



Sertoma Club of Lafayette, Louisiana
PO BOX 52012 | Lafayette, LA 70508

The Sertoma Cajun Air Festival

Application for Promotional Partner Sponsorship

SPONSOR INFO

PLEASE TYPE OR PRINT CLEARLY. THANK YOU.

COMPANY OR INDIVIDUAL NAME

ADDRESS

CITY

STATE

ZIP

WEBSITE

CONTACT INFO

FIRST NAME

LAST NAME

EMAIL

OFFICE PHONE

CELL PHONE

FAX

I/We hereby apply for membership in the Promotional Partner Sponsorship Programs of the 2011 Sertoma Cajun Air Festival by selecting from the programs listed below. 2011 Air Show to be held at the Lafayette Regional Airport on October 28, 29, and 30.

SELECTED SPONSORSHIP LEVEL (please check next to sponsorship selected)

Please see attached package for a description of each Sponsorship.

TITLE SPONSOR.....	\$50,000	<input type="checkbox"/>
CORPORATE SPONSOR.....	\$10,000	<input type="checkbox"/>
BUSINESS PARTNER.....	\$ 5,000	<input type="checkbox"/>
<u>ACT SPONSORSHIPS:</u>		
AEROSHELL TEAM.....	\$18,000	<input type="checkbox"/>
GLORY DAYS JET DRAGSTER.....	\$ 5,000	<input type="checkbox"/>
GREG KOONTZ - ALABAMA BOYS COMEDY ACT.....	\$ 4,500	<input type="checkbox"/>
BILL STEIN AIRSHOWS (EDGE 540).....	\$ 7,500	<input type="checkbox"/>
KEVIN COLEMAN AEROSPORTS (EXTRA 300 SHP).....	\$ 2,500	<input type="checkbox"/>
MIKE GOULIAN AIRSHOWS (EXTRA 300XP).....	\$ 8,500	<input type="checkbox"/>
CORKEY FORNOF (LOPRESTI FURY).....	\$ 1,000	<input type="checkbox"/>
FRIENDS OF SERTOMA.....	\$ 1,000	<input type="checkbox"/>
FUEL SPONSOR.....	\$ 500	<input type="checkbox"/>

(options continued on next page)

COMMANDERS CLUB PASSES..... see below
 Advance Single Pass – \$100 QTY: _____
 Advance 4 Pass Package \$350 + \$100 per each additional QTY: _____ Pass Total \$ _____
 (Regular Price at Gate: \$150)

BOOTH SPACE..... 20x20.... \$ 3,000
 10x10.... \$ 2,000

GOLF CART SPONSORSHIP.....\$400 Per Golf Cart - QTY: _____ Total \$ _____

OTHER: (IN-KIND TRADE OR DONATION) _____

(ATTACH ADDITIONAL SHEETS AS NECESSARY)

**The Sertoma Club of Lafayette, Louisiana
 Sertoma Cajun Air Festival
 DISCLAIMER**

WARNING:
 The Sertoma Club of Lafayette, Louisiana (Air Show) aerial and pyrotechnical performances produce loud noises, smoke and fire. Ear protection is recommended. No consent is given and no authority is granted for the taking or making of any photograph, movie, or sound or video recording, for any part of the Air Show, for any commercial purpose, except with the express written permission of the Air Show Executive Committee. The performers and organizations appearing at the Air Show are protected by federal and state copyright laws and any use for a commercial purpose of a reproduction of their work made at any Air Show event is unauthorized and constitutes a violation of applicable law.

NO REFUNDS.
 If all or any portion of the Air Show is cancelled due to inclement weather or for any reason beyond the control of the Executive Committee, no refunds will be given for passes, sponsorships or vendors spaces purchased. Any monies so paid or other consideration given may be considered a tax deductible contribution to the Air Show, an IRS 501(c)(3) organization. The Air Show schedule and aircraft participating are subject to change and availability. No refunds will be given due to the failure of any acts or aircraft to appear or participate. All attendees are required to comply with all airport rules as regulations. Please review the Sertoma Cajun Air Festival web site and the Lafayette Regional Airport web site for more information.

PHYSICAL ACCESS
 All vehicles have to be escorted to and from Chalet areas by a security vehicle. Unless driver possess airport credentials and vehicle pass. Only two vehicles of any type are allowed on the grounds for any one chalet. Drivers of any vehicles must complete an airport safety course prior to the show and the vehicle must display an air show vehicle pass. Vehicles and drivers not in compliance will be escorted off of the air field. Wristbands are required for Chalet entrance - no exceptions.

TENTS
 All Chalets are suggested to be completely setup with all cooking equipment and supplies by 5:00 PM on Thursday. Chalets must be completely set up by 10 AM on Friday - no exceptions.

PROPANE
 Due to Fire Marshall Codes, no propane devices will be allowed on Grounds.

ADVERTISING ITEMS
 Sponsorships executed less than 60 days out may or may not receive all advertising items listed in attached package description(s).

THIS CONTRACT SUPERSEDES ANY AND ALL PRIOR WRITTEN OR ORAL AGREEMENTS AND MAY ONLY BE AMENDED BY WRITTEN INSTRUMENT SIGNED BY BOTH PARTIES.

I HAVE READ AND FULLY UNDERSTAND THE ABOVE TERMS & CONDITIONS - INITIAL HERE: _____

TERMS OF PAYMENT: 50% of Total due with acceptance of the contract; Remaining Balance due – 15th September 2011

Amount of check attached: \$ _____
Make checks payable to The Sertoma Club of Lafayette

TOTAL Amount of Sponsorship: \$ _____

SPONSORSHIP BENEFITS are set forth in the package received by Sponsor and should be attached to this form.

Correct wording for Signage; Certificate of Appreciation, and official recognition: (Please type or print)

Any agreed modification(s) to any sponsorship must be listed here:

Accepted by Sertoma Authorized SIGNATURE

Date

Accepted by Sertoma PRINT NAME

Sponsor Authorized SIGNATURE

Date

Sponsor PRINT NAME



2011 SERTOMA CAJUN AIR FESTIVAL TITLE SPONSOR PACKAGE DESCRIPTION

- I. Private Chalet for the 2 day event in close proximity of the Air Show Center. The Chalet will consist of a cordoned off area of approximately 40 ft. in width by 40 ft. in depth with a 20 x 30 tent. The Chalet will have tables and chairs provided for your guest. The Chalet will be completely catered both days of our Air show.
- II. Complimentary passes for the weekend to the Corporate Sponsor's Chalet.
 - a. 400 Total Chalet Passes (please note passes are valid for admittance on Saturday or Sunday, each pass can be used for admittance only once, no pass may be used for both days)
 - b. 400 Total Chalet Passes (for use at the Friday evening Twilight show)
- III. 22 VIP parking passes for the weekend.
- IV. Designated special parking area for the sponsor's guest to park. A shuttle to carry your guest to the chalet in the morning and a shuttle to carry them back to the parking area after the show.
- V. 30 passes to the social events.
- VI. Corporate Sponsor advertisement promotional package will consist of the following:
 1. Corporate Sponsor recognition on the cover of the Air show Program.
 2. Full page advertisement on the back cover of the Air show Program.
 3. Corporate Sponsor recognition on all major advertising vehicles secured by the SERTOMA Cajun Air Festival in Lafayette and major surrounding metropolitan markets including company logo on all passes
 4. Corporate Sponsor recognition on a banner display in the Lafayette Regional Airport Terminal.
 5. Press release announcing Corporate Sponsorship.
 6. Radio & TV spots advertising Corporate Sponsorship
 7. 200 General Admission passes to sponsor for promotional giveaways
- VII. Access to Friday 28th - Twilight Show 3:00 PM - 7:00 and Hanger Party 7:00 PM - 10 PM

SERTOMA TITLE SPONSOR; ONLY 1 AVAILABLE \$ 50,000.00

The Sertoma Club of Lafayette, Louisiana PO BOX 52012 Lafayette, LA 70505



2011 SERTOMA CAJUN AIR FESTIVAL CORPORATE SPONSOR PACKAGE DESCRIPTION

- I. Private Chalet for the 2 day event in close proximity of the Air Show Center. Chalet consists of cordoned off area approximately 20 ft. in width by 40 ft. in depth with a 20 x 20 tent in front row in close proximity of show line. If Sponsor wishes to use their own tent, an extra 50 complimentary Chalet passes will be added to the package. Tables and chairs will be furnished also.
- II. Complimentary passes for the weekend to the Sponsor's Chalet.
 - a. 200 Total Chalet Passes (please note passes are valid for admittance on Saturday or Sunday, each pass can be used for admittance only once, no pass may be used for both days)
 - b. 200 Total Chalet Passes (for use at the Friday evening Twilight show)
- III. 15 VIP parking passes. All other guest will have to park in general parking areas.
- IV. Beer, soft drinks, and water provided each day.
- V. Sponsor can bring in cooking devices (i.e. BBQ pit*) Sponsor can have foods provided by a caterer but special arrangements with security will need to be met such as time restrictions for entry and departures by caterer to and from Chalet areas. Caterers will have to be escorted to and from Chalet areas by a security vehicle.
- VI. 16 passes to the social events.
- VII. Sponsor will receive advertisement recognition in the following ways:
 1. Signage at Air show Gates (includes company logo on all advertising posters)
 2. Signage on Air Show Grounds (includes company logo on all advertising posters, and a full page ad in the program.)
 3. Listed on banner display in the Lafayette Regional Airport.
 4. Press release announcing partnership.
 5. Mentioned by the Air Show Announcer a minimum of 10 times during the 2 day event using a prepared script.
 6. Radio and TV advertising
- VIII. Access to Friday 28th - Twilight Show 3:00 PM - 7:00 and Hanger Party 7:00 PM - 10 PM

* due to Fire Marshall Codes, no propane devices will be allowed on GROUNDS

DONATION TO THE SERTOMA CLUB OF LAFAYETTE: \$ 10,000.00
LIMITED SPACES AVAILABLE



2011 SERTOMA CAJUN AIR FESTIVAL BUSINESS PARTNER PACKAGE DESCRIPTION

- I. Private Chalet for the 2 day event in close proximity of the Air Show Center. Chalet consist of cordoned off area of approximately 20 ft. in width by 40 ft. in depth with a 20 x 20 tent in front row in close proximity of show line. Chairs and tables provided.
- II. Complimentary passes to Sponsor's Chalet for the weekend.
 - a. 100 Total Chalet Passes (please note passes are valid for admittance on Saturday or Sunday, each pass can be used for admittance only once, no pass may be used for both days)
 - b. 100 Total Chalet Passes (for use at the Friday evening Twilight show)
- III. Beer, soft drinks and water provided each day
- IV. Sponsor can bring in cooking devices (i.e. BBQ pit*) Sponsor can have foods provided by a caterer, but special arrangements with security will need to be met such as time restrictions for entry and departures by caterer. All vehicles have to be escorted to and from Chalet areas by a security vehicle.
- V. 7 VIP parking passes for the weekend.
- VI. 10 passes to the social events
- VII. Sponsor will receive recognition in the following ways:
 1. Signage at Air Show Gates
 2. Signage on Air Show Grounds and a ½ page ad in program
 3. Mentioned by the Air Show announcer a minimum of 10 times during the 2 day event using a prepared script.
- VIII. Access to Friday 28th - Twilight Show 3:00 PM - 7:00 and Hanger Party 7:00 PM - 10 PM

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**DONATION TO THE SERTOMA CLUB OF LAFAYETTE: \$5,000.00
LIMITED SPACES AVAILABLE**



2011 SERTOMA CAJUN AIR FESTIVAL ACT SPONSORSHIP PACKAGE DESCRIPTION

- I. ½ Page Ad in the program - \$1,000-\$4,400 sponsorship
- II. Full Page Ad in the program - \$4,500 and up sponsorship
- III. Signage at Gate
- IV. Gate Passes included in Sponsorship
 - a. 25 Passes - \$1,000-\$4,400
 - b. 50 Passes - \$4,500-\$10,000
 - c. 75 Passes - \$11,000 and up
- V. Commander's Club Passes included in Sponsorship
 - a. 2 Passes - \$1,000-\$4,400
 - b. 10 Passes - \$4,500-\$10,000
 - c. 20 Passes - \$11,000 and up
- VI. Sponsor for Areoshell Team will receive a personalized package to fit these requirements as well as four (4) rides with the Areoshell Team.
- VII. All Act Sponsorships can be modified to fit the needs of the sponsor. Actual ride with the performer is possible for all act sponsorships over \$2,500.
- VIII. Logo included in TV advertising



2011 SERTOMA CAJUN AIR FESTIVAL ADDITIONAL PARTNER OPTIONS

Golf Cart Sponsor

Advertising listed on each golf cart sponsored
One General Admission Family Pack
Two (2), One-Day Commanders Club Passes
Cost: \$400 per cart

Commanders Club Pass Package

Four (4), one-day passes to the fully catered Commanders Club
Additional passes may be purchased for \$100 per person
Cost \$350

Fuel Sponsor

Sponsor will be mentioned verbally throughout the show
One General Admission Family Pack
Two One---Day Commanders Club Passes
Cost \$500

Sponsor's Choice

“You Name the Sponsorship”

Tell us how you would like to participate in this event and we will do our best to accommodate.