

The UK's largest air festival, attracting
a total audience of over 9 million



An unparalleled opportunity for your brand



Since the inaugural Bournemouth Air Festival in 2008, this groundbreaking event has attracted an audience of almost 9.2 million people



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A captive audience of
1.2 million people



Approximately 1.2 million people of all ages attending the event from around the UK across the 4 days.

An online audience of 400,000.

Over 2 kilometres of beach, teeming with excited, engaged spectators, trading space and live events.

The UK's best attended free event with the widest demographic reach and a captive, receptive audience.



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Over the four day duration of the event in 2018, live coverage was streamed by 400,000 people online



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The biggest names in global aviation

From the awesome Eurofighter Typhoon and Tornado fighter jets to the Battle of Britain Memorial flight, Black Cats helicopter display team and world leading names in aerobatics, the Bournemouth Air Festival has the clout to attract the spectacular world-leading names in global aviation.

The biggest names.

The biggest crowds.

The biggest opportunity.



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Maximum brand awareness through
multi channel consumer interaction -
Event TV, FM radio, social media,
sponsorship and advertising



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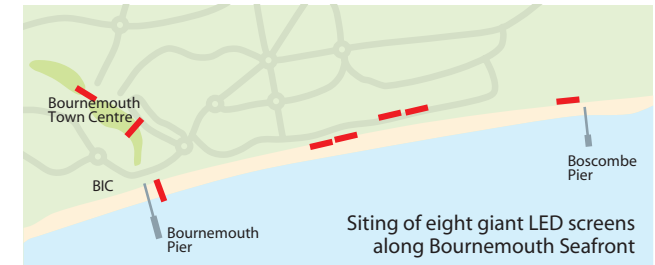
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10 hours a day of
engaging live event TV



Eight giant screens throughout the Festival site, broadcasting 10 hours a day of live Event TV coverage, commentary and interviews.



- Full social media and audience interaction.
 - Event timings, updates and wayfinding.
 - A dedicated Air Festival FM radio station.
- Unique advertising / sponsorship opportunities.



40 hours of compelling Event TV
across four action-packed days -
the perfect platform for your brand



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Unrivalled opportunities for consumer-brand interaction



Static and video advertising on
big screens and online.

Immersive sponsorship
branding.

Brand activation via experiential
interaction such as V.R.

Brand competitions,
demonstrations and features.

Client invitation to hospitality
area with sponsor branding.



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Sponsorship packages

Platinum Sponsor

- Valet Parking
- Official Website Branding
- Shuttle service to the sea front
- 2 x 30 second advertising package
- Audio Visual Displays throughout the event
- VIP Area Access for 6 members of your staff or guests
- Product Placement by means of distribution of Printed Materials
- Presence on the FM radio which is played from 7am-10am before the event TV goes live
- Interviews with one employee a day with pre-written interview structure
- Online streaming of the event TV channel online to numbers of up to 400,000
- Guaranteed a minimum of 10 plays a day on all 9 prime location beachfront screens
- Advertising on all large format digital screens across the footprint of the live event to include on the beach and in the gardens at 4 X 20 seconds static adverts an hour as well as a 30 second-1-minute video played once an hour
- Product Placement by means of distribution of Printed Materials

Gold Sponsor

- Valet Parking
- Official Website Branding
- Shuttle service to the sea front
- Audio Visual Displays throughout the event
- 24, 30 second videos played over the course of all 4 days advertising package
- Presence on the FM radio which is played from 7am-10am before the event TV goes live
- Online streaming of the event TV channel online to numbers of up to 400,000
- Guaranteed a minimum of 10 plays a day on all 9 prime location beach front screens
- Product Placement by means of distribution of Printed Materials



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Sponsorship packages

Silver Sponsor

- Official Website Branding
- Audio Visual Displays throughout the event
- 12 Static adverts, played 50 times per day, over the 4 days
- Presence on the FM radio which is played from 7am-10am before the event TV goes live
- Online streaming of the event TV channel online to numbers of up to 400,000
- Guaranteed a minimum of 10 plays a day on all 9 prime location beachfront screens
- Product Placement by means of distribution of Printed Materials

Broadcast Packages

Weather Sponsorship

- On air audio mentions for weather updates
- FM frequency set-up specifically for the event and is advertised
- +10 mile radius from the Pier
- 1 x 10 second advertising package per hour

Travel Update Branding

- On air audio mentions for travel update
- FM frequency set-up specifically for the event and is advertised
- +10 mile radius from the Pier
- 1 x 10 second advertising package per hour



Unforgettable hospitality at the heart of the action



Enjoying a spectacular vantage point at the eye of the storm, Fonix Air Festival hospitality offers a significant additional benefit to advertisers and sponsors.

Food, drink, live music and the ultimate view of the action... for a truly memorable Air Festival experience.

The VIP Experience

Host a unique client experience on our exclusive clifftop hospitality venue. Transform this double height structure space into anything you like! Utilise the 14x6m and 18x4m decks, which includes a bar, kitchen area and incomparable views of the entire air show. Catering, drinks and entertainment optional.



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Want to know more?
For further details of how the
Bournemouth Air Festival can
take your brand to new heights,
contact Fonix on 0203 012 5566
or visit www.fonix.co.uk/baf

