold VIP Chalet
- Flight with civilian performer (for additional cost)
- Event app advertisement
- VIP Tour of 4 Wing for 8 people
- 6 tickets to Wing Commander's VIP Tent and Dinner
- 20' x 10' display space
- A performer announcement video
- 2 people to attend a performer brief

Safety (\$50,000 plus GST)

Limited availability.

- Silver VIP Chalet
- Event app advertisement
- VIP Tour of 4 Wing for 6 people
- 4 tickets to Wing Commander's VIP Tent and Dinner
- Logo on event swag/volunteer apparel to be determined (minimum 500 pieces)
- 20' x 10' display space

Hosting (\$37,500 plus GST)

Limited availability.

- Silver VIP Chalet
- VIP Tour of 4 Wing for 4 people
- 4 tickets to Wing Commander's VIP Tent and Dinner
- Logo on event swag/volunteer apparel to be determined (300 pieces)
- 15' x 10' display space

Entertainment (\$25,000 plus GST)

Limited availability.

- Bronze VIP Chalet
- VIP Tour of 4 Wing for 2 people
- 2 tickets to Wing Commander's VIP Tent and Dinner
- Logo on event swag/volunteer apparel to be determined (150 pieces)
- 15' x 10' display space

Common Benefits For All Levels

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

We look forward to developing the perfect sponsorship package for your business. Please contact our Corporate Sponsorship lead at wandler.janae@cfmws.com or 780-840-8000 ext 7857 for further details.

Available Packages*

Enjoy the Cold Lake 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

GOLD PACKAGE \$14,500 + GST

- 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 + GST

- 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 + GST

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

FRIENDS PACKAGE \$1,300 + GST

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

* The sale of VIP chalets shall **NOT** be considered a sponsorship agreement. VIP chalet sales do not include sponsorship deliverables as listed on page 5.



Souvenir Guide

Official Cold Lake Air Show Program Guide/Calendar

This glossy colour 8 1/2" x 11" program guide will feature photos and information on all performers, 4 Wing Cold Lake, and also include a 2024/25 calendar. Five thousand copies will be printed for sale and distribution - an excellent way to highlight your company. Complimentary copies of the program guide will be available at the Wing Commander's VIP tent and Corporate Chalets. The general public may purchase them for \$5/copy.

Book early to secure your spot. Deadline for advertising is 1 May 2024. To book space, contact our Corporate Sponsorship group at 780-840-8000 ext 3038 or sales@couriernews.ca.



PROGRAM/ CALENDAR ADVERTISING RATES

Size	Rates
Back Outside Cover*	\$5,000 + GST
Front Inside Cover*	\$3,500 + GST
Back Inside Cover*	\$2,500 + GST
Full Page	\$2,000 + GST
1/2 Page	\$1,200 + GST
Calendar Banner	\$1,000 + GST
1/4 Page	\$800 + GST

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

**Cover pages may not be available until after 31 March 2024.*

These rates have been locked in since 2014!



Business Opportunities

**Become a part of the Cold Lake Air Show.
We have some great Business Opportunities available:**

- Food trucks for approximately 30,000 people for the weekend
- Wireless ATMs
- Rental vehicles
- Hotel rooms
- Transportation services
- Portable refrigeration storage
- Ground amusement experiences (i.e. monster truck rides)

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 page 4-5 for details.

Please contact wandler.janae@cfmws.com for more information.

