



# **RNIAD 2020 BRAND ENGAGEMENT OPPORTUNITIES**



# About The Air Day

RNAS Yeovilton, the spiritual home of the Royal Navy's Fleet Air Arm, will open their gates to 40,000 visitors to enjoy the spectacular five hour flying display. The focus will very much be on saluting the past, showcasing the present whilst offering a glimpse into the future of Maritime Aviation Capability along with the capabilities of our sister services the Army and Royal Air Force, as core themes.

With 2020 being the 75th anniversary year of VE and VJ Days, RNIAD will be a marvellous opportunity for nations to come together in commemoration of the end of WW2, reinforcing that international cooperation continues to be vital to us all.

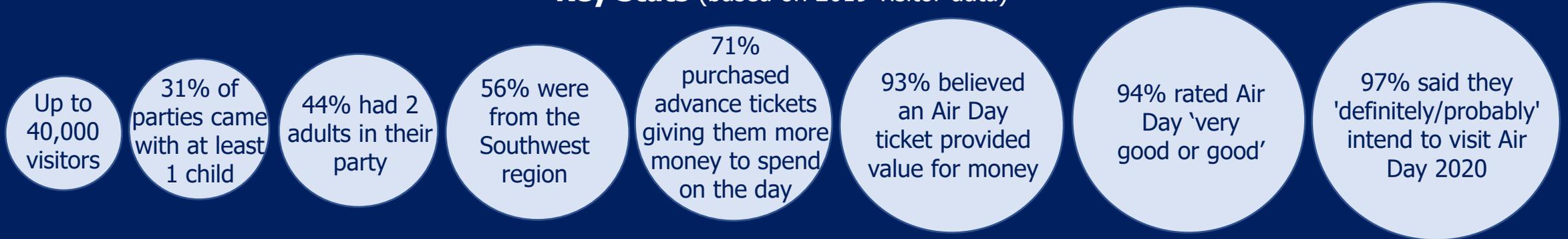
There will be a huge array of educational ground attractions from interactive Service displays to engineering fairs and state-of-the-art defence technology exhibitions. Families will also be able to enjoy trade stalls, arena displays, helicopter pleasure flights, simulators and fairground rides.



# Visitor Profile

The Royal Navy International Air Day attracts a wide cross section of visitors such as families looking for a great day out, aviation enthusiasts, serving UK armed forces and veterans, senior military officers and aerospace industry representatives.

## Key Stats (based on 2019 visitor data)



## Social Media

35,000 Facebook likes

6,000+ Twitter followers

4,000+ Instagram followers

## Visitor Interests

Interests include: aviation, photography, automotive, gaming and technology



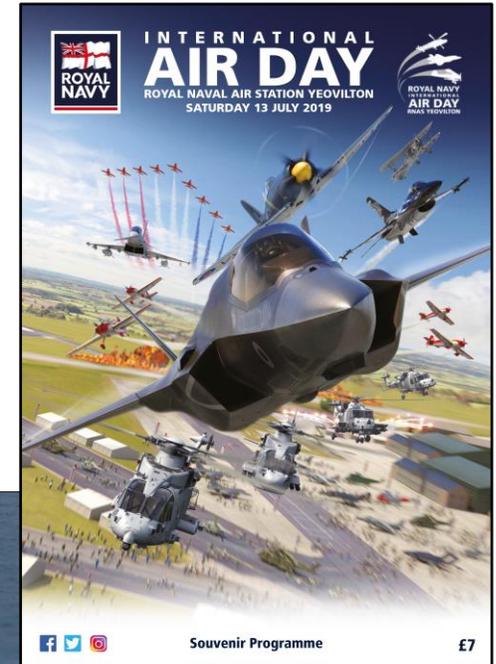
# Souvenir Programme Advertising

The official Souvenir Programme is an effective way to communicate your message to all the different types of visitors attending the show. It includes in-depth editorial features, quality photographs from top aviation photographers and key information such as the flying display programme and site map.

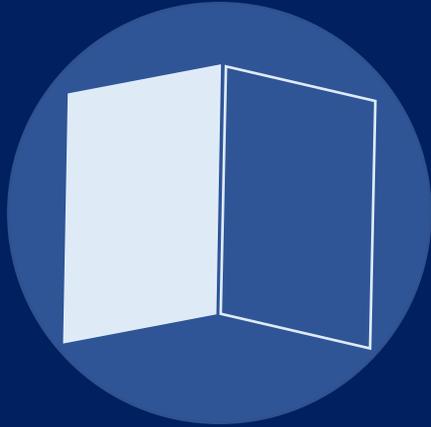
90 page A4 high quality publication

10k Print Run

20k Readership

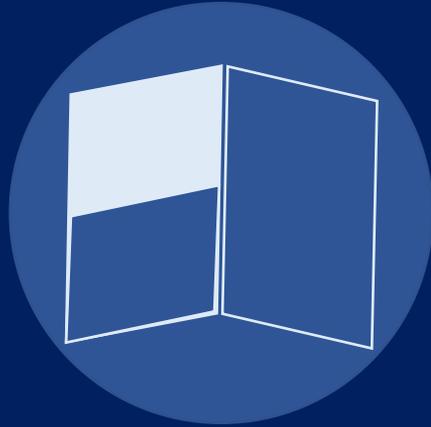


# Advertising Rates



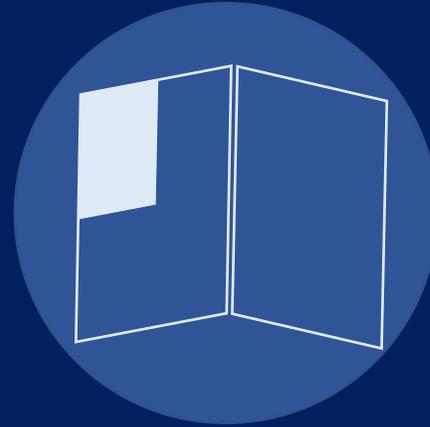
## FULL PAGE

210 mm x 297 mm  
plus 3mm bleed - £1,600



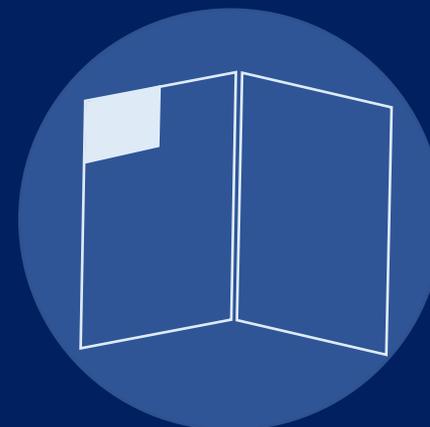
## HALF PAGE

190 mm x 130 mm  
Landscape - £850



## QUARTER PAGE

90 mm x 130 mm  
Portrait - £500



## EIGHTH PAGE

90 mm x 60 mm  
Landscape - £300

Please contact us for production specifications and premium position availability.

# Banner Advertising

With 5km of barriers used for Air Day there are plenty of opportunities for your message to be prominently noticed around the site. Banner sites are available around the static displays, arena, entrance points, various enclosures and many other locations.

- Site Cost £100+VAT per banner
- Size up to 2150mm (W) x 730mm (D)
- Banner production, if required £75+VAT per banner
- Banner design services available upon request or we can supply production specifications





# Brand Advertising

Increase public awareness of your organisation or brand by strategically placing your logo on various Air Day items, for example:

Admission tickets

Souvenir brochure

Aircrew booklets and 'Welcome Bags'

Marketing Emails

Showground branding

Press adverts

Promotional leaflets and posters



# Corporate Hospitality

Successful corporate hospitality is a great platform to strengthen customer relationships, increase sales or attract new business. Entertain your clients or reward loyal employees by enjoying breath-taking flying displays from the comfort of your own private enclosure at the Royal Navy International Air Day.

You are welcome to fly your party in by private aircraft if you wish.

Enjoy a day of entertainment featuring over five hours of flying displays and plenty to do on the ground. We can provide bespoke packages to tailor to your level of expenditure.

# Sponsorship

The Royal Navy International Air Day is a unique opportunity for your company to showcase your brand, product or service to local and regional visitors, corporate guests, international aircrew and aviation enthusiasts. It also attracts substantial media coverage in the press, on television and radio, giving you the opportunity to project your company's image to a wider audience.

There are no 'off the shelf' packages at the Royal Navy International Air Day, instead we prefer working closely with sponsors to plan together the best way to achieve corporate objectives. The packages can be tailored to include corporate exhibition space, advertising via banners, programmes, publicity material and much more. We have the flexibility to allow any size organisation from international companies to smaller local firms to gain maximum return from their involvement.





# Contact Us

To discuss a package suitable to your requirements and budget please contact:

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