

MAR 28  
2026

XL

FIESTA

*of Flight*



**SPONSORSHIP  
OPPORTUNITIES**



## **The year 2026 celebrates 250 years of the U.S.A.!**

Mark your calendars for the 2026 Fiesta of Flight Airshow at Laughlin Air Force Base on 28 March 2026.

Laughlin Air Force Base keeps the skies busy as the sixth busiest airfield in the Air Force. Home to the 47<sup>th</sup> Flying Training Wing, it has trained 15,000 pilots for the U.S Air Force, Air Force Reserve, Air National Guard, and its allied nation's air forces over the past 50 years. The Wing keeps base operations running smoothly, supporting 2,900 military, federal civilian, and contract personnel across a 5,436-acre installation.

The 47th Flying Training Wing conducts specialized undergraduate pilot training for the United States Air Force, Air Force Reserve, Air National Guard, and allied nation's air forces utilizing the T-6 and T-38 aircraft while deploying mission-ready Airmen as well as developing professional, disciplined leaders.

Today, our combined workforce is at the cutting edge of aviation technology - Laughlin AFB is the number one pilot-producing engine within the United States Air Force.

As aviation-friendly as our unique geographic location is, there is no more valuable asset than the people who live and work here. The nation's brightest minds make up a treasured national resource for developing and advancing aviation capabilities across all disciplines.

Valuable partnerships with the Air Force Reserve, Air National Guard, allied nations' air forces, and many others make Laughlin a center of excellence for America's aerospace future.

# FIESTA of Flight

## GET READY, DEL RIO — FIESTA OF FLIGHT IS TAKING OFF!

Laughlin Air Force Base is thrilled to welcome attendees for another celebration of aviation, community, and unbeatable fun! This affordable and high-energy event has become one of the biggest events in town, where excitement soars and memories are made.

### A Look Back at 2024:

- 10,000+ attendees filling the skies with enthusiasm
- 11 commercial sponsors boosting their brands
- 50 vendors engaging with a passionate crowd of consumers

We're bringing it back bigger and better, and it wouldn't be possible without YOU—our incredible sponsors and vendors. Interested in showcasing your business to thousands? Join the FSS Commercial Sponsorship Program and maximize your exposure! With flexible sponsorship packages ranging from \$1,000 to \$50,000, you'll gain:

- Valuable visibility among thousands of attendees
- Outshine the competition with premium placement
- Show your commitment to our military community in a powerful way

**COMMERCIAL SPONSORSHIP PACKAGE DEADLINE: November 15, 2025**

**VENDOR REQUEST DEADLINE: February 28, 2026**

Don't just watch the excitement – become a key part of this special event! Let's collaborate to make Fiesta of Flight 2026 truly unforgettable.

### **Kristi Garcia**

Commercial Sponsorship Coordinator  
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### **Daniela Espinoza**

Vendor Opportunities  
47 FSS NAF Accounting  
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# FLY INTO THE EXCITEMENT OF THE OFFICIAL FIESTA OF FLIGHT AIR SHOW

## DEMOGRAPHICS

- 10,000+ enthusiastic attendees ready to experience the thrill of the Fiesta of Flight
- Prime audience of influential spectators with high-value demographics – 53% of spectators are between 30-50 years of age.
- Highly educated consumers eager for new experiences and meaningful connections – more than 70% have some college education.
- Air acts and ground displays provide quality entertainment for the entire family.
- Exclusive VIP amenities and benefits for our valued Fiesta of Flight Sponsors
- A powerful opportunity to support military readiness, morale, and productivity, making a lasting impact on service members and their families
- A one-of-a-kind experience for you and your special guests—leaving lasting impressions and unforgettable memories

FOR MORE INFORMATION, CONTACT US AT (830) 298-5826  
47SVS.MARKETING@US.AF.MIL

# SPONSORSHIP TIERS

## **Presenting Sponsor \$50,000**

(Exclusive Sponsor)

Top billing across all platforms, branding integration, media mentions, and VIP experiences.

## **Executive Sponsor \$25,000**

Maximum exposure with high-priority placement on event signage, media, and premium hospitality for guests.

## **Platinum Sponsor \$15,000**

Distinguished recognition across print, web, and event areas; ideal for established brands seeking strong visibility.

## **Partner Sponsor \$10,000**

Valued contributor with logo placement on group signage and mention on event website and social media. A great option for organizations looking to support the event with modest visibility.

## **Associate Sponsor \$5,000**

Trusted supporter with quality exposure in key marketing and promotional placements.

## **Contributing Sponsor \$2,500**

Consistent logo presence in grouped signage and select digital content

## **Community Sponsor \$1,000**

Perfect for small businesses and local organizations to show their support and get name recognition.

# \$50K

# PRESENTING

## EXCLUSIVE INCENTIVES

- CATEGORY EXCLUSIVITY FOR A SPONSOR TO LOCK OUT BUSINESS COMPETITORS BY BECOMING THE ONLY BUSINESS IN THE SPONSOR'S INDUSTRY
- VIP PRIVATE CHALET: INCLUDES TENT, TABLES, AND LINENS TO COMFORTABLY SEAT 25 GUESTS. FEATURES UNRESTRICTED VIEWS OF THE SHOW CATERED FOOD AND BEVERAGES, AND WRISTBANDS FOR EASY ACCESS IN AND OUT OF THE CHALET DURING THE EVENT
- AIR & SPACE EXPO SOUVENIR GIFTS FOR VIP GUESTS

## HOSPITALITY

- EIGHT (8) VIP PARKING PASSES

## DIGITAL MATERIAL

- SPONSOR NAME ON FSS DIGITAL MARQUEE BY MAIN GATE ENTRANCE TWO (2) MONTHS LEADING TO THE EVENT
- SPONSOR LOGO ON THE LAUGHLIN47FSS.COM WEBSITE TWO (2) MONTHS LEADING TO THE EVENT
- SPONSOR PERSONALIZED ADVERTISEMENT (8.5X11) ON FLAT SCREENS DISPLAYED AROUND BASE TWO (2) MONTHS LEADING TO THE EVENT

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# ***SPONSOR***

## **ON-SITE EXPOSURE**

- INTERACTION WITH 10,000+ AIR & SPACE EXPO ATTENDEES
  - BOOTH SPACE ON THE FLIGHT LINE
- ONE (1) 30X10 FOOTPRINT IN A HIGH-TRAFFIC LOCATION
  - LEAD GENERATION PERMITTED FOR DISPLAY, COUPON DISTRIBUTION, ETC.
- SPONSOR RECOGNITION OVER PA SYSTEM FIVE (5) TIMES DURING THE SHOW
- FIVE (5) SIGNAGE DISPLAYS IN HIGH-TRAFFIC LOCATIONS (SPONSOR PROVIDED)
- SPONSOR LOGO ON 'THANK YOU TO OUR SPONSORS' BANNERS DISPLAYED IN PROMINENT AREAS

## **PRINTED MATERIAL**

- PERMISSION TO USE FIESTA OF FLIGHT LOGO DESIGNATION IN SPONSOR'S ADVERTISING AND PROMOTION, EXPIRING AT THE END OF 2026
  - SPONSOR LOGO DOUBLE THE SIZE OF OTHER SPONSOR CATEGORIES ON FIESTA OF FLIGHT PRINTED ADVERTISING
- FOUR (4) MONTHS OF FULL PAGE ADVERTISING IN THE FSS MAGAZINE

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**\$25K**

***EXECUTIVE***

***SPONSOR***

**ON-SITE ACTIVATION**

- INTERACTION WITH 10,000+ AIR & SPACE EXPO ATTENDEES
  - BOOTH SPACE ON THE FLIGHT LINE
- TWO (2) 20X10 FOOTPRINT IN A HIGH-TRAFFIC LOCATION
  - LEAD GENERATION PERMITTED FOR DISPLAY, COUPON DISTRIBUTION, ETC.
- SPONSOR RECOGNITION OVER PA SYSTEM SIX (6) TIMES DURING SHOW
- SIX (6) SIGNAGE DISPLAYS IN HIGH-TRAFFIC LOCATIONS (SPONSOR PROVIDED)
- SPONSOR LOGO ON 'THANK YOU TO OUR SPONSORS' BANNERS DISPLAYED IN PROMINENT AREAS

**ADVERTISING & PUBLICITY**

**PRINTED MATERIAL**

- PERMISSION TO USE FIESTA OF FLIGHT LOGO DESIGNATION IN SPONSOR'S ADVERTISING AND PROMOTION, EXPIRING AT THE END OF 2026
  - SPONSOR LOGO ON PRINTED ADVERTISING
- THREE (3) MONTHS OF ADVERTISING IN THE FSS MAGAZINE

**DIGITAL MATERIAL**

- SPONSOR RECOGNITION ON FSS DIGITAL MARQUEE BY MAIN GATE ENTRANCE ONE (1) MONTH LEADING TO THE EVENT
- SPONSOR LOGO ON THE LAUGHLIN47FSS.COM WEBSITE ONE (1) MONTH LEADING TO THE EVENT
- SPONSOR PERSONALIZED ADVERTISEMENT ON FLAT SCREENS DISPLAYED AROUND BASE ONE MONTH LEADING TO THE EVENT

**HOSPITALITY**

- FIVE (5) VIP PARKING PASSES

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**\$15K**

***PLATINUM***

***SPONSOR***

**ON-SITE ACTIVATION**

- INTERACTION WITH 10,000+ AIR & SPACE EXPO ATTENDEES
  - BOOTH SPACE ON THE FLIGHT LINE
- ONE (1) 20X10 FOOTPRINT IN A HIGH-TRAFFIC LOCATION
  - LEAD GENERATION PERMITTED FOR DISPLAY, COUPON DISTRIBUTION, ETC.
- SPONSOR RECOGNITION OVER PA SYSTEM FOUR (4) TIMES DURING SHOW
- FOUR (4) SIGNAGE DISPLAYS IN HIGH-TRAFFIC LOCATIONS (SPONSOR PROVIDED)
- SPONSOR LOGO ON 'THANK YOU TO OUR SPONSORS' BANNERS DISPLAYED IN PROMINENT AREAS

**ADVERTISING & PUBLICITY**

**PRINTED MATERIAL**

- PERMISSION TO USE FIESTA OF FLIGHT LOGO DESIGNATION IN SPONSOR'S ADVERTISING AND PROMOTION, EXPIRING AT THE END OF 2026
  - SPONSOR LOGO ON PRINTED ADVERTISING
- TWO (2) MONTHS OF ADVERTISING IN THE FSS MAGAZINE

**DIGITAL MATERIAL**

- SPONSOR RECOGNITION ON FSS DIGITAL MARQUEE BY MAIN GATE ENTRANCE ONE (1) MONTH LEADING TO THE EVENT
- SPONSOR LOGO ON THE LAUGHLIN47FSS.COM WEBSITE ONE (1) MONTH LEADING TO THE EVENT
- SPONSOR PERSONALIZED ADVERTISEMENT ON FLAT SCREENS DISPLAYED AROUND BASE ONE MONTH LEADING TO THE EVENT

**HOSPITALITY**

- THREE (3) VIP PARKING PASSES

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\$10K

***PARTNER***

***SPONSOR***

ON-SITE ACTIVATION

- INTERACTION WITH 10,000+ AIR & SPACE EXPO ATTENDEES
- BOOTH SPACE ON THE FLIGHT LINE

ADVERTISING & PUBLICITY

- SPONSOR LOGO ON 'THANK YOU TO OUR SPONSORS' BANNERS DISPLAYED IN PROMINENT AREAS
- SPONSOR LOGO ON THE LAUGHLIN47FSS.COM WEBSITE (1) ONE MONTH LEADING TO EVENT
- SPONSOR RECOGNITION OVER PA SYSTEM THREE (3) TIMES DURING EVENT
- SPONSOR NAME RECOGNITION IN THE FSS MAGAZINE

\$5K

***ASSOCIATE***

***SPONSOR***

ON-SITE ACTIVATION

- INTERACTION WITH 10,000+ AIR & SPACE EXPO ATTENDEES
- BOOTH SPACE ON THE FLIGHT LINE

ADVERTISING & PUBLICITY

- SPONSOR LOGO ON 'THANK YOU TO OUR SPONSORS' BANNERS DISPLAYED IN PROMINENT AREAS
- SPONSOR LOGO ON THE LAUGHLIN47FSS.COM WEBSITE 14 DAYS LEADING TO EVENT
- SPONSOR RECOGNITION OVER PA SYSTEM TWO (2) TIMES DURING EVENT
- SPONSOR NAME RECOGNITION IN THE FSS MAGAZINE

\$2.5K

## ***CONTRIBUTING SPONSOR***

### ADVERTISING & PUBLICITY

- SPONSOR LOGO ON 'THANK YOU TO OUR SPONSORS'
  - BANNERS DISPLAYED IN PROMINENT AREAS
- SPONSOR LOGO ON THE LAUGHLIN47FSS.COM WEBSITE 10 DAYS LEADING TO EVENT
- SPONSOR RECOGNITION OVER PA SYSTEM ONE (1) TIME DURING EVENT
- SPONSOR NAME RECOGNITION IN THE FSS MAGAZINE

\$1K

## ***COMMUNITY SPONSOR***

### ADVERTISING & PUBLICITY

- SPONSOR LOGO ON 'THANK YOU TO OUR SPONSORS'
  - BANNERS DISPLAYED IN PROMINENT AREAS
- SPONSOR LOGO ON THE LAUGHLIN47FSS.COM WEBSITE 7 DAYS LEADING TO EVENT
- SPONSOR NAME RECOGNITION IN THE FSS MAGAZINE

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**VISIT OUR WEBSITE  
FOR THE MOST  
CURRENT FIESTA OF  
FLIGHT INFORMATION**



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