

2008

*"Bring the Team to Town"  
Program*



[WWW.NAAT.NET](http://WWW.NAAT.NET)

2002 Bill Barber Award for Showmanship Winners  
2004 Art Scholl Memorial Showmanship Award Recipient

# BRING THE TEAM TO TOWN

The AeroShell Aerobatic Team is pleased to introduce a new marketing opportunity to event planners for the 2008 air show season. "Bring The Team To Town" is a program created to assist airshows with garnering major sponsorship support to help bring the Team to your airshow!

Along with performing in the show, the Team will help plan, procure, and participate in interactive functions with your sponsor to provide the perfect climate for employee and/or customer appreciation events, advertising campaigns, and other key elements to make your airshow the place they want to spend their marketing dollars.

Our experienced staff will work with yours to provide support and content for your media events, personal appearances, VIP chalets, rides with the Team, and other key elements to maximize their participation and benefit from your airshow.

2008 promises to be a great year, and together we want to help make your airshow the best ever!

*Bob Smith*  
*Donna Smith*



*Colt Turner*  
*Mark Heub*





# ABOUT THE TEAM

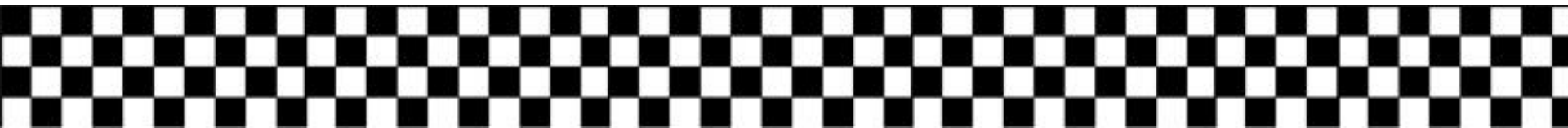
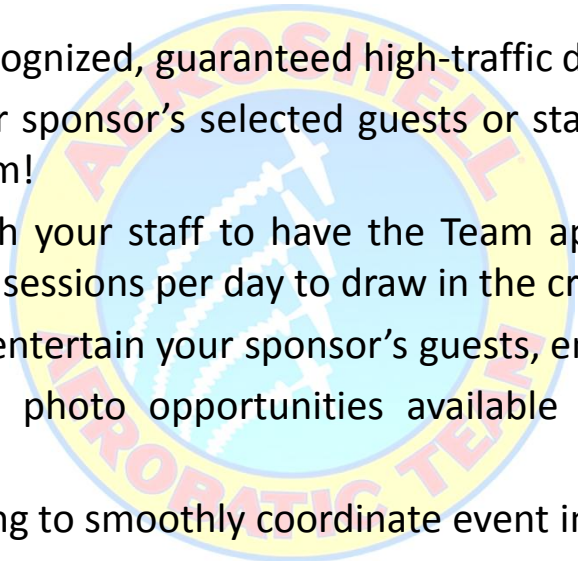


The AeroShell Aerobatic Team is a 4-ship aerial demonstration team that performs for and delights millions of airshow fans across the U.S. each year. Veteran performers and savvy businessmen, Alan Henley, Mark Henley, Steve Gustafson, and Gene McNeely not only know how to demonstrate their talents in the air, but to expertly, enthusiastically, and professionally represent their sponsors at every opportunity. The airshow forum is the perfect family cross section of both young and old, middle and upper class. This team will give your local sponsor the exposure they desire, while representing your event in a manner befitting your best image and marketing strategy.

# HIGHLIGHTS OF SPONSORSHIP



- The Team is a highly recognized, guaranteed high-traffic draw at each event.
- Ride of a Lifetime! Your sponsor's selected guests or staff can take an aerobatic ride in formation with the Team!
- We will coordinate with your staff to have the Team appear in your sponsor's display area for two autograph sessions per day to draw in the crowds.
- VIP Chalet available to entertain your sponsor's guests, employees, and staff.
- Private autograph and photo opportunities available for sponsor's VIP's, staff, and employees.
- Trained, qualified staffing to smoothly coordinate event interaction and scheduling.





# MARKETING



- Members of local press are given aerobatic rides with the Team at every show. In return, the Team frequently are front page news the morning of the event!
- Our Media Coordinator will work with your staff to assure maximum media exposure of your sponsor. Your sponsor will get priority mention during interviews with local TV, Print, and Radio.
- Personal Appearances are available at your sponsor's business in the days prior to your air show.
- We can provide both print and video clips upon request to your sponsor to help promote their involvement through their existing advertising campaigns.
- Our Team Members are seasoned, well-respected industry professionals nationally recognized and awarded for excellence in showmanship, earning repeated top honors in the industry.

# SUMMARY

- Our staff becomes your partner, there to assist in garnering major sponsorship to “Bring the Team to Town”
- Your Sponsor will be associated with our Team at your air show, i.e. “The AeroShell Aerobatic Team, brought to you by (***Your Sponsor Here***)”. This affiliation will be repeated by the announcer regularly throughout the show, and specifically during the Team’s performances.
- Our Team will be available to your Sponsor for personal appearances, autograph sessions at their show area, and private autograph sessions for their VIP’s and staff.
- Aerobatic Rides with the Team are available to your Sponsor’s staff and guests.
- Our staff will work with yours to provide extended services with VIP chalets to entertain clients, personal appearances at your Sponsor’s location prior to the show, and other items to accommodate their needs.

