REGIONAL AIRSHOW



AUGUST 1-2
2026

SPONSORSHIP OPPORTUNITIES

PROPELLING BUSINESS, COMMUNITY, AND EXCITEMENT!



MESSAGE FROM THE AIRSHOW COMMITTEE

THE GRANDE PRAIRIE REGIONAL AIRSHOW IS RETURNING IN 2026, BUILDING ON THE OVERWHELMING SUCCESS OF OUR 2024 EVENT.

After nearly two decades away, the airshow made a highly anticipated comeback, drawing over **8,000 spectators** for an unforgettable weekend of aerial performances and community celebration. The response exceeded expectations, and in 2026, we are preparing to welcome **15,000 attendees** for an even bigger and more exciting event.

This airshow is the result of a strong partnership between the **Grande Prairie Regional Airshow Committee, the Rotary Clubs of Grande Prairie, the Grande Prairie Airport** and other community partners. Together, we are committed to creating an event that not only brings people together but also strengthens our region through tourism, community engagement, and support for local organizations.

WE ARE PROUD TO CONTINUE BUILDING ON THE FOUNDATION LAID IN 2024.

We have listened to feedback from sponsors, spectators, and partners and are making key enhancements to the experience.

Expanded branding opportunities will ensure even greater visibility for our sponsors, and we are increasing our reach through an **extensive media and digital marketing strategy**.

In 2026, the airshow will once again bring some of the **world's top military and civilian performers** to the Peace Region, along with an expanded lineup of **ground attractions** that offer something for all ages.

NONE OF THIS WOULD BE POSSIBLE WITHOUT THE SUPPORT OF OUR SPONSORS.

Businesses that partner with the airshow receive **brand exposure**, **direct engagement with a targeted audience**, and an opportunity to align with a **high-profile event** that brings value to the entire community.

We invite you to join us in making the 2026 Grande Prairie Regional Airshow our best event yet. Your support will help bring this incredible experience to life while ensuring **your brand is front and center** at one of the most anticipated events in the region.



Bruce Tattrie & Amanda Erechook
Co-Chairs, Grande Prairie Regional Airshow

Cover Photos: Chipabirdee Images / William Vavrek

WHY SPONSOR THE GRANDE PRAIRIE REGIONAL AIRSHOW?

Sponsoring the airshow is more than just brand visibility—it is a strategic investment that connects businesses with a highly engaged audience while supporting an event that benefits the entire region.

EXTENSIVE REGIONAL MEDIA COVERAGE



PROJECTED 15,000+ ATTENDEES IN 2026
COMPARED TO 8,000 IN 2024



HIGH COMMUNITY ENGAGEMENT
INCLUDING:

- A significant increase in Army & Air Cadet enrollment, leading to capacity limits for the first time.
- Free admission provided to Jasper Wildfire Evacuees.
- Attendees from across Canada and the United States.

OVER 600,000 SOCIAL MEDIA IMPRESSIONS
LEADING UP TO THE 2024 EVENT

WHAT SPONSORS ARE SAYING

"We are very excited to participate in this. Thanks so much, Grande Prairie Regional Airshow!"

Semerra

"The 2024 Grande Prairie Airshow was an exciting experience that brought people together. Keyera is committed to supporting the communities where we live and work, and this event was a great opportunity to celebrate and connect with our neighbours last year."

Keyera Corp.

WHAT ATTENDEES ARE SAYING

"Thanks for a great first day! We were very impressed by the busing system, performances, and ease of entry."

Tori Kennedy

"We had a great time! Very well organized, great performers and presenters!"

Amanda Johnston



SPONSORSHIP LEVELS & BENEFITS

OUR SPONSORSHIP PACKAGES ARE DESIGNED TO MAXIMIZE BRAND VISIBILITY, AUDIENCE ENGAGEMENT, AND COMMUNITY IMPACT.



Photos: Sean Fry / Nicole Olson

SPONSOR BENEFITS AT A GLANCE

	PRESENTING SPONSOR $25,000	PLATINUM SPONSOR $12,500*	GOLD SPONSOR $7,500	SILVER SPONSOR $5,000	BRONZE SPONSOR $2,000
Premium logo placement Digital & Print	•	•	•	•	•
Preferred seating & Private bar access	25	25	15	10	4
Airport parking passes Per Day	13	13	8	5	2
Two-year licensing for event branding	•	•	•	•	•
Early renewal rights for 2028	•	•	•	•	
Brand visibility across all marketing	•	•	•	•	
Private corporate chalet 25 guests	•	•			
Prominent signage Entrance & Main Stage	•	Exclusive sponsor for an airshow act of your choice**			
Company representative speech	•				
Public address system mentions	•				



**Subject to availability

Photos: William Vavrek

PRESENTING SPONSOR
$25,000

EXCLUSIVE, TOP-TIER SPONSOR STATUS FOR THE 2026 GRANDE PRAIRIE REGIONAL AIRSHOW

First negotiation rights to renew sponsorship for the 2028 airshow

Two-year licensing rights to use the Grande Prairie Regional Airshow logo and “proud sponsor” title region-wide

Prominent brand visibility across all promotions, publications, and social media

Company logo and **profile featured** in press kits and news releases

- Opportunity for a company representative to participate in select press events

Brand exposure on website: **gpregionalairshow.com.**

LOGO RECOGNITION:

- Main entrance welcome signage
- Flight line public address system recognition (audio mention over PA system)
- Opportunity for a company representative to address the audience once per day

CORPORATE HOSPITALITY PACKAGE

- **Private corporate chalet at flight line show center**
- **Corporate credentials for 25 guests**
  Includes admission and access to chalet village
- **Fully equipped chalet**
  Tent, tables, chairs included
- **Access to private bar and food services**
  Sponsor responsible for tent decoration and catering costs*
- **13 Airport parking passes per day**
- **Custom sponsor banner displayed on tent**

BE THE NAME EVERYONE SEES & REMEMBERS

PLATINUM SPONSOR

$12,500*

*2024 Sponsors have an exclusive renewal rate of $10,000 for the Platinum Sponsorship

STAR TREATMENT & UNMATCHED EXPOSURE

First negotiation rights to renew sponsorship for the 2028 airshow

Two-year licensing rights to use the Grande Prairie Regional Airshow logo and "proud sponsor" title region-wide

Recognition as the exclusive sponsor for an airshow act of your choice
Subject to availability

Brand visibility across all promotions, publications, and social media

Brand exposure on website:
gpregionalairshow.com

CORPORATE HOSPITALITY PACKAGE

- **Private corporate chalet at flight line show center**
- **Corporate credentials for 25 guests**
  Includes admission and access to chalet village
- **Fully equipped chalet**
  Tent, tables, chairs included
- **Access to private bar and food services**
  Sponsor responsible for tent decoration and catering costs
- **13 Airport parking passes per day**
- **Custom sponsor banner displayed on tent**
- **Flight line public address system recognition (audio mention over PA system)**

GOLD SPONSOR

$7,500

JOIN THE JETSTREAM & MAKE AN IMPACT

First negotiation rights to renew sponsorship for the 2028 airshow

Two-year licensing rights to use the Grande Prairie Regional Airshow logo and "proud sponsor" title region-wide

Brand visibility across all promotions, publications, and social media

Brand exposure on website:
gpregionalairshow.com

HOSPITALITY PERKS

- **Premium seating for up to 15 guests per day**
- **Access to private bar**
- **Access to shaded tent area**
- **8 Airport parking passes per day**
- **Flight line public address system recognition (audio mention over PA system)**

SILVER SPONSOR
$5,000

EXPAND YOUR BRAND'S HORIZON

First negotiation rights to renew sponsorship for the 2028 airshow

Two-year licensing rights to use the Grande Prairie Regional Airshow logo and "proud sponsor" title region-wide

Brand visibility across all promotions, publications, and social media

Brand exposure on website: **gpregionalairshow.com**

HOSPITALITY PERKS

- Premium seating for up to 10 guests per day
- Access to private bar
- Access to shaded tent area
- 5 Airport parking passes per day
- Flight line public address system recognition (audio mention over PA system)

BRONZE SPONSOR
$2,000

SUPPORT THE AIRSHOW EXPERIENCE

Two-year licensing rights to use the Grande Prairie Regional Airshow logo and "proud sponsor" title region-wide

Brand visibility across all promotions, publications, and social media

Brand exposure on website: **gpregionalairshow.com**

HOSPITALITY PERKS

- Premium seating for up to 4 guests per day
- Access to private bar
- Access to shaded tent area
- 2 Airport parking pass per day
- Flight line public address system recognition (audio mention over PA system)

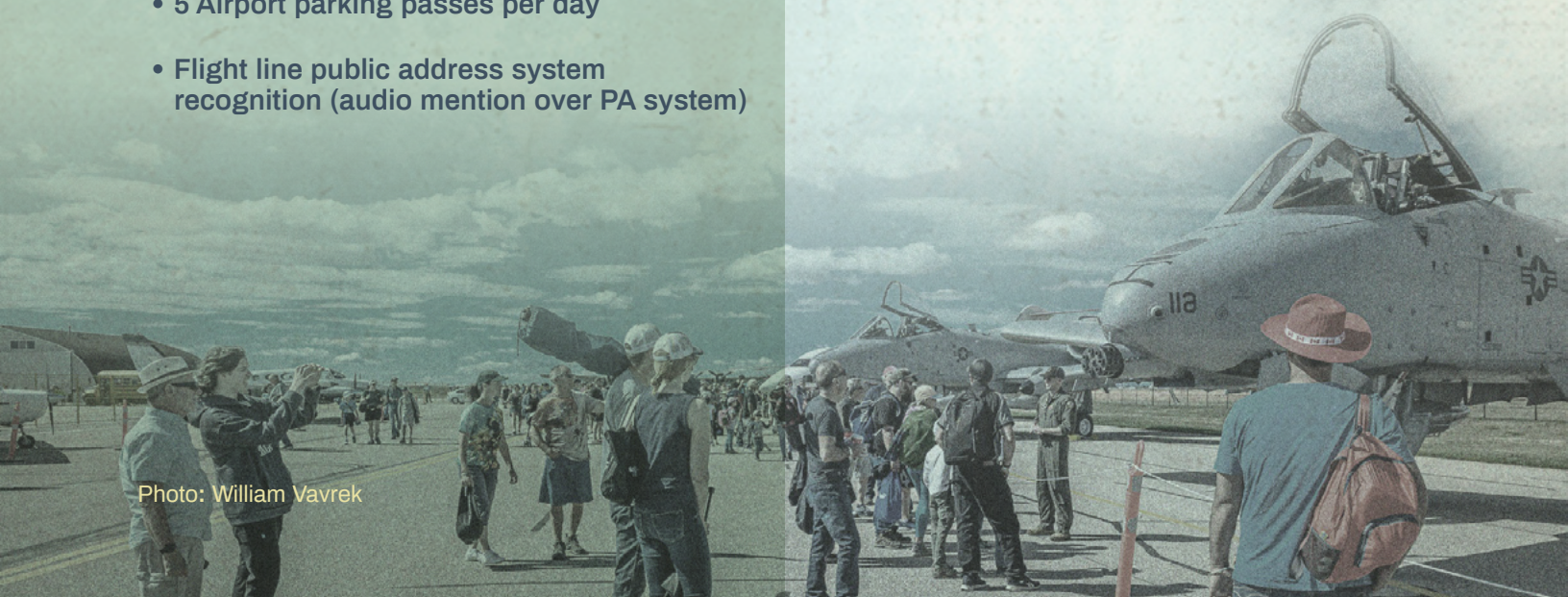


Photo: William Vavrek

GIFT-IN-KIND SPONSORSHIP

SUPPORT THE AIRSHOW THROUGH NON-MONETARY CONTRIBUTIONS

Gift-in-kind sponsors receive recognition based on the value of their contribution.

Opportunities are customized, and sponsors can contact the team directly to coordinate details.

Items accepted for Gift-in-Kind Sponsorship include but are not limited to:

Bouncy Castles / ATMs / Rig Mats / Fencing / Fuel / Hotels / Rental Vehicles / Heavy Equipment (i.e., Loader, Skid Steer) / Chairs, Tables, Tents / Bussing / Safety Vests / Volunteer Shirts & Meals / Wheelchairs / Golf Carts & UTVs / Performer Meals / Sanitation Equipment

WINGSPAN EXPOSURE

STARTING AT $450

BE SEEN IN THE GPRA KEEPSAKE MAGAZINE

A highlight of the 2026 Grande Prairie Regional Airshow is the official **Keepsake Airshow Magazine**, distributed free to attendees and available before, during, and after the event.

ADVERTISING OPTIONS

FULL-PAGE $1,500

HALF-PAGE $800

QUARTER-PAGE $450

The magazine will include event schedules, performer profiles, historical insights, and sponsor recognition, ensuring long-lasting brand visibility.

Sponsors wishing to advertise in the official Keepsake Program will need to provide print-ready advertisement (exact sizing details to be provided).



Photo: William Vavrek / Sean Fry

FLEXIBLE SPONSORSHIP COMMITMENT OPTIONS

WE UNDERSTAND THAT BUSINESSES HAVE DIFFERENT BUDGETING TIMELINES, AND WE WANT TO MAKE SPONSORSHIP AS ACCESSIBLE AND SEAMLESS AS POSSIBLE.

To help you plan ahead while securing your sponsorship benefits, we offer flexible payment options:

COMMIT NOW, PAY LATER

Secure your sponsorship today with a signed agreement and choose to be invoiced at a later date that works for your budgeting cycle.

IMMEDIATE PAYMENT OPTION

Prefer to take care of your sponsorship right away? We can process your sponsorship payment immediately.

By confirming your sponsorship early, you maximize brand exposure leading up to the event while ensuring availability at your desired level.

For more details on sponsorship commitment, payment flexibility, gifts in kind, or for advertising in the Keepsake Program, contact Doug Morris.

DOUG MORRIS

Sponsorship Chair

780-518-2288
sponsorship@gpregionalairshow.com

For general or media inquiries please contact:

DEVON POTTER

info@gpregionalairshow.com

SECURE YOUR SPONSORSHIP TODAY!

To confirm your sponsorship and maximize your brand's visibility at the 2026 Grande Prairie Regional Airshow, **please complete the attached fillable sponsorship commitment form** and email it to: **sponsorship@gpregionalairshow.com**



Rotary Clubs of Grande Prairie

GPA Grande Prairie Airport

GPREGIONALAIRSHOW.COM

Photo: White Lightning