



# ***WE'RE YOUR CONNECTION TO AN ENGAGED AUDIENCE***





“EAA has always had a very passionate participant base ... At AirVenture in particular, it’s a wonderful forum and opportunity to see half a million people who come from all over the world to see what Cirrus has.”



# WE ARE EAA

EAA®, the Experimental Aircraft Association, is a community of passionate aviation enthusiasts that promotes and supports flying, with a mission to grow participation by sharing The Spirit of Aviation.

In this EAA community of more than 225,000 members from across the globe, aviation is much more than a hobby; it’s a passion and a lifestyle. Established in 1953 to support those interested in homebuilt aircraft, the organization quickly diversified to meet the needs of all members, no matter what they fly, from ultralights to jets and everything in between.

Nowhere is this broad spectrum of interests more evident than at the World’s Greatest Aviation Celebration®, EAA® AirVenture® Oshkosh™. During one week every July, more than half a million people from around the world come to see the latest innovations and buy aircraft kits or parts for their maintenance, building, or restoration projects.

Through the years, EAA members have built a network of more than 900 chapters worldwide, where they share friendship, knowledge, and a love of flying. The result is a network of members with close ties to the EAA brand and its mission to grow participation in aviation. They buy from companies they trust; when you align with EAA you gain instant credibility with our members.

“This is a phenomenal audience ... These are very well-educated people who come here, and they have a lot of disposable income. There’s a lot of opportunities here for a company like GE or anybody else to really tap into this audience and the potential that this audience brings.”



245,000 PLUS EAA MEMBERS

900 PLUS EAA CHAPTERS WORLDWIDE

600,000 PLUS EAA AIRVENTURE OSHKOSH ATTENDEES

100,000 PLUS GUESTS VISIT THE EAA MUSEUM ANNUALLY

2 MILLION PLUS YOUNG EAGLES FLIGHTS



# EAA® AIRVENTURE® OSHKOSH™



Every July, the World's Greatest Aviation Celebration brings together more than 600,000 aviation enthusiasts, more than 10,000 aircraft, and nearly 1,000 exhibitors for one exciting week, only in Oshkosh!

There's so much to love about EAA AirVenture Oshkosh, from air shows to aircraft displays, to educational experiences, to hundreds of vendors and exhibitors all in one place! AirVenture is the world's largest aviation marketplace — the right place to showcase your innovations and reach an audience of passionate influencers who come to experience your products and services.

“The impact of EAA AirVenture is one that we see all year long. It's not just the week that the show takes place. It's unique.”



600,000 PLUS  
EAA AIRVENTURE  
OSHKOSH  
ATTENDEES

900 PLUS  
EXHIBITORS

OVER  
1,500  
FORUMS AND  
WORKSHOPS

OVER  
10,000  
AIRCRAFT

OVER  
5,500  
VOLUNTEERS

\$170  
MILLION  
ECONOMIC IMPACT  
ON THE  
OSHKOSH  
COMMUNITY



# EXHIBIT AT AIRVENTURE

“EAA is a great organization that does an exceptional job of bringing people to you. There’s no better example of that than EAA AirVenture Oshkosh. They’ve got an incredible draw of over half a million people annually and people come here to this event specifically to look for solutions. So, if you really want to reach a customer that’s in the buying mood, there’s no better place than AirVenture.”

**GARMIN.**



Each year, nearly 1,000 companies exhibit at EAA AirVenture Oshkosh because it’s smart business. When it comes to reaching prospects through building relationships in a dynamic setting, there’s no place like AirVenture!

### REACH

EAA AirVenture Oshkosh is significant to the many companies that serve a broad spectrum of the aviation community. It gives our commercial partners a forum for presenting their innovative products and services to the most dedicated community of aviation consumers from around the world.

AirVenture is your opportunity to make a big impact. As an exhibitor, you have the benefit of interacting with both impulse buyers and the many planned buyers who are aviation enthusiasts. Exhibiting at AirVenture is a sound investment, which is why exhibit space quickly sells out every year!

### FLEXIBILITY

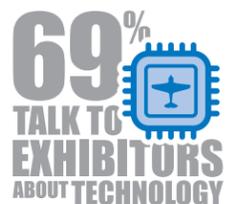
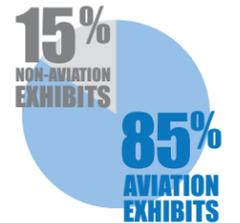
EAA offers a broad range of exhibit options throughout the grounds to fit your buying demographic. Choose from four indoor exhibit hangars and numerous outdoor specialty exhibit areas, including the main aircraft display area and Aviation Gateway Park, an engaging, interactive experience where attendees discover opportunities in innovation, education, and careers in aviation. Exhibitors enjoy proximity to the Homebuilt, Warbirds, Vintage, Aerobatic and Ultralight communities. You can customize your exhibit to create an expanded storefront, or maybe you prefer to demonstrate your expertise through presentations or workshops.

Whatever you choose, you’re in good company among a huge variety of industry-specific vendors. Ten years is the average length of time companies have been doing business at AirVenture, and there are 600,000-plus reasons they return annually.

### RESULTS

Industry leaders consistently report outstanding results from their investment at AirVenture. By attracting qualified leads quickly, easily, and affordably, they’re able to meet or exceed sales goals, exceed expectations for lead generation, and improve brand awareness year after year.

No matter what your business objective, we have an exhibit opportunity at AirVenture to meet your needs. A seven-day exhibit investment in AirVenture is the lowest in the industry, and the annual show is always fresh and dynamic for exhibitors as well as buyers.





# SPONSORSHIP FOR YOUR UNIQUE NEEDS

“Our sponsorship and partnership with EAA AirVenture ... was exceptional. From the first point of contact to follow-up after the event, every detail was covered and all our needs met far above expectation. We were extremely pleased with the branding and promotion of our company.”



When you align with EAA through sponsorship, you join a trusted family of high-quality brands. Whether you're looking to sponsor an AirVenture program, a special event or venue, or a year-round initiative to keep your brand top of mind, we're here to help.

Because sponsorship is not one size fits all, we will customize an opportunity to align with what you do best. By creating solutions based on your objectives and budget, we integrate your brand with our offerings to help you reach specific segments of our vast audience.

We are proud to be a trusted name in the aviation community and to work with high-quality brands like Ford Motor Company, The Boeing Company, United Airlines, John Deere, GE Aviation, Garmin, and many more. Aligning with us puts you in a trusted partnership.

### EAA AIRVENTURE OSHKOSH SPONSORSHIP

There's a reason EAA AirVenture Oshkosh is the premier location for companies who want to be at the center of the excitement. In addition to exhibiting at AirVenture, there are many more options to engage with the 600,000-plus people who attend. We offer a variety of sponsorship opportunities, benefits, and amenities to elevate your brand:

- Staff, guest, and VIP entertainment packages.
- Advertising and marketing options.
- Admission, parking, and grounds tour benefits.
- Special events, aircraft rides, hospitality, and more.

### AVIATION PROGRAM SPONSORSHIP

Inspiring and helping young people experience the freedom of flight is one of EAA's most important missions, helping to ensure a strong future for aviation. Besides the many youth events at AirVenture, sponsorship opportunities throughout the year include Young Eagles flights, aviation camps, and more.

In addition to youth-focused events, you can sponsor a flight experience such as our remarkable B-17 and Tri-Motor tours, The Spirit of Aviation Mobile Experience, educational opportunities, chapter support, and much more. We're here to help customize your sponsor experience for results you'll love, 365 days a year!

### LOCAL EVENT SPONSORSHIP

Local event sponsorship allows our corporate and community partners to come together to further support EAA's mission of growing participation in aviation. EAA offers a wide variety of events with which to align, such as Christmas in the Air, the Wright Brothers Memorial Banquet, Hops & Props, Family Flight Fest, our Aviation Adventure Speaker Series, and much more. Through sponsorship of local events, you will build and maintain connections with people who are really going places.





# THE FAR REACH OF EAA ADVERTISING

“EAA, and particularly Sport Aviation magazine, allows us to get our message out to a large number of active pilots and aircraft owners and stay within a reasonable budget. Fifteen years later, we continue to lean on EAA and Sport Aviation magazine to keep our name recognized worldwide.”



“Every advertisement should be thought of as a contribution to the complex symbol which is the brand image.”  
— David Ogilvy, the “Father of Advertising”

What does your advertising say about you? Does it tell the world your story, further your brand image as a world-class company? When you advertise with us, you’re not only joining a family of trusted brands; our advertising solutions guarantee readership and visibility through a depth of content not found anywhere else.

Whether you want your message to reach the hundreds of thousands of people during AirVenture, or stay relevant with our 225,000-plus members and readers year-round, we have a variety of print and digital options to meet your advertising needs.

## YEAR-ROUND

The fun doesn’t stop after AirVenture! EAA members learn and stay informed all year long through print and digital copies of our magazines, such as the flagship *EAA Sport Aviation*, *Warbirds*, *Vintage Airplane*, and *Sport Aerobatics*. Members, pilots, builders, and restorers stay connected with EAA and with one another through additional digital resources that bolster our online presence.

What better way to supplement a partnership than with all these opportunities to expand your reach by combining print and digital to get the results you want?

## AIRVENTURE

While at AirVenture, attendees look to a variety of sources to plan each day, and this gives you a unique opportunity to get your message to more than 600,000 enthusiasts who visit each year. All week we distribute a variety of publications, from the daily newspaper, *AirVenture Today*, to our souvenir programs and guides for visitors and campers.

Digitally, more than 17 million people are reached on social media channels during AirVenture, and that number grows significantly every year. In addition to social, other digital venues include our own AirVenture app, Jumbotron and Megatron messaging, video player pre-rolls, and electronic versions of all our publications.





# BE A PART OF THE GATHERING

“EAA’s aviation education initiatives keep the community vibrantly alive and growing. By serving a diverse set of aviation community needs, EAA inspires, advocates for, and connects people who are passionate about aviation and aerospace. OPENER proudly supports The Gathering to help EAA stimulate innovation and pioneer consumer travel through education, safety training, and outreach programs.”

OPENER



Join us at The Gathering, EAA’s signature fundraising event celebrating the growth of our programs, volunteers, donors, sponsors, and the many lives that have been impacted through your generous support.

Taking place on Thursday evening during EAA AirVenture Oshkosh, this is the one night of the year when we celebrate the achievements of our community. We connect with friends, industry leaders, and celebrities; we honor fellow aviators and icons; and we inspire the next generation of enthusiasts as we raise funds to support EAA’s programs.

Each year we bring more than 1,200 aviation enthusiasts together in the EAA Aviation Museum and present promotional opportunities before an audience of corporate sponsors, industry leaders, celebrities, aviation icons, and avid supporters of EAA. This night is distinct from any other night of AirVenture.

The Gathering has raised more than \$20 million in two decades — providing memorable experiences that are the heart and soul of general aviation — to support those who want to experience the magic of aviation. You can play an important role by becoming a sponsor, hosting a table, or donating an auction lot.

**\$2.75**  
MILLION RAISED  
AT THE GATHERING  
LAST YEAR

**\$20**  
MILLION  
RAISED IN TWO  
DECADES

**2 MILLION  
PLUS  
YOUNG EAGLES  
FLIGHTS**

**1,200  
ATTENDEES**

# THE POWER OF PARTNERSHIP

A business partnership, like any great relationship, has many dimensions. Partnership with EAA is defined as a multidimensional relationship encompassing sponsorship, in-kind, exhibits, advertising and The Gathering.

For EAA members and AirVenture attendees, aviation evolves from a hobby to a lifestyle. Whether they own and operate, build or restore, or are working to get their dreams off the ground, they buy from those they trust. When you partner with EAA, you enjoy being part of a community of aspirational members with whom you gain instant credibility.

What does this mean for you? By customizing engagement through a combination of sponsorship, advertising, exhibiting, and philanthropic investments, you enjoy increased visibility and a broader competitive advantage, along with meaningful experiences and ongoing support.



Let the EAA Business Development team customize a partnership that maximizes your investment and increases awareness of your brand, both at EAA AirVenture Oshkosh and throughout the year.



“We find great value in our EAA Bronze Partnership for many reasons. First, the flexibility of customizing our partnership package has been priceless. Some years, we want more brand visibility in high-traffic areas of the show. Other years, we want to invest more of our dollars in mobile branding or online marketing. Mostly though, our Bronze Partnership has given us the opportunity to add little touches that make a difference when hosting customers at our Chalet. Whether its enjoying the convenient exhibit location near the main entrance, having a golf cart to escort them around, or providing passes to the Flightline Chalet, all these extras add up to a perfect AirVenture memory that our customers will never forget.”





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