



Good Neighbor Day Airshow and STEM Expo DeKalb-Peachtree Airport (PDK)

SPONSORSHIP OPPORTUNITIES

PDKairshow.org

Show Profile

Since 1983, the Good Neighbor Day Air Show has been one of the Southeast's premier aviation events. The show features world-class aerobatic champions, aerobatic teams, rare warbirds, and a full day of entertainment for aviation enthusiasts and families alike.

Market Area

The event serves the Atlanta metropolitan area, which has a population of approximately 6.4 million. The region surrounding DeKalb-Peachtree Airport (PDK) includes an estimated 765,000 to 770,000 residents, according to recent census data.

TIER 1 (Quantity: 1) - \$50,000

Event Main Sponsor

- Exclusive access to the airport's historic control tower during the event
- Premium exhibitor space (20' x 20')
- Drone Show Sponsor (Company logo displayed in the air during the show)
- 5K/10K Run Co-Sponsor
- Table at the Friday performers' dinner
- Sponsor warbird rides (TBD type of aircraft)
- Logo on website homepage + dedicated sponsor page
- Inclusion in radio and print advertising
- Social media promotions
- Logo featured on all marketing collateral
- Full-page advertisement in event program (digital, with possible print edition)
- Large banners displayed throughout the static display area
- Six public address announcements during the show





TIER 2 (Quantity: 1) – \$35,000

Event Co-Sponsor

- Premium exhibitor space (20' x 20')
- Custom sponsorship package
- 5K/10K Co-Sponsor
- Table at the Friday performers' dinner
- Sponsor warbird rides (TBD)
- Logo on website homepage + dedicated sponsor page
- Inclusion in radio and print advertising
- Social media promotions
- Logo featured on all marketing collateral
- Full-page advertisement in event program (digital, with possible print edition)
- Large banners displayed throughout the static display area
- Four public address announcements



TIER 3 (Quantity: 2) – \$20,000

Event Partner Sponsor

- Premium exhibitor space (10' x 10')
- Table at the Friday performers' dinner
- Sponsor warbird rides (TBD)
- Logo on website sponsor page
- Inclusion in radio and print advertising
- Social media promotions
- Logo featured on all marketing collateral
- Half-page advertisement in event program (digital, with possible print edition)
- Large banners displayed throughout the static display area
- Three public address announcements





TIER 4 (Quantity: 5) - \$10,000

Supporting Sponsor

- Supporting Sponsor
- Premium exhibitor space (10' x 10')
- Logo on website sponsor page
- Inclusion in radio and print advertising
- Social media promotions
- Logo featured on all marketing collateral
- Advertisement in event program (digital, with possible print edition)
- Banners displayed throughout the static display area
- Two public address announcements



TIER 5 (Quantity: 3) - \$5,000

Sponsor

- Logo on website sponsor page
- Social media promotions
- Logo featured on all marketing collateral
- Advertisement in event program (digital, with possible print edition)
- Banners displayed throughout the static display area
- One public address announcements



TIER 6 (Quantity: 5) - \$2,500

Contributor

- Logo on website sponsor page
- Social media promotions
- Logo featured on all marketing collateral
- Advertisement in event program (digital, with possible print edition)
- Inclusion on sponsor banner(s) displayed in the static display area

