

THE GREAT FLORIDA AIR SHOW

ORLANDO MELBOURNE INT'L AIRPORT

May 15 & 16, 2021

PRESENTED BY NORTHROP
GRUMMAN





The Great Florida Air Show

- One of the most popular events in the State
- One of the **first shows to feature the U.S. Navy Blue Angels' new jets** which will attract out of town avid fans
- Team's **first** appearance in **Brevard since 2015**
- First show with a jet team in 4 years



The Air Show in Numbers

- Attendance **20,000** guests over the weekend
 - **\$12 Million** in estimated economic impact
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- The show alone has booked
 - **700 hotel room nights** and **400 rental car days**
 - Estimated **additional 500 – 1,000** rooms to be booked

Tourism Promotion



- The Air Show is expected to **stimulate approximately \$12 million in tourism**



Target Audience:

25 – 55 years of age, Young Families



As of Friday, April 23, **43% of Ticket Buyers**
are from outside 100 miles of Melbourne



Public Relations

- Media Flights
 - Regional Reporter to fly with # 7
 - Promote Air Show / Share experience



- To ensure maximum reach
 - Viewership metrics, social media following are considered

Marketing Plan

- **Social Media** – Targeted Ads
- **TV** – Commercials in neighboring counties
- **Billboards** - Orlando

Plus \$15,000 investment
boost from MLB for ad
spend in Jacksonville,
Orlando & Tampa





Together MLB and Air Show Network are Donating 1,000 tickets to Health Care Heroes

(\$50,000 value)

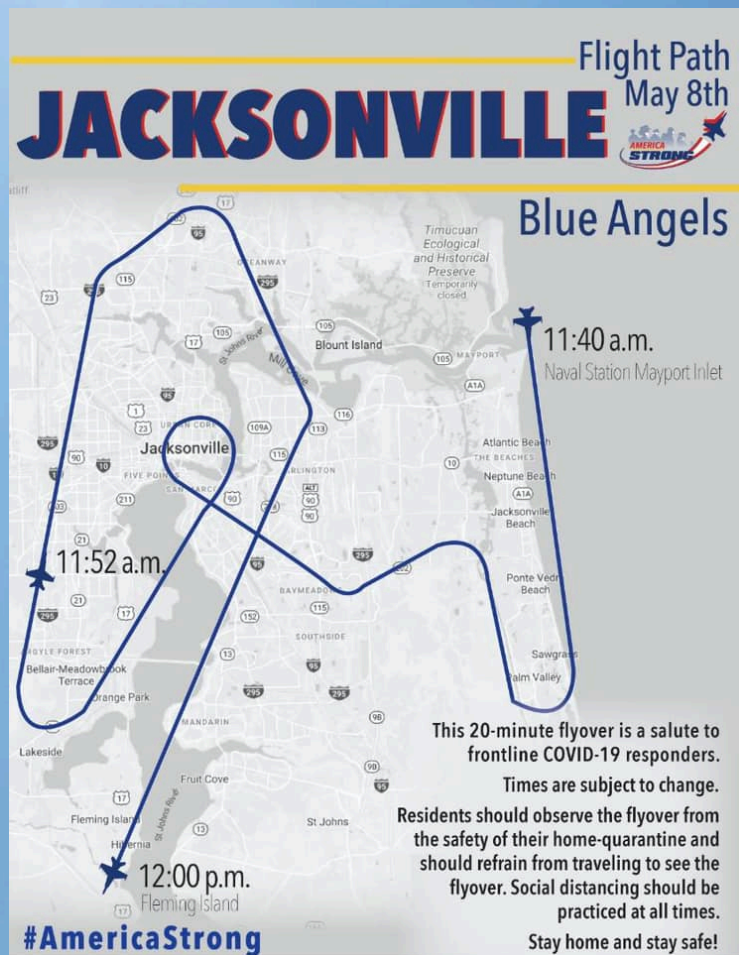


Health
First

Health First to Distribute Tickets



Blue Angels' America Strong Mission



**We salute all essential
personnel!**
See you soon 🇺🇸





Sunday Show will honor all Health Care Heroes





Marketing Budget

Medium	Budget	Dates
PR Services	\$10,000	Ongoing
Billboards	\$15,000	April 1st
Social Media Advertising	\$20,000	April 1st
Social Media Management	\$5,000	Ongoing
Television	\$15,000	May 1st
TV Spot Production	\$2,500	Completed

Plus recently added \$15,000
investment from MLB!

New Total: \$82,500



Thank you!

Mary Breen

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