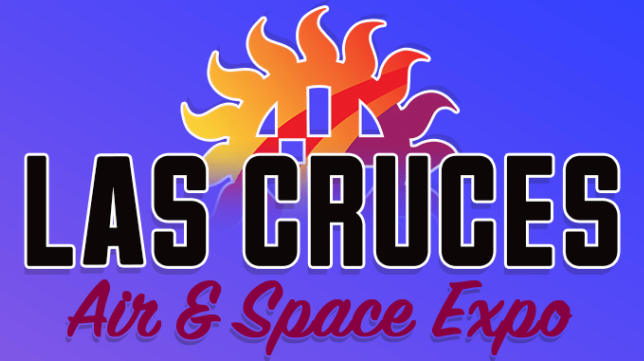


2024 LAS CRUCES AIR & SPACE EXPO



SPONSORSHIP PACKET



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WHO WE ARE

The Las Cruces Air & Space Expo (LCASE) is a unique event showcasing air racing, aerial acts, and aerospace industry wrapped up in a family-friendly festival environment. 2023 was the inaugural event and the one-day showing had nearly 8,000 attendees of all ages.

LCASE is brought to the community by the City of Las Cruces.



WHAT WE DO

The mission of LCASE is to provide a family-friendly airshow event that attracts aerofans and those wanting to know more about aircraft.

The expo portion of the event is geared towards STEM activities and recruitment and includes participants from:

- Regional aerospace companies (Virgin Galactic, Blue Halo)
- Education partners (museums, Mission to Mars, Challenger Learning Center, higher ed programs, AMT/A&P certification programs)
- Talks/lectures by local experts



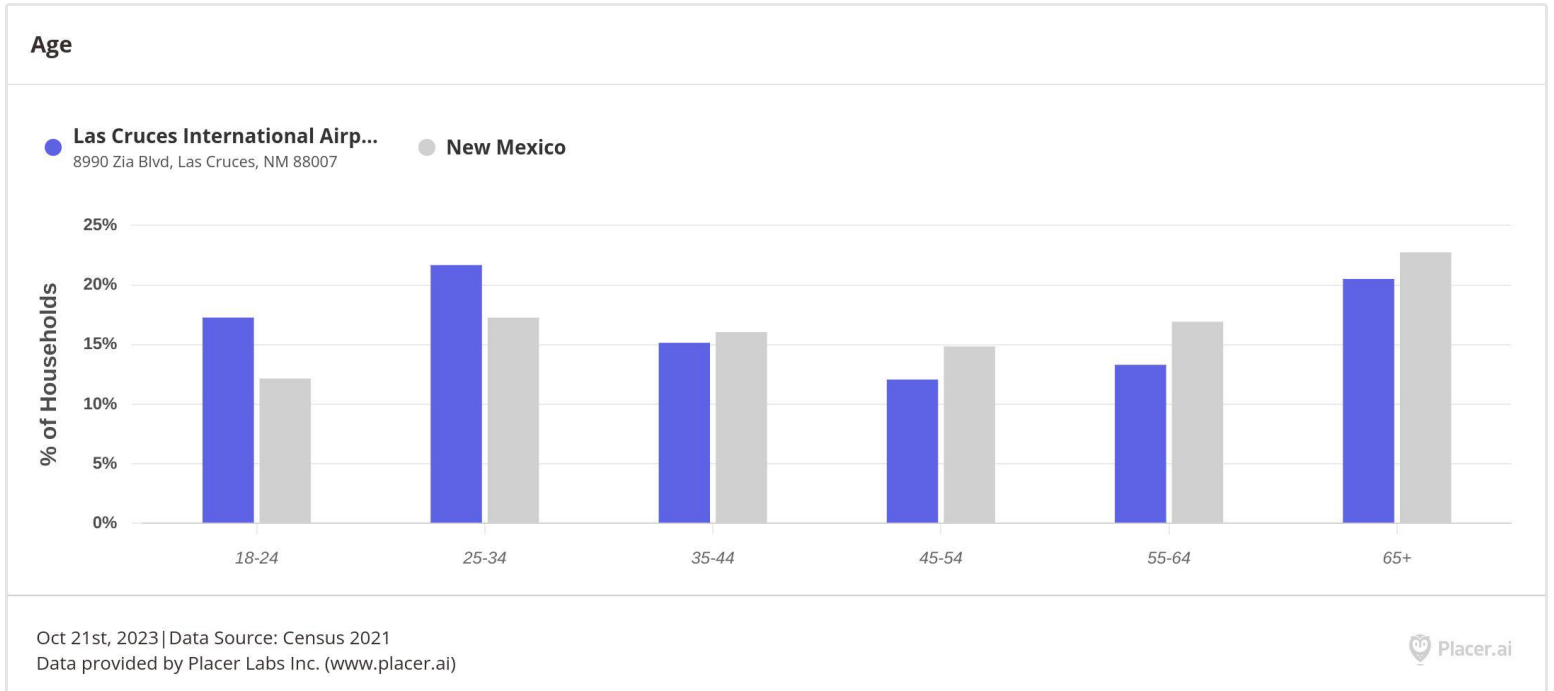


2023 EVENT RECAP

- One day event: Saturday, October 21st 10am-4pm
- Air racing demo race and aerial performers
- Car show and food vendors
- 50+ vendors, aircraft, and exhibitors
- Approximately 8,000 attendees
- Average stay: 143 minutes
- Attendees from: NM, TX, AZ, CA, IA, IN, OK, WI
- Marketing: radio, website, social media
- See next slide for age breakdown and detailed location breakdown upon request



2023 EVENT RECAP – AGE BREAKDOWN





2024 EVENT OVERVIEW

October 18 – Media & School Day

- Inviting local K-12 classes for Airport outing
- Media opportunities for interviews, b-roll, and photos
- See practice flights

October 19 – Opening Day (10am-4pm)

- Aerial performers (parachute, formations, aerobatics, etc.), vendors
- Exhibitors' area and talks

October 20 – Salute to Southern New Mexico (10am-4pm)

- Similar schedule to Opening Day
- Addition of Southern New Mexico promotions/tourism booths



REGIONAL:

- Boosted social media posts –
 - Tucson
 - Denver
 - West Texas
 - Albuquerque/Santa Fe
- Radio spots
- Digital billboards
- Comcast TV ads
- Regional radio/TV interviews

NATIONAL:

- Targeted email campaign to existing mailing list of 25,000+
- Website SEO
- Attendance at large-scale airshows
- Visit Las Cruces podcast

MARKETING STRATEGY



Recognition:

- Recognition on website
- Recognition on poster and program
- Recognition in TV, radio, and social media ads

Activation:

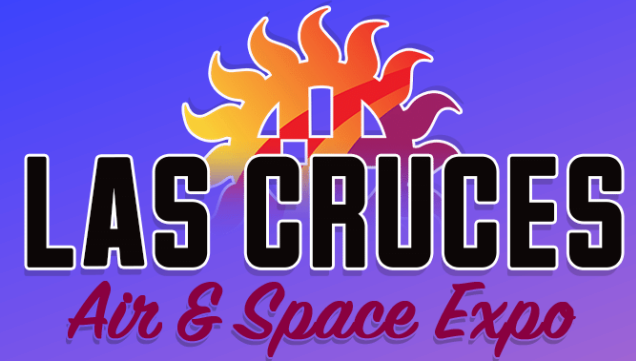
- Banner space on fencing
- 5 PA announcements per day
- Premium 40x40 exhibition space (tent not included)

Hospitality:

- 100 general admission tickets
- 20 VIP passes with private chalet
- 10 premium parking passes
- Discount on additional premium seating and parking passes

Appreciation:

- 50 Souvenir programs
- 1 VIP Exhibition flight



**ROCKETSHIP
SPONSOR:**

**\$10,000
(2 AVAILABLE)**

Recognition:

- Recognition on website
- Recognition on poster and program
- Recognition in TV, radio, and social media ads

Activation:

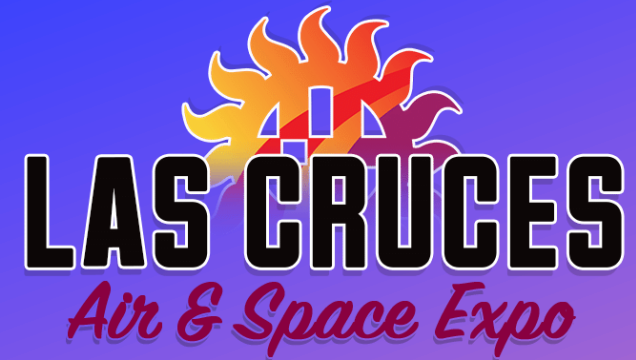
- Banner space on fencing
- 2 PA announcements per day
- Premium 20x20 exhibition space (tent not included)

Hospitality:

- 50 general admission tickets
- 10 VIP passes
- 5 premium parking passes
- Discount on additional premium seating and parking passes

Appreciation:

- 50 Souvenir programs



**JET
SPONSOR:**

**\$5,000
(2 AVAILABLE)**

Recognition:

- Recognition on website
- Recognition on poster and program
- Recognition in social media ads and posts

Activation:

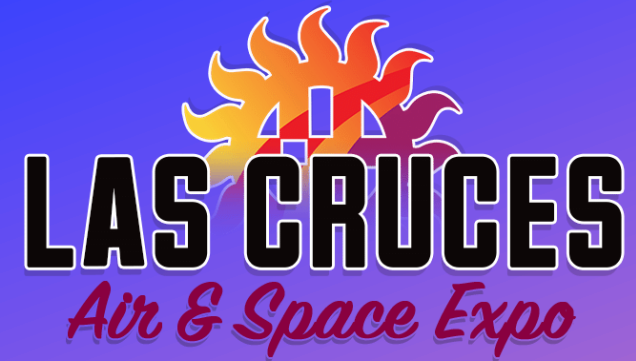
- Banner space on fencing
- Premium 20x20 exhibition space (tent not included)

Hospitality:

- 50 general admission tickets
- 6 VIP passes
- 3 premium parking passes
- Discount on additional premium seating and parking passes

Appreciation:

- 25 Souvenir programs



**HELICOPTER
SPONSOR:**

\$2,500

(5 AVAILABLE)

Recognition:

- Recognition on website
- Recognition on poster and program
- Recognition on social media

Activation:

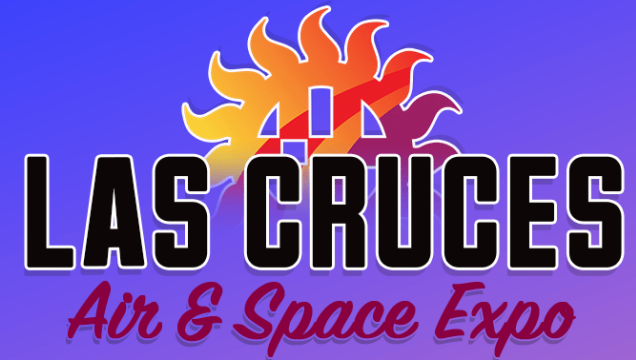
- Banner space on fencing
- Premium 10x10 exhibition space (tent not included)

Hospitality:

- 25 general admission tickets
- 2 VIP passes (access to chalets)
- 1 premium parking passes

Appreciation:

- 20 Souvenir programs



**BIPLANE
SPONSOR:**

\$1,000

(10 AVAILABLE)

Recognition:

- Recognition on website
- Recognition in program
- Recognition on social media

Activation:

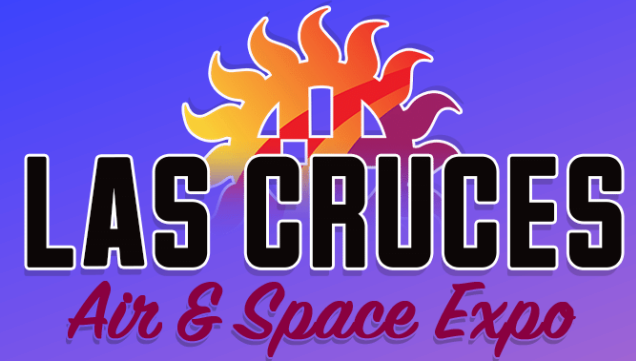
- Banner space on fencing
- Premium 10x10 exhibition space (tent not included)

Hospitality:

- 25 general admission tickets

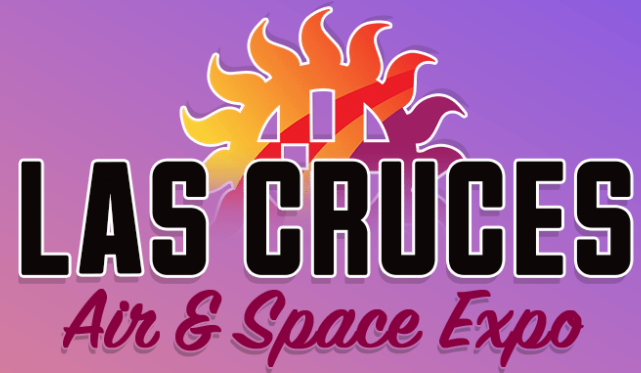
Appreciation:

- 10 Souvenir programs



**GLIDER
SPONSOR:**

\$500



THANK YOU

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Liz Vega, Event Manager

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