



National STOL Series, The Central Florida Classic Sponsorship Information

September 2020

Summary

The National Short Takeoff and Landing Series (STOL) is an organized competition series for bush pilots nationwide, competing in a series of rounds for the shortest distances. National STOL's most recent event was the Lonestar STOL held in Gainesville, Texas, in which we revolutionized the STOL world with a fully featured live broadcast and the largest cash and prizes of any competition.

Each National STOL series event takes place over three days, typically on a Friday, Saturday, and Sunday, or Thursday, Friday, and Saturday. The first day of the event incorporates practice runs, "fly outs" (where attendees can travel to various local destinations in their airplanes), seminars, and dinner. The second day are the semifinals of the takeoff and landing competition with all competitors (up to 125) participating in a multi-round configuration. On the final day, the top 6 from each class participate in the multi-round Finals, with fully produced live TV broadcasts, interviews, and features. It is followed by a trophy presentation and awards show.

National STOL's 2021 STOL schedule will contain at least 6 events, including this December in Lakeland at Sun 'n Fun, Oregon, Minnesota, Arizona, North Carolina, and a final in Gainesville, Texas. The series could be expanded in the future based on demand. Multiple sponsorship opportunities exist at varying price points and levels of exposure.

The National STOL Series is capped at 125 competitors but attracts a large viewership and audience. These audience members are pilots who fly in on their own planes or fly in commercially to watch the competition and stay for the weekend. Many more attendees arrive in person. Due to the unique nature of our competition, we have a great reach in our attendance, with audience members travelling all the way from Europe, South America and New Zealand to attend. We expect over 50,000 attendees this year at the Central Florida Classic in Florida, due to the increased demand for events and great winter weather that Florida is known for!



National STOL Series

Demographics

The primary audience for STOL is 65% male, over the age of 30, and an average family income of \$100,000+. Lonestar STOL had an in-person audience of approximately 500 due to cold, cloudy and wet conditions. Current impressions from the event video breakdowns are over 500,000 views. The livestream had 75,000 views on YouTube & Facebook, with an average watch time of 23 minutes on YouTube and 12 minutes on Facebook. Video demographics were 93% male, with 85% of the audience over the age of 25. 20% over the age 65, 20% 55-64. As of May 2020, the total watch time for both YouTube and Facebook exceed 4500 hours. The top viewing locations were Texas, England, California, Florida, Ontario (Canada), Ohio, Washington State and Georgia.



Upcoming Events

National STOL is partnered with Sun 'n Fun for a new event called the *Central Florida Classic*, which will be held during the *Holiday Flying Festival and Car Show*. This holiday themed event is a multi-day event held during a new fly in and air show specifically designed around the National STOL Series' Takeoff and Landing Competition. The STOL competition will be complimented with a night air show, evening airshow, and static aircraft. Numerous other family fun activities include a 5k Run, Camping, Hot Air Balloon launch, and Car Show. This event boasts an amazing pedigree of successful planning and marketing with a long history of well received events. This is the first time Sun 'n Fun has

expanded their events, in nearly 46 years of the Sun 'n Fun Aerospace expo but will draw a spectacular crowd.

In addition to the Central Florida Classic, National STOL has partnered with Jeff Pohl of Sodbusters STOL for its second-year event in 2021. The 2021 Sodbusters STOL is slated to be held near Brainerd, MN. As in all our events, National STOL has arranged for an airshow TV production company to provide a live broadcast, creating multiple sponsorship opportunities with a large online audience including but not limited to commercials, spots, underwritings, telematics, and camera sponsorships.



Sodbusters STOL's initial event last year in Milaca MN, had an in-person audience of 3,000 attendees for a 1-day event. This event previously had little to no marketing, which we hope to increase by incorporating into our series. This year we are expanding it to a 3-day event to increase attendance and are moving the competition to a larger airport, Brainerd (BRD), which allows for better access for pilots, tourists, things to do for the family, and more vendor space.

Sponsorship Opportunities

Multiple sponsorship opportunities are available at different price points and varying levels of exposure, as well as "add on" opportunities to uniquely represent your company.

These offerings are specific to the Central Florida Classic. Annual Series commitments, multi-event and single event opportunities exist in addition to these packages.

Title Sponsorship (Inquire)

Our highest-level sponsorship is incorporated into the event or series brand. It is marketed as our event name, includes integration into every aspect, and becomes our main theme for our event. Each time our event name is mentioned, it becomes the "Title's Central Florida Classic" or the "Title's STOL Series" for example. This reinforces the branding with our guests and attendees and makes your name synonymous with Short Takeoff and Landing Competitions. Additionally, the Title Sponsorship logo is attached to the main competition

logo, and every piece of marketing, every display or banner has the Title Sponsor natively included in it.

Additionally, it includes:

- **Presenting level sponsorship for the Holiday Fly-In Event at Large**
- **Access to the Air-Show Center VIP Hospitality Building**
- **(20)** Tickets to Friday Night VIP Party
- **(20)** Passes for Sponsor Lunch & Hospitality Clubhouse
- **(20)** Parking/Admission Passes
- Central Florida Classic Logo/Branding Rights
- A Press Release with our partnership
- Logo Included in our Marketing Campaigns
- A speaking opportunity or an interview with the Title Sponsor to discuss their products and how they relate to our sport
- At least two Underwritings during our live broadcasts, as well as during the public address
- Mentions on social media and custom posts to introduce your product
- Two 30-second spots or commercials on our livestream (provided by your company)
- A banner advertisement on the National STOL website, in line with our page and styling with a clickable link.
- A logo listing with slogan and link to your website on the Sponsors page
- Up-front Vendor Space at the Site, at least 50x30' (larger spaces available upon request); priority placement to air-show center in an area with the highest foot traffic
- 6 On-Site Banners
- Company name and logo included in advertisements and other banners
- Email Blast to our Competitors
- Cross Promotional Opportunities
- Holiday Flying Festival and Car Show Logo/Branding Rights



Presenting Sponsor (\$10,000)

Our second highest-level sponsorship includes the company's name on the header of the event's main logo with a "Presented by" tagline. Additionally, it includes:

- **Access to the Air-Show Center VIP Hospitality Building**
- **Airshow Control Access for the Holiday Fly-In**
- **8 Social Media Posts**
- **(20)** Tickets to Friday Night VIP Party
- **(20)** Passes for Sponsor Lunch & Hospitality Clubhouse
- **(20)** Parking/Admission Passes
- A Press Release with our partnership
- Verbal Recognition & Speaking Opportunity
- At least two Underwritings during our live broadcasts, as well as during the public address
- Cross Promotional Opportunities
- Email Blast to our Competitors
- Two 30-second spots or commercials on our livestream (provided by your company)
- A banner advertisement on the National STOL website, in line with our page and styling with a clickable link.
- A logo listing with slogan and link to your website on the Sponsors page
- Vendor Space at the Site, at least 20x30' (larger spaces available upon request); priority placement with the highest foot traffic
- Placement of your company banners around the event space
- Company name and logo included in advertisements and other banners
- 4 On-site Banners
- Central Florida Classic Logo/Branding Rights
- Holiday Flying Festival and Car Show Logo/Branding Rights



Platinum Level Sponsorships (\$7,500)

A well-rounded sponsorship package with excellent exposure to our audience.

- **Airshow Control Access for the Holiday Fly-In**
- **8 Social Media Posts**
- **Cross Promotional Opportunities**
- **Email Blast**
- **(10) Tickets to Friday Night VIP Party**
- **(10) Passes for Sponsor Lunch & Hospitality Clubhouse**
- **(10) Parking/Admission Passes**
- **4 On-site Banners**
- **Limited Access to the STOL Competition Hospitality Building**
- **Mention of your company and products on our live broadcast and public address system**
- **A logo listing with slogan and link to your website on the Sponsors page**
- **Vendor Space at the Site, at least 20x20' (larger spaces available upon request)**
- **All-Sponsor Signage in 4 locations**
- **All-Sponsor Press Release**
- **Central Florida Classic Logo/Branding Rights**

Gold Level Sponsorships (\$5,000)

- **Airshow Control Access for the Holiday Fly-In**
- **8 Social Media Posts**
- **Cross Promotional Opportunities**
- **Email Blast**

- **(8)** Tickets to Friday Night VIP Party
- **(8)** Passes for Sponsor Lunch & Hospitality Clubhouse
- 4 On-site Banners
- Recognition on Event Map
- Public Address Announcements
- All-Sponsor Signage in 4 locations
- All-Sponsor Press Release
- Central Florida Classic Logo/Branding Rights
- Logo & Clickable Link on Sponsor Page of Website
- **(8)** Parking/Admission Passes
- Casual mention/Underwriting of your products during the live stream and how they work with our event/STOL
- Vendor Space at the Site, at least 20x10' (larger spaces available upon request)

Silver Level Sponsorship (\$2,500)

- **(4)** Tickets to Friday Night VIP Party
- **(4)** Passes for Sponsor Lunch & Hospitality Clubhouse
- 4 On-site Banners
- **Activation by Sponsored Area**
- **Recognition on Event Map**
- **Public Address Announcements**
- All-Sponsor Signage in 4 locations
- All-Sponsor Press Release
- Central Florida Classic Logo/Branding Rights
- Logo & Clickable Link on Sponsor Page of Website
- **(4)** Parking/Admission Passes



Bronze Level Sponsorship (\$1,000)

- **(2)** Tickets to Friday Night VIP Party
- **(2)** Passes for Sponsor Lunch & Hospitality Clubhouse
- All-Sponsor Signage in 4 locations
- All-Sponsor Press Release
- Central Florida Classic Logo/Branding Rights
- Logo on Sponsor Page of Website
- **(2)** Parking/Admission Passes

Sponsorship Guide

Level	Bronze	Silver	Gold	Platinum	Presenting	Title
Included in the main logo					Presented By Tagline	✓
Vendor Space	10x10	10x10	20x10*	20x20*	20x30*	50x50
Vendor Space Placement				Vendor selected placement	Priority Placement	Priority Placement
Listing On our Website	✓	With Image & URL	With Image & URL	Image, URL & Tagline/Motto	Image, URL, & Tagline/Motto	Large Image with URL, Tagline & Motto
Advertisement Banner on our Website					✓	✓
Advertisement Banners			✓	✓	✓	✓
30 second Commercials					2	3
Mentions during the event livestream		✓	Company	Products & company with tagline	Products, company & underwriting	Products, company & underwriting
Mentions during the public address			Company	Products & company with tagline	Underwriting	Underwriting
Social Media Posts			Mentions	Mentions of company & products	Mentions of company, products & Custom Posts	Mentions of company, products & Custom Posts
Sponsorship Cost	\$1,000	\$2,500	\$5,000	\$7,500	\$10,000	Inquire

Additional sponsorship opportunities available include:

- sponsoring infrastructure (cones or the start/finish line)
- specialty camera angles
- On-board camera
- replay
- telematics data
- a competitor banquet or lunch
- trophy presentation
- pilot lounge
- hospitality area
- underwritings
- commercials
- sponsorship banners on the website
- Social media posts

Pilots and their aircraft are welcome to seek their own direct sponsors, much like racing teams. We can help broker these for you with a specific pilot that can represent your company.



Conclusion

The National Short Takeoff and Landing Series is an up and coming aviation event that pits competitors against each other in a battle to take off and land in the shortest distances possible. Pilots use a variety of techniques and styles of aircraft to achieve the shortest distance. Our events attract a large number of participants and spectators to each location across the country. Numerous sponsorship opportunities exist, and sponsors can be creative in their requests.

For Sponsor information, contact:

Doug Jackson at doug@nationalstol.com or 817-996-7340

Tom Flanary at tom@nationalstol.com or 305-209-2092

More information can be found:

National STOL website: nationalstol.com

Lonestar STOL Full Length Live Stream: youtube.com/watch?v=eq8CH43YHsQ

Lonestar STOL Highlights: youtube.com/watch?v=CDrOzPHpEK8