



**ROSKILDE
AIRSHOW**



Roskilde Airshow 2023

Copenhagen Airport • Roskilde • 18-20 August

Friday	18.august	18:00-22:00
Saturday	19.august	10:00-17:30
Sunday	20.august	10:00-17:30

Content

NEW

Best Airshow in Denmark	Page 3
Partner opportunities	Page 4
PLATIN Partner package	Page 5
GULD Partner package	Page 6
SØLV Partner package	Page 7
BRONZE Partner package	Page 8
FIRST CLASS EVENT	Page 9
Exhibitor package	Page 10
Partnership	Page 11
Advertisement	Page 12

Airshow 2017





soerensen Photography

Airshow 2019



Testimonial from Spar Nord Bank

The decision for us to attend Roskilde Airshow 2017 was right !

During the event we had several customer events, one with more than 50 customers for dining, as well as flying lectures combined with the unique twilight Airshow. Our stand, centrally placed, was visited by many current and potential customers, and it generated a larger number of leads.

The collaboration with the organizers was extremely professionally, very smoothly and foundation for success.

See you again in 2019

Kasper Bæk, Director,
Spar Nord Roskilde

Best AIRSHOW in Denmark ...

STRENGTHENING RELATIONSHIPS WITH PARTNERSHIP ...

We offer you a variety of partnership levels designed to fit any marketing budget. Whether your company goals focus on marketing, community visibility, customer entertainment, or company morale, the Roskilde Airshow can help you reach them!

Your partnership will also support aviation education in Roskilde Flying school through Roskilde Flying Club. The flying school is an inspiration for pilots in all ages to achieve their goals.

EXPOSURE - through the best Airshow in Denmark

HOSPITALITY - VIP experiences for your customers

NETWORK - get connected with other business people

ADVENTURES - strengthen unity among your employees

Former Danish Minister of Defence Trine Bamsen made the grand opened of Airshow 2017 and visited many exhibitors.



PARTNER OPPORTUNITIES

Specification	Exhibitor	Bronze	Silver	Gold	Platin
LOGO on official website				•	•
AD in program*			1/2 page	1/1 page	X page
LOGO on all posters**		•	•	•	•
LOGO in iprogram***		•	•	•	•
Rights to distribute "give-aways" on the exhibition grounds			•	•	•
Rights to distribute "give-aways" at entrance/dedicated buses				•	•
Rights to use official Airshow logo in marketing material		•	•	•	•
Rights to organize BtB events at the Airshow			•	•	•
Booth at the exhibit area (sq.m) (Tent not included)	15	20	50	100	X
Day Access passes	2	25	50	75	X
First Class Event tickets (amount)		1	2	4	X
Discount First Class Event tickets		15 %	15 %	15 %	X
Day Business Class Parking passes			5	10	X
15 sek. Ads in event-radio				•	•
Deposit Euro 134 for cleaning of exhibit area included	•	•	•	•	•
Price EURO:	See page 10	2450.00	4750.00	6775.00	?

*) ad received at the latest July 1st., 1/2 page (h x w) = 70x100 mm., 1/1 page (h x w) = 140x100 mm. (in program max 2 x Gold ads (1/1 page) and 2 x Silver (1/2 page)

**) Logo's must be send at the latest May 1st. (please send to: media@airshow.dk)

***) Logo's received after July 1st.

Further information page 12



© Per Søerensen Photography

Flexibility is the key word ...

The above opportunities for partnership, is not definitive. You might have a good idea of how your company and Roskilde Airshow can support each other ?. Therefore you are most welcome to contact us regarding a different or adjusted partnership package.

PLATIN PARTNER

TOTAL FLEXIBILITY

Individual pricing

Specification	Platin
LOGO on official website	•
AD in program*	X page
LOGO on all posters**	•
LOGO in program***	•
Rights to distribute "give-aways" on the exhibition grounds	•
Rights to distribute "give-aways" at entrance/dedicated buses	•
Rights to use official Airshow logo in marketing material	•
Rights to organize BtB events at the Airshow	•
Booth at the exhibit area (sq.m)	X
Day Access passes	X
First Class Event tickets (amount)	X
Day Business Parking passes	X
Discount First Class Event tickets	X
15 sek. Ads in event-radio	•
Deposit Euro 134 for cleaning of exhibit area included	•
Price EURO:	?



*) ad received at the latest July 1st., 1/2 page (h x w) = 70x100 mm., 1/1 page (h x w) = 140x100 mm. (in program max 2 x Gold ads (1/1 page) and 2 x Silver (1/2 page)

**) Logo's must be send at the latest May 1st. (please send to: media@airshow.dk)

***) Logo's received after July 1st.

Further information page 12

Airshow 2009



GOLD PARTNER

GOLD OPPORTUNITIES AND COMMUNICATION WITH LIVE AUDIENCE



Specification	Gold
LOGO on official website	•
AD in program*	1/1 page
LOGO on all posters**	•
LOGO in iprogram***	•
Rights to distribute "give-aways" on the exhibition ground	•
Rights to distribute "give-aways" at entrance/dedicated buses	•
Rights to use official Airshow logo in marketing material	•
Rights to organize BtB events at the Airshow	•
Booth at the exhibit area (sq.m) (Tent not included)	100
Day Access passes (amount)	75
First Class Event tickets (amount)	4
Day Business Parking passes	10
Discount First Class Event tickets	15 %
15 sek. Ads in event-radio	•
Deposit Euro 134 for cleaning of exhibit area included	•
Price EURO:	6775,00

*) ad received at the latest July 1st., 1/2 page (h x w) = 70x100 mm., 1/1 page (h x w) = 140x100 mm. (in program max 2 x Gold ads (1/1 page) and 2 x Silver (1/2 page)

**) Logo's must be send at the latest May 1st. (please send to: media@airshow.dk)

***) Logo's received after July 1st.

Further information page 12

SGT. WILSONS ARMY SHOW



SILVER PARTNER

SILVER OPPORTUNITIES AND COMMUNICATION WITH LIVE AUDIENCE



JAS 39 Gripen

Specification	Silver
LOGO on official website	
AD in program*	1/2 page
LOGO on all posters**	•
LOGO in program***	•
Rights to distribute "give-aways" on the exhibition ground	•
Rights to distribute "give-aways" at entrance/dedicated buses	
Rights to use official Airshow logo in marketing material	•
Rights to organize BtB events at the Airshow	•
Booth at the exhibit area (sq.m) (tent not included)	50
Day Access passes	50
First Class Event tickets (amount)	2
Discount First Class Event tickets	15 %
Day Business Parking passes	5
15 sek. Ads in event-radio	
Deposit Euro 134 for cleaning of exhibit area included	•
Price EURO:	4750.00

*) ad received at the latest July 1st., 1/2 page (h x w) = 70x100 mm., 1/1 page (h x w) = 140x100 mm. (in program max 2 x Gold ads (1/1 page) and 2 x Silver (1/2 page))

**) Logo's must be send at the latest May 1st. (please send to: media@airshow.dk)

***) Logo's received after July 1st.

Further information page 12

Danish Airforce - Airshow 2019, Solo Display.



BRONZE PARTNER

BRONZE OPPORTUNITIES AND COMMUNICATION WITH LIVE AUDIENCE

Specification	Bronze
LOGO on official website	
AD in program*	
LOGO on all posters**	•
LOGO in program***	•
Rights to distribute "give-aways" on the exhibition ground	
Rights to distribute "give-aways" at entrance/dedicated buses	
Rights to use official Airshow logo in marketing material	•
Rights to organize BtB events at the Airshow	
Booth at the exhibit area (sq.m) (Tent not included)	20
Day Access passes	25
First Class Event tickets (amount)	1
Discount First Class Event tickets	15 %
Day Business Parking passes	
15 sek. Ads in event-radio	
Deposit Euro 134 for cleaning of exhibit area included	•
Price EURO:	2450.00



RED ARROWS—Roskilde Airshow i 2009. .

Chairman Per Faldborg Olesen, gives lecture at the Spar Nord exhibitor stand.



NEW

FIRST CLASS EVENT



COMBINE AIRSHOW ADRENALIN WITH SPOIL —REMEMBER THAT EXPERIENCE RELATED TO CUSTOMERS. FRIENDS & EMPLOYEES MAKE A HUGH IMPRESSION WHEN WE STIMULATE ALL SENSES.

Ydelse	First Class
Business Parking	•
First Class Admission	•
Access to First Class area (tent)	•
Access to First Class "flightline" area	•
Catering	•
Price EURO: Fridag	94,00
Price DKK: Saturday or Sunday	101,00

TV2 Weather Channel broadcasting LIVE from Roskilde Airshow 2017. Didde & Cecilie had a joy ...



EXHIBITOR

OPPORTUNITIES AND COMMUNICATION WITH LARGE LIVE AUDIENCE 3 DAYS



Specification	Exhitor / EURO
Booth at the exhibit area (sq.m) (Tent not included)	15
Day Access passes	2
Exhibitor, location BLUE	1.100.00*
Exhibitor, location GREEN	550.00*
Non-profit organization, location BLUE	410.00
Non-profit organization, location GREEN	240.00

*) Deposit Euro 134 for cleaning of exhibit area included, if exhibit area is returned in orderly fashion, we will refund the deposit.

Airshow 2019—Sally B WW2 B17



Partnership

CREATING A QUALITY DIALOGUE BETWEEN A BRAND AND ITS POTENTIAL CUSTOMERS CAN BE ARCHIEVED BY MOVING AWAY FROM TRADITIONAL FORMS OF ADVERTISING AND BY EXPERIMENTING WITH A DIFFERENT AND A MORE EFFECTIVE MARKETING CHANNEL—AIRSHOW PARTNERSHIP

Happy Jens Maaløe, CEO TERMA, after "sightseeing" in F-18 Super Hornet



Airshow 2009



Ads



© Per Soerensen Photography



Colors

4-color CMYK. Other color systems (ex. Pantone or RGB) have to be converted to CMYK.

File

Adobe Illustrator Artwork (AI) or pdf.

Text

Created outline in AI filformat

Pictures/logos

At least 350 dpi.

Filename

To avoid misunderstandings, all files have to be named with following: name_company_sponsor package_year

Final design

If material is received and do not fulfill the above, the sponsor will be invoiced for time spend to correct.

Ad format in program

1/2 page (h x w) = 70 x 100 mm.

1/1 page (h x w) = 140 x 100 mm.

Deadline

Program - July 1st.

Posters - May 1st.



Airshows are one of the biggest Spectator events in Europe, in fact if the figures are correct, its the second largest event category after Football. Airshows and Air Displays range in size, location and intent, however all are aimed at providing entertainment using aircraft as the medium of choice. Since its earliest days, aviation has been a spectacle for the public, from humans taking to the air in Balloons, through to conventional powered flight and now into direct human flight and even the world of Unmanned Air Systems. Each year Millions flock to locations and events around Europe to continue the traditions started by their ancestors years ago, to watch, experience and learn more about aviation. The key is that each event is conducted safely and without incident.

Roskilde Airshow is memeber of European Airshow Council to support safety on the ground as well as in the air.

Foreningen Roskilde Airshow
c/o Roskilde Flyveklub
Lufthavnsvej 30
DK-4000 Roskilde
CVR/VAT-NUMBER: 31996287

Tlf: +45 7020 2160



www.facebook.com/roskildeairshow



www.airshow.dk

Frontpage: Dessault Rafale

Layout/Editor - René Jacobsen
Fotos - René Jacobsen, Allan Jacobsen, Alf Blume, Torben Kofod Jensen, Brian Syhler, Per Sørensen m.fl.

Become part of a
UNIQ AIRSHOW ...