



SEPTEMBER 10TH

SPONSORS PACK



Remembering the Battle of Britain.

Supporting heroes



Family Open Day
at
Biggin Hill Airport

Saturday, 10th September

Supporting Valence School Westerham and the Royal Air Force Benevolent Fund

Hello,

As part of our dedication to our local community and to the heritage of Biggin Hill Airport we are determined to raise as much money as possible for both the RAF Benevolent Fund and The Valence School in Westerham which does so much to care for children with severe disabilities.

By sponsoring the Family Open Day, which we are holding on September 10 2011 to celebrate the historic role played by the airport in the battle of Britain and to show our journey to becoming a modern business hub, your business can benefit from a unique opportunity to promote itself and help us to champion these worthwhile causes.

Our team at Biggin Hill Airport will work with you to design a sponsorship package that best suits your needs. Thank you for taking the time to consider our proposals.

Best wishes,

Jenny Munro

Jenny Munro
Managing Director

Biggin Hill Airport, Biggin Hill, Kent, TN16 3BN
email: bigginhillticketcompetition@yahoo.co.uk

About the Family Open Day

As a front line fighter base, Biggin Hill was at the epicentre of the Battle of Britain and this year marks the 71st anniversary of that titanic struggle.

The pivotal role played by Biggin Hill is being remembered at an open day on September 10. The people and the machines that defended us from invasion are being remembered and celebrated, with proceeds to be shared by two charities.

The journey through time taken by Biggin Hill Airport from those dark heroic days, to becoming a 21st century enterprise hub for cutting edge aviation-related businesses, and the worldwide headquarters of Formula 1, is remarkable.

Your organisation can share in that success by becoming sponsors of our event. All proceeds raised on the day will be divided between the RAF Benevolent Fund and Valence School in Westerham.

We can tailor sponsorship packages to meet your organisation's needs.

Contact: 07976 205553

or email: enquiries@bigginhillairport.com



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Sponsorship Packages

Runway Level Sponsorship - £350

- Event programme and website listing as a Biggin Hill Family Open Day event sponsor
- Programme advert for your business (40mm x 100mm)
- 2 of your business banners or billboards displayed prominently at the event
- 1 x Family ticket for the event (Admits up to five people)

Spitfire Level Sponsorship - £1,000

- Event programme and website listing as a Biggin Hill Family Open Day Spitfire Level sponsor
- Programme advert for your business (40mm x 100mm)
- 4 of your business banners or billboards displayed prominently at the event
- A Display Stand/Sales Area (50m square) for use by your business
- 2 x Family ticket for the event (admits up to five people each)

Battle of Britain Level Sponsorship £3,000

- Event programme and website listing as a Biggin Hill Family Open Day Battle of Britain level sponsor
- Programme advert for your business (80mm x 100mm)
- 6 of your business banners or billboards displayed prominently at the event
- Your company logo to appear in our extensive Newspaper Advertising campaign in the run-up to the event
- A Display Stand Area/Sales (100m square) for use by your business
- 4 x Family ticket for the event (Admits up to five people each)
- VIP passes for your guests to enter the Sponsors area and free Champagne bar
- A complimentary introductory flying lesson for two of your guests



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Sponsorship Packages continued

Principal Event Sponsor - £10,000

- Event naming rights. Biggin Hill Airport Open Day Sponsored by **YOUR COMPANY**
- Event programme and website listing as the Biggin Hill Family Open Day Principal sponsor
- Editorial coverage. We will announce by press release your company as the principal event sponsor and your support for the event charities.
- Your company name and logo as principal sponsor to appear in our extensive Newspaper Advertising campaign in the run-up to the event
- Stand out Programme advert for your business (300mm x 100mm)
- Unlimited business banners or billboards displayed prominently at the event
- A Display Stand or display area next to the main arena (300m square) for use by your business
- 10 x Family tickets for the event (Admits up five people each)
- VIP passes for your guests to enter the Sponsors area and Champagne bar
- A complimentary introductory flying lesson for two of your guests
- 3 of your guests to receive a VIP tour of a spitfire including a once in a lifetime opportunity to have a photograph taken sitting at the controls



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Additional Sponsorship Opportunities

Performance Arena Sponsorship - £3,000

There is one opportunity for a sponsor to have naming rights for the performance arena.

- Naming rights for the performance arena
- Event programme and website listing as a Biggin Hill Family Open Day event sponsor
- Programme advert for your business (40mm x 100mm)
- Your business banner or billboard displayed prominently around the arena

Stage Sponsorship - £1,500

There is one opportunity for a sponsor to have naming rights for the event stage.

- Naming rights for the main stage
- Event programme and website listing as a Biggin Hill Family Open Day event sponsor
- Programme advert for your business (40mm x 100mm)
- A Display Stand Area (15m square) for use by your business
- Your business banners or billboards displayed on the main event stage

Refreshment Area Sponsorship - £1,500

There is one opportunity for a sponsor to have naming rights for the Refreshment area.

- Naming rights for the Refreshment Area
- Event programme and website listing as a Biggin Hill Family Open Day event sponsor
- A Display Stand Area (15m square) for use by your business
- Programme advert for your business (40mm x 100mm)
- Your business banners or billboards displayed in the Refreshments Area



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Media

Sponsorship opportunity

We are seeking coverage of, and advertising for, our event and are happy to discuss a package which best suits your needs. The Biggin Hill Airport has already taken out extensive newspaper advertising and in exchange for editorial, news, radio or television exposure we are happy to arrange for your recognition as our media partners.



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Attractions

Attractions to include:

See heritage planes on the ground and in flight including Spitfires, Lancaster, Hurricane, Swordfish, Mustang, Red Hawks, Breitling Wing Walkers, Gypsy Moth, Sea Fury, Gloster Meteor and many more.

Display by Battle of Britain Memorial Flight

Battle of Britain scramble and history re-enactment by 212 Squadron

Flying Gunners motorcycle display team

Tigers parachute display team

On the edge stunt show

Rockwood dog display team

Plus a military vehicle display

Jive dancing exhibition

The Swinging Little Big Band

1940s dance workshop

British Airways pipe band



Try your hand at
laser clay shooting
climbing wall
bouncy castle

Loads more fun for all the family



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