



Oakland County International Airport

FESTIVAL OF FLIGHT

Air Show & Open House

SUNDAY • AUGUST 10, 2025

“Join in the excitement and support the Oakland County International Airport Air Show and Open House, which attracts tens of thousands of visitors and features aviation exhibits, entertainment and plenty of family fun.”

– David Coulter, Oakland County Executive



ABOUT THE EVENT

The Oakland County International Airport **Festival of Flight** is one of the finest family entertainment events in Michigan. It features a full spectrum of aviation entertainment and exhibits such as championship aerobatic teams, individual performers, World War II aircraft, and a variety of military, commercial and civilian aircraft and vehicles on display. Admission and parking is free for attendees.

Oakland County has hosted the Air Show & Open House since 1929 when Orville Wright sanctioned the First Michigan Air Tour to be held at our airport. Today the event is organized by airport staff and a committee of volunteers who are a part of OCIA Air Fair, Inc., a not-for-profit 501(c)4 which exists exclusively to organize and host the event.

GET INVOLVED

Be a part of the enthusiasm at the OCIA Festival of Flight as a sponsor, advertiser or a vendor on **Sunday, August 10, 2025** in Waterford, Michigan.

Participation offers these advantages:

- Visibility for you and your company at a community event that attracts 20,000 individuals
- An opportunity to entertain special customers, clients or employees in a unique, cost-effective way
- A chance to associate with business leaders and decision makers
- A way to support and promote our community

WHO ATTENDS?



61% married
73% attend as group of 3



65% male
60% income over \$25,000



most attendees are
24-45 years old



20,000+ visitors
and growing each year

SPONSORSHIP OPPORTUNITIES

Sponsorship of the OCIA Festival of Flight gives your business the opportunity to support a family-friendly, community-focused event that attracts more than 20,000 people from the greater Oakland County area.

PRESENTING SPONSOR • \$15,000

Recognition on all marketing materials, event signage, social media, website, and slideshow inside OCIA terminal. Twelve tickets to VIP tent. Mention in media releases.

AIR SHOW & RAMP SPONSOR • \$10,000

Recognition on all marketing materials, event signage, social media, website, and slideshow inside OCIA terminal. Eight tickets to VIP tent. Mention in media releases.

PLATINUM SPONSOR • \$5,000

Recognition on all marketing materials, event signage, social media, website, and slideshow inside OCIA terminal. Ten tickets to the VIP tent. Mention in media releases.

GOLD SPONSOR • \$3,500

- **VIP TENT SPONSOR** – Recognition on all marketing materials, event signage, social media, website, and slideshow inside OCIA terminal. Five tickets to VIP tent.
- **KIDS PLAYLAND SPONSOR** – Recognition on all marketing materials, event signage, social media, website, and slideshow inside OCIA terminal.
- **HEALTH AND SAFETY FAIR SPONSOR** – Recognition on all marketing materials, event signage, social media, website, and slideshow inside OCIA terminal.

SILVER SPONSOR • \$2,000

Recognition on all marketing materials, event signage, social media, website, and slideshow inside OCIA terminal.

BRONZE SPONSOR • \$1,000

Recognition on all marketing materials, event signage, social media, website, and slideshow inside OCIA terminal.

VENDORS

The OCIA Festival of Flight welcomes and offers space to on-airport, off-airport, and not-for-profit vendors to sell goods and/or distribute information. Vendor booth space is very limited and provided on a first-come, first-paid basis. Every effort is made to eliminate duplication of service types to ensure a wide variety of vendor offerings to the attendees.

Examples of vendor types:

- food & beverage
- art & hand-crafted goods
- educational information
- health & safety
- non-profit & community organizations

NOTE: Vendors must provide their own canopies, extension cords, and generators if power is required. Balloons are strictly forbidden.

REGISTRATION FORM

SPONSORSHIP | ADVERTISING | VENDOR EXHIBIT



Company Name _____

Address _____

City | State | ZIP _____

Contact Name _____

Contact Telephone _____

Contact Email Address _____

SPONSORSHIP

Indicate amount enclosed

<input type="checkbox"/> Presenting Sponsor	\$15,000	\$ _____
<input type="checkbox"/> Air Show & Ramp Sponsor	\$10,000	\$ _____
<input type="checkbox"/> Platinum Sponsor	\$5,000	\$ _____
<input type="checkbox"/> Gold Sponsor - VIP Tent	\$3,000	\$ _____
<input type="checkbox"/> Gold Sponsor - Kids Playland	\$3,500	\$ _____
<input type="checkbox"/> Gold Sponsor - Health and Safety Fair	\$3,500	\$ _____
<input type="checkbox"/> Silver Sponsor	\$2,000	\$ _____
<input type="checkbox"/> Bronze Sponsor	\$1,000	\$ _____

VENDOR EXHIBIT

<input type="checkbox"/> Off-Airport Based Retail or Commercial Business	\$400	\$ _____
<input type="checkbox"/> On-Airport Based Business	\$150	\$ _____
<input type="checkbox"/> Charitable Civic Educational Organization	\$0	\$ - no charge - _____



Please list all equipment you'll be bringing on the back of this form.

SPACE NEEDED

Standard display space is the default. If you will need additional display space please indicate here. (Space provided subject to availability).

Choose size: ☐ Standard Size (15' wide) ☐ Medium Size (15-40' wide) ☐ Oversized: _____ ft. needed

Vend from: ☐ 1 side ☐ 1 side + 1 end ☐ 1 side + 2 ends

AGREEMENT AND EQUIPMENT

REQUIRED FROM ALL VENDORS

HOLD HARMLESS AGREEMENT: Operator, covenants that (s)/he/it shall maintain liability insurance in the amount of one half million (\$500,000) dollars or more and shall in addition, save, defend, indemnify and hold OAKLAND COUNTY INTERNATIONAL AIRPORT, the COUNTY OF OAKLAND, and the OCIA AIR FAIR COMMITTEE harmless from and against any and all loss, cost, liability, damage, expense (including, without limitation, reasonable attorneys' fees), penalties, fines and claims whatsoever in connection with loss of life, personal injury and/or damage to property arising from the acts of omissions, of OPERATOR, its agents or employees, incidental to or arising out of his/her/its participation in the OCIA AIR FAIR held at the OAKLAND COUNTY INTERNATIONAL AIRPORT on Sunday, August 10, 2025.

Signature: _____ Date: _____

Send the following to:

- ☐ Signed Hold Harmless Agreement
- ☐ Certificate of Insurance
- ☐ Check made payable to OCIA Air Fair

OCLA Air Fair, Inc.

Attention: O. Beckham
6500 Patterson Parkway
Waterford, MI 48327

LIST ALL EQUIPMENT YOU WILL BE BRINGING:

[illegible]