

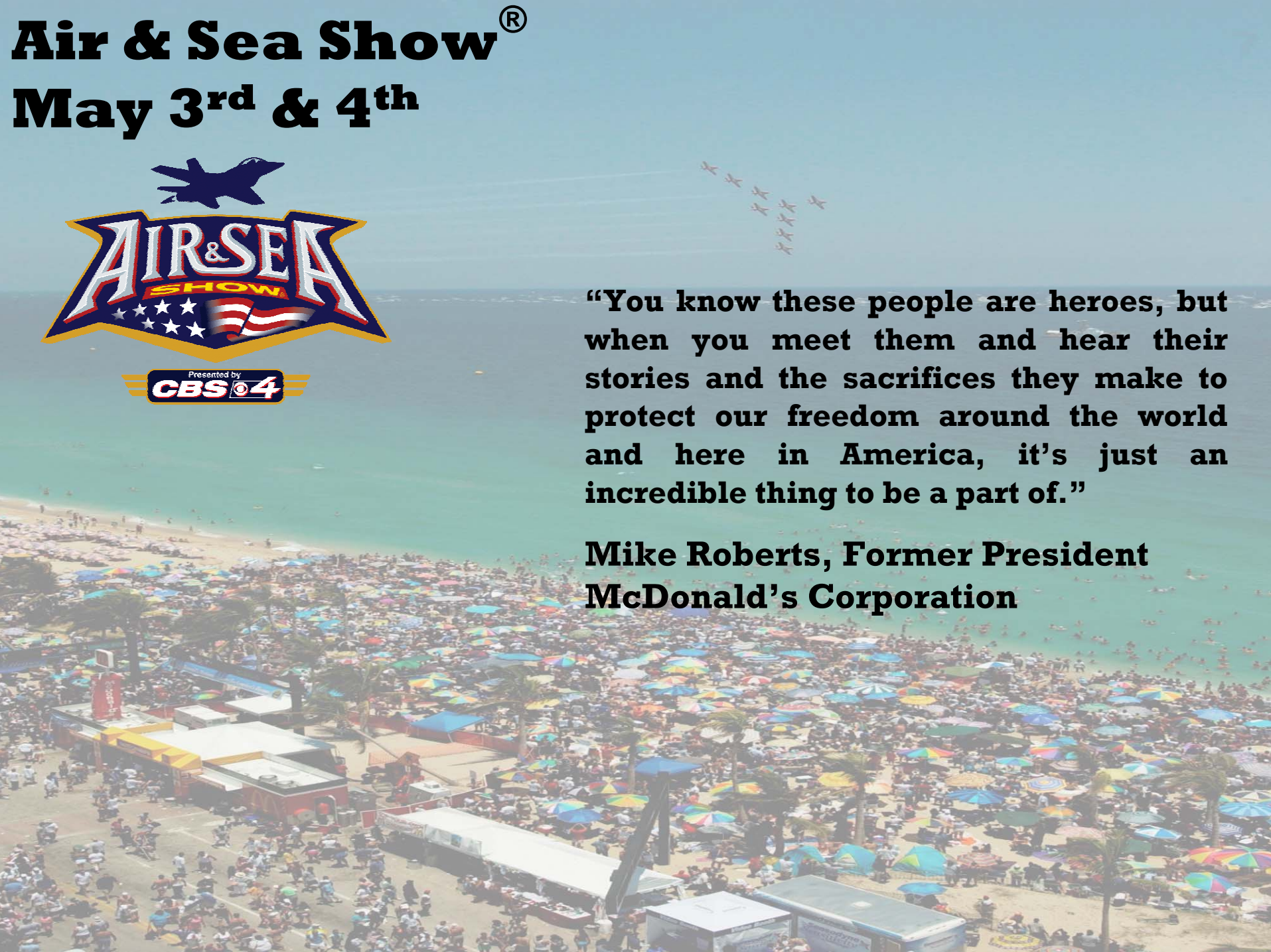
Air & Sea Show[®]

May 3rd & 4th



“You know these people are heroes, but when you meet them and hear their stories and the sacrifices they make to protect our freedom around the world and here in America, it’s just an incredible thing to be a part of.”

**Mike Roberts, Former President
McDonald’s Corporation**



Air & Sea Show[®]

The National Salute to America's HeroesSM will kick-off National Military Appreciation Month in May of 2008 with the Air & Sea Show on the beautiful shores of Fort Lauderdale Beach. This two-day patriotic spectacular showcases our country's state of the art military technology and features civilian aerobatic demonstrations and dynamic sea events.

Event Sponsor

- **Product/Brand exclusivity**
- **License to use official Event logo**
- **Extensive promotional radio and television campaign to promote Sponsor's involvement**
- **Logo recognition on all collateral pieces (ie. print advertising, event poster, event letterhead)**
- **Logo inclusion in all pre-event press releases**
- **Logo exposure on custom Air Show Broward County transit bus**
- **Hyper-link from Air & Sea Show website**
- **1/3 page full-color advertisement in the event program**
- **(4) VIP credentials allowing admittance to all media and VIP functions**
- **On-site presence throughout the VIP Hospitality area including PA announcements and rights to display banners**
- **(10) VIP credentials and (2) VIP parking passes per day of the Event**

****In addition, please choose one of the packages listed on the following page****

Please contact Katie Stump for more information at (954) 467-3555 or kstump@mdmgroup.com



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Activity Package

- **Naming rights of an activity**
- **Logo presence in all collateral material created in association with activity**
- **Additional media and print advertising elements dependent upon activity (ie. aerial signage, newspaper advertisement, cable television spot)**

Display Village Package

- **10'x10' canopy booth with roll-up sides located within Display Village or the VIP Hospitality Chalet entrance**
- **8' skirted table**
- **2 chairs**

Pre/Post Show Television Package

- **Combined minimum of 4 spots and four 4 billboards on CBS4 & my33 Pre-Show**
- **Combined minimum of 4 spots and 4 billboards on CBS4 & my33 Post-Show**
- **Minimum total of 40 fifteen-second spots promoting the Pre-Show and Post-Show for approx. two weeks**
- **Minimum total of 30 thirty-second spots promoting the Air & Sea Show (production included) to air 4 weeks prior to the actual event**

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