



**Wings over Wheels FLY-IN / CAR SHOW
BECOME A MAJOR SPONSOR OR ADVERTISER**



If you want to reach thousands of families, pilots and car enthusiasts from throughout the Chicagoland area, the Wings over Wheels Fly-in / Car Show presents a unique opportunity to reach your target audience. Each year, the EAA Chapter 15 has hosted dozens of vintage aircraft and automobiles, new aircraft, dealer exhibits, fly-bys of interesting aircraft, seminars and attractions for all ages. People come from all over the Midwest to attend the annual pancake breakfast which has been around since 1972.

By popular demand, the annual breakfast has been expanded to host the inaugural Wings over Wheels Fly-in / Car Show. More airplanes, more classic and antique cars will be attending the 2018 annual event. Advertising for the event started at the turn of the year and WOW has already booked dozens of airplanes and cars. The event has also been expanded by the duration. It now runs from 8:00am to 4:00pm.

We can help you reach your customer through an event sponsorship, an advertisement, in our 20+ page (and expanding with every new advertisement), 4 color, 8 1/2 x 11 show program that every attending family receives, an exhibitor, or any combination of the above. The program will feature advertisements from local, regional and national businesses along with a schedule of the day's events, aviation / car news and general information. Attendees will refer to the program often and will carry it home as a souvenir.

The Fly-in / Car Show will be held on June 10th, 2018 at Romeoville/Lewis Airport (KLOT), a public use general aviation airport located just outside of Chicago. Your support will help fund the youth aviation programs and scholarships offered by the Jaycor Foundation and EAA Chapter 15, along with supporting the local Girl Scouts, Boy Scouts and other youth organizations. It's also a great opportunity to join other prominent businesses in advertising your organization to a very large audience of potential customers. Please contact us to let us know how we can help you reach thousands of potential customers at the Wings over Wheels Fly-in/Car show.

SPONSORSHIP LEVELS

	PLATINUM LEVEL	GOLD LEVEL	SILVER LEVEL
Fly-In/Car Show Program Ad	Full Page-4 Color	1/2 Page—4 Color	1/4 Page - 2 Color
Company Banner Placement	Prime Location	Highly Visible	Visible
Mentioned in All Press Releases	Yes	No	No
Logo on WOW/Chapter Website	Yes 1 year	Yes 1 year	No
Public Address Announcements During Event	2+ Time per hour	1+ Time per hour	Once during event
Logo on Front Cover of Program	Yes	No	No
Complimentary Sight Seeing flight of Chicago Skyline	Yes	No	No
Chance to Win Sight Seeing Flight	No	Yes	Yes
Food Tokens	8	6	4
Price	\$975	\$550	\$400

Ad prices listed above are for "Camera-Ready" ads sized to the dimensions listed, provided electronically, and with color separations for 4-Color Process ads. Additional fees apply for non-camera ready artwork –see attached sheet for more info.

PLEASE DIRECT ALL INQUIRES TO DARREN LILJA (darren@wowflyin.com / 630-410-9944)

Event website: www.wowflyin.com

CANCELLATION/REFUND POLICY: Since the Wings over Wheels Fly-In / Car Show is an outdoor event, postponement or cancellation due to weather or other events beyond the control of the Jaycor Foundation are possible. Advertisers/Sponsor understands and agrees, by submission of this Order form and payment, that refunds will not be made after May 1st. If the event is cancelled, the event will be rescheduled at a future date.



**Wings over Wheels FLY-IN / CAR SHOW
Sponsorship Program Ad Order Form**



BUSINESS NAME _____
STREET ADDRESS _____ **P.O. BOX NO.** _____
TOWN/CITY _____ **STATE** _____ **ZIP** _____
CONTACT PERSON _____ **TEL. NUMBER** _____
EMAIL ADDRESS _____ **FAX NUMBER** _____

SPONSORSHIPS

- Platinum Sponsorship (includes full page 4-color ad in Fly-In program).....\$975**
- Gold Sponsorship (includes half page 4-color ad in Fly-In program).....\$550**
- Silver Sponsorship (includes quarter page 2-color ad in Fly-In program).....\$395**

**ADS IN FLY-IN PROGRAM
(Deadline : May 10th)**

AD SIZE	WIDTH	HEIGHT	4 Color Process
1/8 Page	3 5/8"	2 1/4"	☐ \$135
1/4 Page	3 5/8"	4 1/4"	☐ \$215
1/2 Page	7 1/2"	4 3/4"	☐ \$330
Full Page	7 1/2"	10"	☐ \$455
1/2 Inside Front Cover***	7 1/2"	4 1/4"	☐ \$400
Full Inside Front Cover***	8 1/2"	11"	☐ \$615
Full Inside Back Cover***	8 1/2"	11"	☐ \$565
Full Outside Back Cover***	8 1/2"	11"	☐ \$865

Renewal (Same as previous year)
 New Ad

*** Premium positions sold on first-come-first served basis.
 Check with WOW Fly-In representative for availability.
 *** Half page ads or larger are entitled to one free 10 x 10 vendor spot at the event

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PAYMENT

Make Check payable to Jaycor Foundation and mail with this form to: Jaycor, P.O. Box 453 Lemont, IL 60439

ORDER DATE _____ **CHECK AMOUNT** _____ **CHECK NUMBER** _____
SPONSOR'S/ADVERTISERS NAME (PLEASE PRINT) _____
SIGNATURE _____ **PHONE** _____
JAYCOR FLY-IN REPRESENTATIVE _____

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Wings over Wheels FLY-IN / CAR SHOW Ad Sponsorship FAQ



Q: What is "Camera-Ready" artwork?

A: Camera-ready artwork should be a digital file of your logo with the exact dimensions of the ad you have ordered and the resolution (DPI) of 135 or better. Preferred formats are Adobe Illustrator, Adobe Photoshop or Adobe EPS (Extended postscript). 4-color process ads should already come in a color separated format (CMYK). 2 Color ads submitted with multiple colors and dark backgrounds may require "Make Up".

Q: How do I know if my artwork is camera ready?

A: If you're not sure if your artwork is camera ready, send it to us at info@wowflyin.com and we will be happy to inspect your artwork and let you know if your ad would require further processing (i.e. Make Up). Physical media that has to be digitized (i.e. phot, business card, letterhead) is not camera ready.

Q: Are there any additional charges if my artwork is not camera ready?

A: Yes, as a graphic designer will have to process your artwork to make it ready for print, the following amounts will be charged for non-camera-ready ads. If you know your ad is non camera-ready, please include the appropriate additional amount with your payment.

AD SIZE	1/8th Page	1/4 Page	1/2 Page	Full Page
4 color ads	\$50	\$65	\$90	\$120

ADS IN FLY-IN PROGRAM (Deadline : May 1st)

Q: Who will see my ad?

A: Thousands of people. Many at the event and a copy of the program will be posted online at the WOW website. Our volunteers will be handing out programs as people enter through the gates. The people who bring their show cars and show planes to the event will be handed a program. If you opt for Silver, Gold or Platinum sponsorship, you will get even more exposure and benefits (See the Sponsorship sheet for more details).

Q: Who do I contact if I have a question:

A: Contact Darren Lilja @ darren@wowflyin.com or 630-410-9944. If he can not supply an answer, he will put you in contact with someone who will. He has most of the answers :)