

2024 SEASON

# NATIONAL ESTOL SERIES

## Key Facts and Figures



Tom Wolf  
Eric Farewell  
Members, **National STOL**



## WHAT IS National STOL?

National STOL (Short Take Off and Landing) represents a competitive series designed for pilots across the nation to demonstrate their prowess in a sport-oriented environment. Pilots compete in one or more events throughout the year, accumulating points towards an annual National Title for top performers. While proficiency in short takeoffs and landings is typically associated with bush pilots navigating backcountry terrain, it is a skill that all aviators can and should refine, ensuring our competitions are accessible to anyone involved in general aviation.

Our vision at National STOL is simple: we introduce the excitement of general aviation to a nationwide audience, challenge pilots to better themselves, and foster the next generation of aviators. Established in 2020, our series has demonstrated continuous growth with four competitions in 2021, six in 2022, and eight in 2023. As we enter the 2024 season, National STOL plans to host eleven events from coast to coast.

Along with our in person spectators and team of pilots, National STOL sets itself apart from other airshows by producing live broadcasts of many of our competitions and effectively utilizing social media to deliver the action to more viewers than ever before. National STOL's high levels of engagement position us uniquely in the aviation and tourism communities.

## WHAT IS National eSTOL?

National eSTOL is an expansion of the National STOL series that simulates the IRL competitions in MSFS. Just as in our in person events, flight sim pilots compete in various classes and accumulate points towards an annual title. Custom scenery is designed based on the real world event venues, and developers have modeled planes that reflect some of those flown by the most renowned STOL pilots today.

eSTOL competitors have the opportunity to join the fastest growing team in backcountry flight simulation, connecting with like-minded individuals for weekly group flights and regular events. Join the community at [nationalstol.com/chat](http://nationalstol.com/chat)!

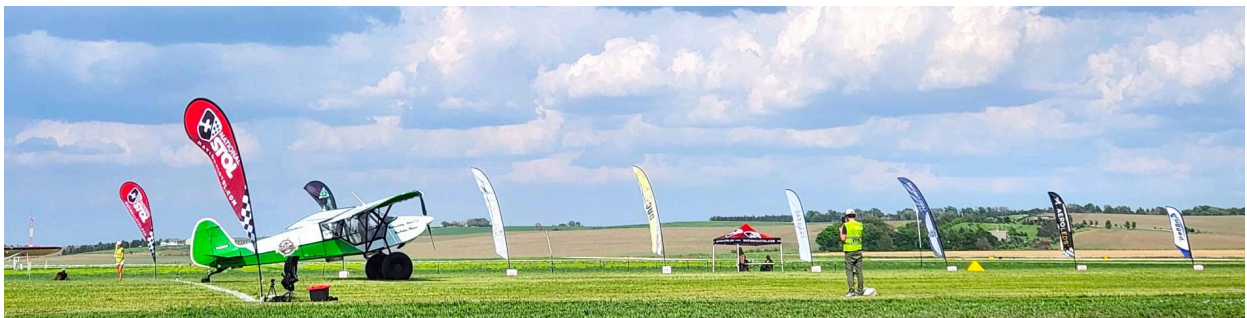
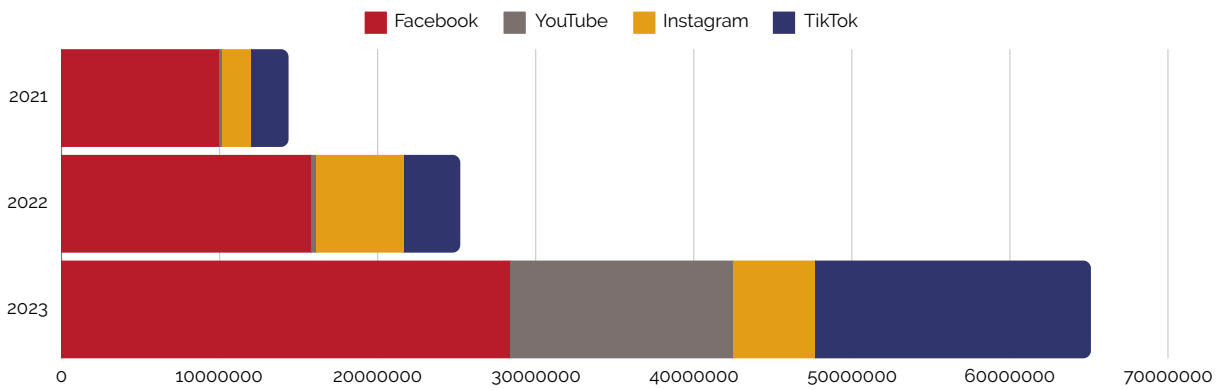
eSTOL is bridging the gap between flight simulation and real life piloting, with eSTOL competitors coming out to a number of in person events or interacting in the chat on the live broadcasts. Similarly, many IRL competitors fondly recall starting or enhancing their flight training in simulators or enjoy MSFS in their downtime.

# KEY DEMOGRAPHICS

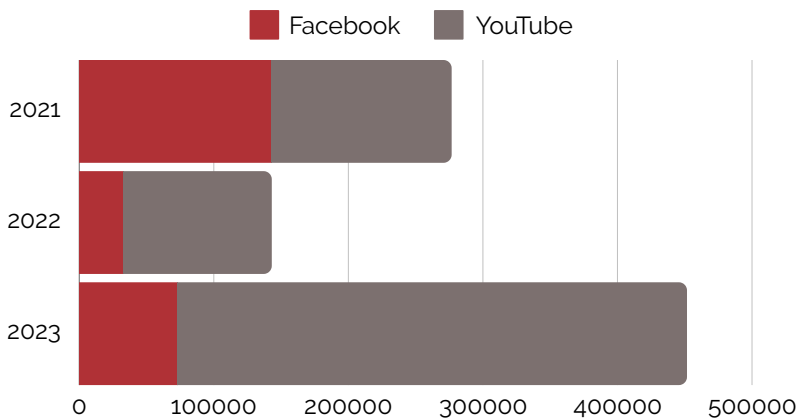
## Viewership Across Platforms

### 2021-2023

### Total Reach/Views



### Long Form Video Only (45 minutes+)



# OUR SOCIAL MEDIA REACH

Statistics as of 06/21/24

Facebook Following

**157.7 thousand**

YTD Facebook Page Reach

**47.6 million**

Instagram Following

**85.5 thousand**

YTD Instagram Page Reach

**2 million**

**Total Following**  
352.6 thousand

**YTD Impressions**  
74.9 million

YouTube Following

**72 thousand**

YTD YouTube Impressions

**23.8 million**

TikTok Following

**37.4 thousand**

YTD TikTok Views

**1.5 million**





## TYPES OF SPONSORSHIPS

### Annual Sponsorships

Enjoy a partnership with National STOL AND National eSTOL for the entirety of the season. Packages offer digital benefits, social media exposure, and opportunities to showcase your brand/product at our events both online and nationwide. Advertise directly to your potential customer and build brand recognition while bridging the gap between flight simulation and real life piloting.

### eSTOL Sponsorships

Advertise directly within the National eSTOL competitions. Have a billboard designed directly into our scenery, showcase your product in the sim, or play a commercial in between competition heats. Monetary and in-kind (prize) sponsorships desired.

Full season and individual event sponsorships are available!



**All sponsorship packages are fully customizable to meet your marketing goals!**

Speak with our representative to customize a package today. No matter the budget, National STOL/eSTOL has a sponsorship available.