

Festival of Flight

Air Show & Open House

Presented by Oakland County International Airport

SUNDAY • AUG. 10, 2025

DOORS OPEN AT 9 A.M. EVENT CLOSES AT 4 P.M.
WATERFORD, MICHIGAN / [OAKGOV.COM/AIRSHOW](https://oakgov.com/airshow)



SPONSORSHIP OPPORTUNITIES

“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

The Oakland County International Airport Festival of Flight is one of the finest family entertainment events in Michigan, attracting more than 20,000 individuals. 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 free for attendees.

Oakland County hosted its first Air Show & Open House in 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.



2025 OCIA
FESTIVAL OF FLIGHT

SPONSORSHIP LEVELS

	Recognition & Promotion	Tickets with VIP seating for the address	Helicopter Flights	Exclusive Access
Title Sponsor Opportunity for 3-year commitment. <i>Festival of Flight presented by "CompanyName"</i> \$20,000	First billing as Title sponsor. Used everywhere: all promotions, digital, print, T-shirts, poster, media, talking points, et. al.	20	Up to 6 people	<ul style="list-style-type: none"> Honorary 'Air Boss' Opportunity to speak during remarks Private Tour of Air traffic control Tower for up to 6 people Meet and greets/pictures with the acts (the pilots) Photos/experiences with displays/ exhibits
Presenting Sponsor Opportunity for 3-year commitment. <i>Festival of Flight presented by "CompanyName"</i> \$15,000	Second billing as presenting sponsor. Used everywhere: all promotions, digital, print, T-shirts, poster, media, talking points, et. al.	15	Up to 4 people	<ul style="list-style-type: none"> Honorary 'MC' Opportunity to speak during remarks Private Tour of Air traffic control Tower for up to 4 people Meet and greets/pictures with the acts (the pilots) Photos/experiences with displays/ exhibits
Flight Sponsor(s) Multiple sponsorship opportunities for each air act. <i>The Misty Blues presented by "CompanyName"</i> \$10,000	Used in all materials (digital/print) and all channels (media, web, social, etc.) every time act is mentioned.	10	Up to 2 people	<ul style="list-style-type: none"> Meet and greets/pictures with the acts (the pilots) Invitation to Airport Tour (at a later date)
Runway Sponsor(s) Multiple sponsorship opportunities for ground attractions. <i>The Ford Trimotor presented by "CompanyName"</i> \$5,000	Used in all materials (digital/print) and all channels (media, web, social, etc.) every time display/exhibit is mentioned.	5	—	<ul style="list-style-type: none"> Photos/experiences with displays/ exhibits Invitation to Airport Tour (at a later date)
Gate Sponsor(s) Multiple monetary only sponsorships. <i>"CompanyName" on all event signage.</i> \$3,000	Recognition on marketing materials and event signage. Recognition on social media messaging and website.	3	—	<ul style="list-style-type: none"> Invitation to Airport Tour (at a later date)

REGISTRATION FORM SPONSORSHIP

Company Name: _____

Address: _____

City, State, Zipcode: _____

Contact Name: _____

Contact Telephone: _____

Contact Email Address: _____

Level of Sponsorship: _____

Form of Payment: ☐ Check ☐ Venmo

Venmo handle (if applicable): _____

CHECKLIST TO COMPLETE SPONSORSHIP REGISTRATION

**Please check all that apply
and include with your submission.**

- ☐ Complete and sign sponsorship form
- ☐ Sign Hold Harmless Agreement
- ☐ Send signed form with payment
to OCIA Air Fair, Inc.

Check made payable to OCIA Air Fair.
Send completed forms and payment to:

**OCIA Air Fair, Inc.
Attention: O. Beckham
6500 Patterson Parkway
Waterford, MI 48327**

Or pay by Venmo: **@OCIAAirFair** and
email form to OCIA@OakGov.com

HOLD HARMLESS AGREEMENT

Sponsor covenants that (s)he/they 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/their participation in the OCIA Festival of Flight held at the OAKLAND COUNTY INTERNATIONAL AIRPORT on Sunday, August 10, 2025.

Signature: _____

Date: _____

