



SPONSOR THE RETURN OF THE
WORLD'S FASTEST MOTORSPORT



SEPTEMBER 10-14, 2025





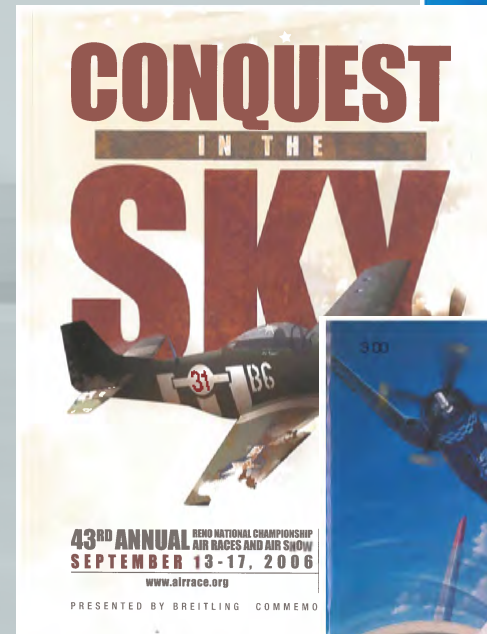
ROSWELL, NM
SEPTEMBER 10-14, 2025

SECURE YOUR PLACE IN LEGENDARY AIR RACING

THE NATIONAL CHAMPIONSHIP AIR RACES

For over half a century, the National Championship Air Races have captivated hearts and stirred imaginations, achieving legendary status as one of the most thrilling spectacles in motorsport. Known for pushing the boundaries of human and machine, the Air Races have long drawn a dedicated following of aviation enthusiasts and speed lovers from around the world. This year, we open an exhilarating new chapter as the iconic races soar into Roswell, New Mexico for the first time. Set against the mystical desert backdrop of one of America's most storied locations, the 2025 Air Races promise to be more breathtaking, more unforgettable, and more fiercely competitive than ever before.

To sponsor the National Championship Air Races is to enter an elite realm of visibility and prestige. With extensive global advertising reaching hundreds of millions across every media platform, your brand will not just be seen; it will be celebrated. This is more than an opportunity to advertise—it's a chance to embed your brand into a legacy of high-performance and daring innovation, aligning it with the brave spirit of the pilots who risk it all in pursuit of victory. As a sponsor, you gain access to unparalleled visibility and a platform that places your message in front of a passionate, engaged audience that spans the globe.





We invite you to explore the sponsorship offerings within this guide. Each package can be tailored to meet the unique needs of your brand, ensuring you are represented in a way that's as distinct as your vision. Join us in Roswell and take your place in an evolving legacy. ***This is the chance of a lifetime, and it's yours for the taking.***

But it's not only about visibility—it's about creating unforgettable experiences. Onsite at the event, we are dedicated to offering our sponsors and their guests the thrill of a lifetime. Imagine the roar of the engines as you and your clients watch from the best seats in the house, savoring the breathtaking rush of each high-speed pass. VIP access guarantees exclusive experiences, with impeccable hospitality, private pavilions, and up-close interaction with the racers and their incredible machines. This is more than a front-row seat; it's an immersion into the power, precision, and spectacle of air racing.



A WEALTH OF OPTIONS

2025 NATIONAL CHAMPIONSHIP AIR RACES SPONSORSHIP BENEFITS

As a sponsor of the 2025 National Championship Air Races in Roswell, New Mexico, your brand gains unmatched access to a thrilling, one-of-a-kind platform that combines exceptional hospitality, extensive brand visibility, and cutting-edge digital engagement. Here's how your investment can propel your brand to new heights:

HOSPITALITY: PREMIUM ACCESS & UNFORGETTABLE EXPERIENCES

Imagine treating your top clients, partners, and guests to a day of pure exhilaration at the Air Races - where the excitement of the race meets the highest standards in hospitality. As a sponsor, your brand can provide VIP experiences that place guests at the center of the action. From luxurious private suites with the best views in the house to exclusive meet-and-greets with racing legends, your guests will enjoy a behind-the-scenes experience typically reserved for the elite. This unforgettable access strengthens client relationships and leaves a lasting impression of your brand's commitment to extraordinary experiences. Highlights of our hospitality packages include:

- **PRIVATE VIP CHALETs:** Exclusive, front-row viewing of the race course and premium seating
- **GOURMET CATERING & BAR SERVICE:** High-end cuisine and beverage service available throughout the event (sponsor procures)
- **PYLON VISITS:** Opportunities to actually go out on the race course to experience head-to-head air racing up close
- **COMMEMORATIVE PROGRAMS:** Our program books are the highest quality air race mementos to ensure your guests take home lasting memories



BRAND AWARENESS: SHOWCASE YOUR BRAND ON A GLOBAL STAGE

By sponsoring the National Championship Air Races, your brand will gain immense visibility on an international scale. The Air Races attract a passionate audience of aviation fans, speed enthusiasts, and media outlets from across the globe. Your brand will be front and center with logo placements on banners, racer uniforms, signage, and more, reaching live audiences and millions more through media coverage. Our event is promoted across major networks and publications, giving your brand extensive global exposure in a thrilling, high-stakes setting.

- Available Naming Rights to the overall event, as well as high-value areas within the event space, like the Grandstands, Main Entrance Plaza, VIP Chalet Compound, Pit Area, and Campground
- Event Signage & Banners: Prominent logo placements on race day throughout the venue
- Media Coverage: Exposure through international press, TV
- In-Flight Announcements: Brand recognition over PA systems at key moments during the event networks, livestreaming, and specialty aviation channels
- Merchandising Opportunities: Logo placement on official race merchandise

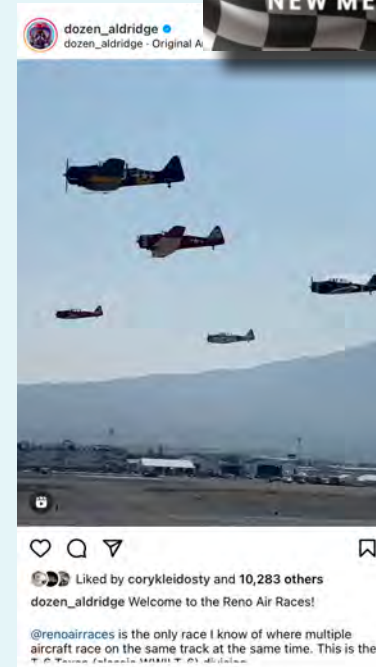


A WEALTH OF OPTIONS

DIGITAL ADVERTISING SPONSORSHIP: EXPANSIVE ONLINE REACH

In addition to physical presence, your sponsorship also includes digital advertising across our extensive online channels. The National Championship Air Races command a broad online following, amplified by partnerships with major social media platforms, streaming networks, and our own website. Your brand will be featured in digital content campaigns, reaching millions of viewers and creating long-term digital impact.

- Targeted Social Media Campaigns: Customized promotions on platforms like Instagram, Facebook, and TikTok
- Livestream Branding: Logo and mentions integrated into race livestreams watched worldwide
- Website Placement: Dedicated sponsor sections and banner ads on our official website
- Engaging Content Opportunities: Branded video segments, interviews, and exclusive race previews
- Influencer Access: We'll place your brand with our onsite influencers to boost your company even more!



EVENT LIVESTREAM



SET YOUR BRAND APART - PRESENT OUR GLOBAL LIVESTREAM!

Seize the opportunity to put your brand in front of a captivated global audience with exclusive sponsorship of the National Championship Air Races Daily Livestream! As the official livestream sponsor, your brand will be the center of attention across every race heat, final competition, and thrilling highlight reel from Thursday through Sunday. This isn't just network-quality race coverage; it's an immersive experience, blending high-speed competition with lifestyle stories of the daring racers, their aircraft, and the dedicated crews behind them.



With every dramatic turn and breathtaking pass, your brand will be prominently positioned on a platform reaching millions of fans worldwide. And the exposure doesn't stop at race week: after the event, we break down the best action from each race class into compelling video vignettes, shared on YouTube and social media for ongoing visibility, long after the dust has settled. As the Livestream Sponsor, your brand gains unmatched global recognition, transforming race moments into unforgettable connections with an audience that values precision, performance, and courage - just like you.

T-6 - HEAT 2A			
1	Chris Rushing	14	Barons Revenge
2	Vic McMann	66	Gunslinger
3	Nick Macy	5	Six-Cat
4	Vitaly Pechersky	50	Abracadabra
5	Joel Stinnett	43	Midnight Miss III
6	John Lohmar	88	Radial Velocity

Heat 3A
6 Laps - 41 Miles Total

POST-EVENT NETWORK BROADCAST

AFTER THE RACES, WE REACH THE WORLD AGAIN

Capture the spotlight and extend your brand's reach by sponsoring the official post-race broadcast of the National Championship Air Races! Airing on a premium network or streaming platform in May or June 2026, this high-impact broadcast brings all the adrenaline, precision, and drama of the races into millions of living rooms around the world. Imagine your brand presented alongside the most heart-pounding moments of the event, where fans relive the thrill and new viewers discover the magic. This is your chance to align with a legendary event and enjoy unparalleled visibility - take flight with us and make your brand unforgettable!



PREVIOUSLY BROADCAST ON*:



**Broadcast is negotiated annually. Previous partners are shown for examples only and are not intended to imply a recurring agreement.*

MARKETING REACH (NCAR 2023)

GLOBAL ACCESS TO OVER A BILLION PEOPLE

Imagine your brand at the heart of a breathtaking spectacle that captivates audiences worldwide - the National Championship Air Races. With unparalleled marketing reach, our event places sponsors in front of a vast, global audience of over one billion each year. Our integrated marketing strategy combines high-impact advertising, dynamic social media engagement, substantial earned media, strategic partnerships, and a widely watched livestream. This powerful blend captures attention not just for a moment but for an entire season, embedding sponsor brands into the unforgettable stories, heart-stopping action, and unmatched energy of the Air Races. By joining us, your brand gains access to a captivated, loyal fanbase across many demographics, driving exposure that's as thrilling as the races themselves and as enduring as the legends born here.

WEB & DIGITAL

USERS **357,128** SESSIONS **657,272**



63% ORGANIC SEARCH
17% DIRECT
5% OTHER
4% REFERRAL
4% PAID SEARCH
3% EMAIL
3% SOCIAL
1% DISPLAY

LIVESTREAM DATA

RARA FACEBOOK TOTAL VIEWS
THURSDAY-SUNDAY: **76,800**

RARA YOUTUBE TOTAL VIEWS
THURSDAY-SUNDAY: **426,700**
(APPROX. 30,000 INCREASE FROM LAST YEAR)

WEBSITE VIEWS: **55,200**

PUBLIC RELATIONS

TOTAL PUBLICITY VALUE	TOTAL REACH	TOTAL MENTIONS
\$80,730,235	1,771,274,578	4,579

The 4,579 media clips from print stories, online articles and TV coverage published between Oct. 2022 and Sept. 2023 are estimated to have reached

NEARLY 2 BILLION PEOPLE.

EMAIL CAMPAIGNS

EMAIL CAMPAIGNS	SUBSCRIBERS (INCREASED FROM 28,910)	OPEN RATE
52	37,874	49.1%

PAID STREAMING & TV

MARKETS: CALIFORNIA & NEVADA

AudioGo & Spotify Impressions: **410,405**

Connected TV Impressions: **197,865**

AMAZON PRIME NETWORK REACH

800,000+ VIEWS

PAID DIGITAL & SOCIAL

MARKETS: ARIZONA, CALIFORNIA, IDAHO, NEVADA, OREGON, UTAH, WASHINGTON & WISCONSIN (VARY BY CHANNEL)

Facebook & Instagram Impressions: **3,560,019**

Google Ad Grants Impressions: **49,149**

TikTok Impressions: **3,767,818**

YouTube Impressions: **1,015,118**



SOCIAL MEDIA

Total Social Media Impressions: **28,436,259**

Total Social Media Engagements: **1,373,399**

Total Facebook Followers:	69,055
Total Instagram Followers:	34,500
Total Twitter Followers:	7,800
Total YouTube Subscribers:	11,838

SPONSORSHIP LEVELS

TITLE SPONSOR

\$500,000

Ready to take your sponsorship to new heights and be part of a lasting legacy? Become the Title Sponsor of our internationally acclaimed, world-class event. The Title Sponsor renames the event to <Your Company's Name> National Championship Air Races. You'll be the premier sponsor for all aspects of the event and will be featured on:

- All Printed and Digital Materials
- All Broadcast and Radio, including Network and Livestream
- Website
- Social Media
- Digital
- All Branding Materials, including our Event Program, Event Poster and much more!
- Exclusive commemorative co-branded merchandise
- DEADLINE - March 31st, 2025



PRESENTING SPONSOR

\$400,000

- *2 (20' X 40') Flight Line Chalets – Includes Outside Viewing Area*
- *2 Connections in the Chalet for Watching the Livestream (TVs available upon request)*
- *80 Corporate Chalet Tickets (Season or Daily)*
- *20 VIP Season Parking Passes and 1 Gate Pass for the Chalet*
- *7 Pylon Visits (Friday–Sunday)*
- *Home Pylon Banner (Based on availability)*
- *10 (3' X 10') Banner Display Positions*
- *Commercials/Features in Broadcast Programming (Pending Availability)*
- *Ads on Jumbotrons and Livestream*
- *5 (:30) Daily Public Address Announcements*
- *9 Social Media Postings on Facebook, Instagram and Twitter*
- *Logo recognition within the Official Event Program as a sponsor, logo on event sponsor boards, and a listing on the official Air Race website with a direct link to the sponsor's website*
- *1 Double-Page Ad in the Official Event Program*
- *75 Official Event Programs*

SPONSORSHIP LEVELS

DIAMOND SPONSOR

\$150,000

- 1 (20' X 40') Flight Line Chalet
– Includes Outside Viewing Area
- 1 Connection in the Chalet for Watching the Livestream (TV available upon request)
- 50 Corporate Chalet Tickets (Season or Daily)
- 20 Reserved VIP Parking Passes and 1 Gate Pass for the Chalet
- 6 Pylon Visits (Friday–Sunday)
- 6 (3' X 10') Banner Display Positions
- Commercials in Broadcast Programming (Pending Availability)
- Ads on Jumbotrons and Livestream
- 4 (:30) Daily Public Address Announcements
- 8 Social Media Postings on Facebook, Instagram and Twitter
- Logo recognition within the Official Event Program as a sponsor, logo on event sponsor boards, and a listing on the official Air Race website with a direct link to the sponsor's website
- 1 Full-Page Ad in the Official Event Program
- 50 Official Event Programs





GOLD SPONSOR

\$100,000

- **Option A: 3 Private Boxes** accommodating up to 15 Seats each with appropriate parking passes
- **Option B: 15 VIP Hospitality Passes** (Season or Daily) with appropriate parking passes
- **4 Pylon Visits (Friday–Sunday)**
- **3 (3' X 10') Banner Display Positions**
- **Ads on Jumbotrons and Livestream**
- **3 (:30) Daily Public Address Announcements**
- **6 Social Media Postings** on Facebook, Instagram and Twitter
- **Logo recognition within the Official Event Program** as a sponsor, logo on event sponsor boards, and a listing on the official Air Race website with a direct link to the sponsor's website
- **1 Full-Page Ad in the Official Event Program**
- **40 Official Event Programs**

SPONSORSHIP LEVELS

SILVER SPONSOR

\$50,000

- *Option A: 2 Private Boxes accommodating up to 15 Seats each with appropriate parking passes*
- *Option B: 10 VIP Hospitality Passes (Season or Daily) with appropriate parking passes*
- *4 Pylon Visits (Friday–Sunday)*
- *3 (3' X 10') Banner Display Positions*
- *Ad on Jumbotrons and Livestream*
- *2 (:30) Daily Public Address Announcements*
- *4 Social Media Postings on Facebook, Instagram and Twitter*
- *Logo recognition within the Official Event Program as a sponsor, logo on event sponsor boards, and a listing on the official Air Race website with a direct link to the sponsor's website*
- *1 Half-Page Ad in the Official Event Program*
- *20 Official Event Programs*



BRONZE SPONSOR

\$25,000

- Option A: 1 Private Box accommodating up to 15 Seats Each with appropriate parking passes
- Option B: 6 VIP Hospitality Passes (Season or Daily) with Appropriate Parking Passes
- 2 Pylon Visits Per Day (Friday-Sunday)
- 3 (3' X 10') Banner Display Positions
- 1 (:30) Daily Public Address Announcement
- 3 Social Media Postings on Facebook, Instagram and Twitter
- Logo recognition within the Official Event Program as a sponsor, logo on event sponsor boards, and a listing on the official Air Race website with a direct link to the sponsor's website
- 1 Half-Page Ad in the Official Event Program
- 10 Official Event Programs

SPONSORSHIP LEVELS

PATRON SPONSOR

\$15,000

- *Option A: 1 Private Box accommodating up to 10 people with appropriate parking passes*
- *Option B: 4 VIP Hospitality Passes (Season or Daily) with appropriate parking passes*
- *2 (3' X 10') Banner Display Positions*
- *1 (:30) Daily Public Address Announcement*
- *2 Social Media Postings on Facebook, Instagram and Twitter*
- *Logo recognition within the Official Event Program as a sponsor, logo on event sponsor boards, and a listing on the official Air Race website with a direct link to the sponsor's website*
- *Discounted Advertising Pricing*
- *5 Official Event Programs*

SUPPORTING SPONSOR

\$7,500

- *2 VIP Hospitality Passes (Season or Daily) with appropriate parking passes*
- *1 (3' X 10') Banner Display Position*
- *1 Social Media Posting on Facebook, Instagram and Twitter*
- *Logo recognition within the Official Event Program as a sponsor, logo on event sponsor boards, and a listing on the official Air Race website with a direct link to the sponsor's website*
- *2 Official Event Programs*

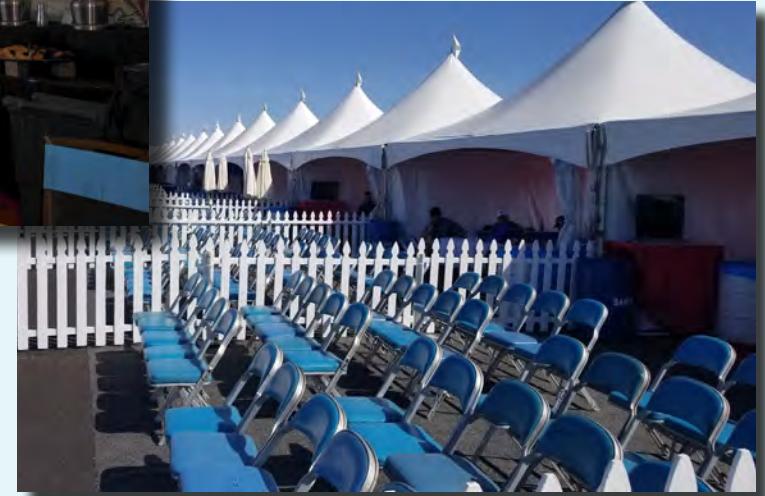


CORPORATE CHALET OPTIONS

CHALET SPONSOR

\$35,000

- 1 (20' x 40') Flight Line Chalet
– Includes Outside Viewing Area
- 1 Connection in the Chalet for Watching Livestream (TV available upon request)
- 35 Corporate Chalet Tickets
- 17 Reserved Season Parking Passes and 1 Gate Pass for the Chalet
- 4 Pylon Visits (Friday–Sunday)
- 4 (3' x 10') Banner Display Positions
- 3 (:30) Daily Public Address Announcements
- 4 Social Media Postings on Facebook, Instagram and Twitter
- Logo recognition within the Official Event Program as a sponsor, logo on event sponsor boards, and a listing on the official Air Race website with a direct link to the sponsor's website
- 1 Half-Page Ad in the Official Event Program
- 35 Official Event Programs



CUSTOM HOSPITALITY OPTIONS

We offer numerous hospitality and VIP options. Whether you're entertaining a large group for the week at the Races or just holding a short meeting, we'll work with you to customize an experience that fits your specific needs.

- ONE-DAY CHALET RENTALS
(LIMITED AVAILABILITY)
- CORPORATE MEETING SPACE
- GROUP TICKET SALES
- VIP EXPERIENCE PACKAGES

BRAND ATTRIBUTION SPONSORSHIPS

MAKE YOUR BRAND THE HEART OF THE ACTION!*

Elevate your visibility and make a lasting impression by securing naming rights to the most sought-after areas of the National Championship Air Races. Imagine families and fans texting, "Meet me at the *[Your Brand]* Grandstand!" or coordinating to park in the *[Your Brand]* Lot. With your brand featured on event maps, our website, and across race-day materials, your name becomes woven into the very language of the event experience. This is more than just a sponsorship - it's a memorable presence at the core of every attendee's experience. Go big, and enjoy unmatched exposure and recognition!

AREA SPONSORSHIPS	SPONSOR LEVEL	COST	QTY AVAIL
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<i>Grandstand Title</i>	<i>Diamond</i>	<i>\$200,000</i>	<i>1</i>
<i>"The Runway" (Main Entrance Plaza)</i>	<i>Gold</i>	<i>\$150,000</i>	<i>1</i>
<i>Pit Area Title Sponsor</i>	<i>Gold</i>	<i>\$100,000</i>	<i>1</i>
<i>VIP Chalet Compound</i>	<i>Silver</i>	<i>\$75,000</i>	<i>1</i>
<i>Military Plaza</i>	<i>Bronze</i>	<i>\$50,000</i>	<i>1</i>
<i>Main Display Hangar</i>	<i>Bronze</i>	<i>\$50,000</i>	<i>1</i>
<i>"Official" Product Designation</i>	<i>Bronze</i>	<i>\$50,000</i>	<i>1</i>
<i>Campground Title</i>	<i>Bronze</i>	<i>\$50,000</i>	<i>1</i>
<i>STEM Education Zone</i>	<i>Bronze</i>	<i>\$50,000</i>	<i>1</i>
<i>Parking Lot</i>	<i>Patron</i>	<i>\$50,000</i>	<i>1</i>

*MULTI-YEAR CONTRACTS ARE AVAILABLE TO NEGOTIATE

EVENT AND DIGITAL SPONSORSHIPS

GO DIGITAL OR NAME THE “EVENT WITHIN THE EVENT”!

Attach your brand to the pulse of the National Championship Air Races by sponsoring our digital products or “events within the event.” From exclusive branding on live-streamed broadcasts viewed by millions worldwide to title sponsorships of fan-favorite events like the thrilling Daily Airshow or the grand Awards Banquet, your brand will enjoy premium exposure during these high-traffic moments. It’s an extraordinary way to connect with a global audience, as fans engage with every heart-pounding moment both online and onsite, with your brand at the forefront of their experience.

EVENT SPONSORSHIPS

SPONSOR LEVEL

COST

QTY AVAIL

Daily Airshow Presenting

Gold

\$150,000

1

Awards Banquet

Patron

\$25,000

1

DIGITAL SPONSORSHIPS

SPONSOR LEVEL

COST

QTY AVAIL

Livestream Presenting

Gold

\$150,000

1

EBlast / Newsletter Presenting

Bronze

\$50,000

1

YouTube Leadup Video Series Presenting

Bronze

\$50,000

1



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AIRRACE.ORG