



THE **MALTA** INTERNATIONAL
AIRSHOW

23 & 24 SEPTEMBER 2023

Marketing Brochure

www.maltairshow.com



Introduction

Introducing the **Malta International Airshow**, the biggest outdoor event in Malta! With its breathtaking displays of aviation skills and technology, this event attracts people of all backgrounds and ages.

If you're looking for a marketing campaign that will reach a diverse audience and give your brand maximum exposure, advertising at the Malta International Airshow is the way to go.

Organised by the Malta Aviation Society, the Malta International Airshow is one of the most highly-attended events in the country, with tens of thousands of people attending each year. This means your brand will be seen by a huge number of potential customers, giving you maximum exposure and brand recognition.

Such events attract people from all walks of life, from aviation enthusiasts to families looking for a fun day out. This means you can target a diverse range of demographics with your advertising, from young children to adults.

Some of the biggest names in aviation support the event making it a highly prestigious and respected event. By advertising alongside these high-profile sponsors, you will be associated with excellence and quality.

Who are we?



The **Malta Aviation Society** is a registered voluntary organisation whose main objective is to foster and promote aviation in Malta, with a key focus on youth.

This society has been instrumental in organising the Malta International Airshow, an established, globally recognised event that attracts participants from all over the world.

Comprised of more than 100 individuals, the Malta Aviation Society is a vibrant community with a shared passion for aviation. Many of our members are actively involved in the aviation sector, bringing valuable expertise and experience to our society. We are dedicated to sharing our knowledge and enthusiasm with the wider community, fostering a deeper appreciation of aviation.

Through our collective efforts, we have made significant contributions to the advances of aviation in Malta.

Additionally, we take pride in our role of inspiring and introducing the world of aviation to young minds, paving the way for the next generation of aviation enthusiasts and professionals.



One of the society's main goals is to inspire the younger generation to take an interest in aviation. The society provides opportunities for young people to experience aviation up close, including tours of the airport and visits to local aviation-related businesses. Additionally, the society organises workshops and seminars where young people can learn about aviation-related topics and meet professionals working in the field.

We are proud organisers of the Malta International Airshow, now held every two years. This event attracts thousands of visitors from all over the world and showcases the latest developments in aviation technology. The airshow features both military and civilian aircraft, and visitors can enjoy various aerobatic displays, static displays, and ground exhibitions.

The society's commitment to promoting aviation in Malta has been recognised internationally, with the Malta International Airshow receiving numerous awards over the years.



Thanks to the commitment of our members, the Malta Aviation Society is now a highly respected organisation that has made significant contributions to the development of aviation in Malta. Its efforts to promote aviation to young people are commendable, and the society's flagship event, the Malta International Airshow, is an excellent opportunity for visitors to experience the excitement of aviation up close.





The Event

The **Malta International Airshow** is a highly anticipated two-day public event that takes place bi-annually in Malta.

The event is supported by the Maltese government through various ministries and entities. The event features a static show held at the Safi Aviation Park and a flying display in front of Café Del Mar in St. Paul's Bay.

Airshows such as the Malta International Airshow are a way in which the aviation industry can showcase its latest technological advances, promote aviation safety, and inspire young people to consider careers in aviation.

The airshow provides an opportunity for aviation enthusiasts to witness and appreciate the beauty and power of aircraft up close. This event has a significant positive impact on the local economy and tourism industry.

By attracting visitors from around the world, the event serves as a catalyst for tourism revenue and opens doors for local businesses. As tourists flock to the area, their spending creates a ripple effect, stimulating the growth of the local economy.



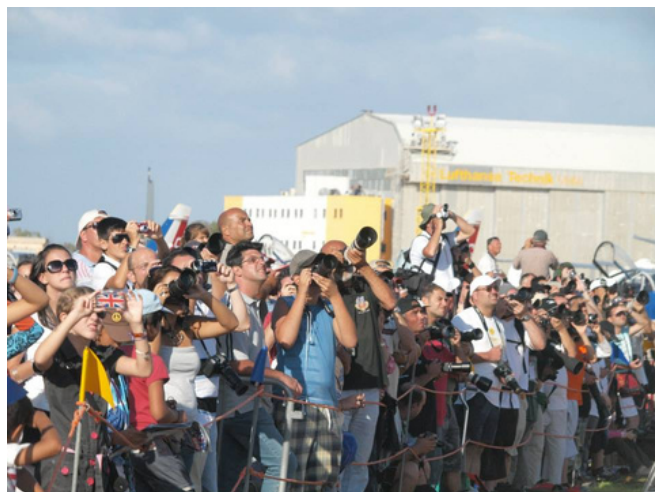
The event's flying displays feature various aircraft, including military planes, aerobatic teams, and commercial planes showcasing their abilities and providing entertainment for attendees.

The static display allows visitors to get up close and personal with the aircraft, take photographs, and learn about their technical features and capabilities. Additionally, visitors can meet and interact with pilots and other aviation professionals who can provide insight into the aviation industry and possible career opportunities.



The Malta International Airshow also serves as a platform for the government to promote its aviation industry and attract foreign investors. Malta has been investing heavily in its aviation sector in recent years, making significant strides in developing its airport infrastructure and attracting new airlines to operate in the country. The event provides an opportunity for the government to showcase these developments to the international community, boosting Malta's profile as a hub for the aviation industry.

In conclusion, this event is an important event that has positive impacts on the local economy and tourism & inspires future employment opportunities in the aviation sector. The event provides an opportunity for the aviation industry to showcase its advances and for the government to promote its aviation industry to the world. The event's success is a testament to the hard work of the organisers, volunteers, and the support of the government and the Maltese people.



Marketing Opportunities

► Event Sponsorship

By becoming a primary tier sponsor, you will unlock a multitude of benefits that guarantee unparalleled brand exposure, exciting opportunities for engagement, and a competitive edge in your industry.



- **Maximum Visibility:** Your logo will be prominently displayed in all artwork associated with the event, ensuring widespread recognition and exposure.
- **Exclusive Back Page Advert:** Your advertisement will be featured on the back page of the event's souvenir programme, reaching a captive audience of attendees and creating a lasting impression.
- **Thrilling Association:** As a sponsor, you will have the unique opportunity to sponsor one of the flying display aircraft, allowing you to associate your brand with excitement and adventure. The choice of aircraft will be yours, giving you the freedom to select the perfect fit for your brand.
- **On-site Promotion:** Take advantage of a dedicated promotional stand during the event, allowing you to engage directly with attendees, showcase your products or services, and generate valuable contacts.
- **Online Presence:** Your logo will be prominently showcased on the event's website, increasing your brand visibility and driving traffic to your online platforms.
- **Immersive Branding:** Maximise your brand exposure with on-site branding elements such as flags and banners, ensuring that your presence is felt throughout the event grounds.
- **VIP Status:** Join the head table during the event's press conference, granting you exclusive access to key industry influencers and enhancing your credibility as a primary sponsor.
- **Amplified Advertising:** Capture the attention of attendees by airing audio commercials during the event on the high-quality PA system provided by the organisers, ensuring your message reaches a captive audience.
- **Employee Perks:** All employees of the sponsoring company will enjoy complimentary access to the event.



► Flying Display Aircraft Package

Experience the adrenaline rush of being a Flying Display Aircraft sponsor and make a lasting impact at the event. Our exclusive package offers an array of benefits designed to maximise your brand's exposure and engagement. Take advantage of the following exciting perks:

- **Full-Page Souvenir Programme Advert:** Grab the attention of event attendees with a captivating full-page advertisement in the event's highly sought-after souvenir programme. Your brand message will be showcased prominently, leaving a lasting impression.
- **Logo Placement in Flying Display Write-Up:** Your logo will be prominently displayed on the page featuring the thrilling write-up about the Flying Display Aircraft. This prime placement will ensure that your brand is associated with the excitement and awe-inspiring performance of the aircraft.
- **On-Site Audio Commercials:** Amplify your brand's impact by airing audio commercials during the event on the state-of-the-art PA system provided by the organiser. Your brand message will reach a captive audience, heightening awareness and generating interest.
- **On-Site Branding:** Stand out from the crowd with on-site branding, including flags and banners strategically placed to ensure maximum visibility. Your brand will soar high and command attention throughout the event grounds.
- **Complimentary Tickets:** Enjoy the event to the fullest with ten complimentary tickets, granting you and your team access to witness the breathtaking Flying Display Aircraft firsthand. Immerse yourselves in the excitement and networking opportunities that the event offers.

Don't miss this exclusive opportunity to align your brand with the thrill and excitement of the Flying Display Aircraft. Elevate your brand's visibility, captivate your target audience, and create a lasting impression. Become a Flying Display Aircraft sponsor today!



► Static Display Aircraft Package

Unlock exclusive benefits and showcase your brand with our Static Display Aircraft sponsorship package. You will enjoy the following perks:

- **Full-Page Souvenir Programme Advert:** Make a bold statement with a captivating full-page advert in the event's highly sought-after souvenir programme. Reach a wide audience and leave a lasting impression.
- **On-Site Branding:** Stand out from the crowd with on-site branding opportunities, including flags and banners strategically placed to ensure maximum visibility and brand exposure.
- **Complimentary Tickets:** Receive six complimentary tickets, allowing you and your team to witness the event first-hand and engage with potential clients and industry professionals.

Elevate your brand's presence and make a lasting impact with our Static Display Aircraft sponsorship package. Don't miss this opportunity to showcase your brand, gain valuable exposure, and make meaningful connections within the industry.



► Trade Stand Package

Maximise your brand's presence with our Trade Stand Package. Experience the ultimate brand exposure with our Trade Stand Package. This all-inclusive package offers a wide range of benefits designed to showcase your brand and drive engagement at the event. Take advantage of the following exclusive perks:

- **Area Rental:** Secure a prime area within the event where you can set up your trade stand, ensuring maximum visibility and foot traffic. Position your brand in the heart of the action to attract the attention of event attendees.
- **Full-Page Souvenir Programme Advert:** Make a bold statement with a full-page advertisement in the event's prestigious souvenir programme. Gain the attention of a captive audience and create a lasting impact.
- **On-Site Audio Commercials:** Amplify your brand's message by airing audio commercials during the event. Utilize the high-quality PA system provided by the organiser to reach a wide audience and generate interest in your products or services.
- **Tent Provided:** Relax and focus on your brand while we take care of the logistics. The organiser will provide a tent for your trade stand, ensuring a comfortable and professional environment to showcase your offerings.
- **Branding Opportunities:** Showcase your brand or product with eye-catching branding within your trade stand. Create a visually appealing display that will leave a lasting impression on attendees.
- **Complimentary Tickets:** Enjoy the event as our valued sponsor with six complimentary tickets granting access to the excitement and networking opportunities that the event has to offer.

Don't miss this opportunity to position your brand front and centre with our Trade Stand Package. Drive engagement, increase brand visibility, and connect with your target audience in a meaningful way.



► Souvenir Programme Advertising

Stand out with premium souvenir programme advertising. Capture the attention of event attendees and showcase your brand in the prestigious event souvenir programme. Choose from a variety of premium positions and run-of-paper options to maximise your brand's visibility. Explore the possibilities below:

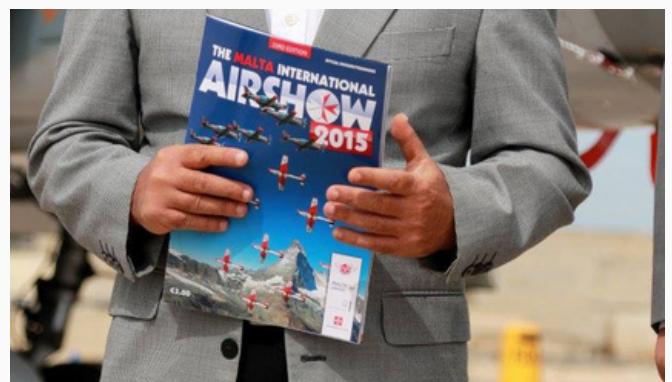
Premium Positions:

- **Outside Back Cover:** Make a lasting impression by securing the outside back cover of the souvenir programme. This prime location guarantees maximum exposure for your brand, ensuring that it will be seen by everyone who flips through the pages.
- **Inside Front Cover:** Be the first brand that attendees see as they open the souvenir programme by selecting the inside front cover. This exclusive position allows your brand to command attention and create a strong initial impact.
- **Inside Back Cover:** Capture the attention of event attendees as they reach the end of the souvenir programme by featuring your brand on the inside back cover. Leave a memorable impression with this prime advertising space.
- **Centre Page Poster Strip:** Take advantage of the eye-catching centre page poster strip, allowing your brand to be prominently displayed at the heart of the souvenir programme. This strategic position guarantees maximum visibility and engagement.

When it comes to souvenir programme advertising, you have the flexibility to choose the position and size that best suits your brand's needs and budget. Elevate your brand's presence, leave a lasting impression, and engage with event attendees through premium positions and run-of-paper options.

Run of Paper:

- **Double Page:** Engage your audience with a captivating double-page spread, providing ample space to showcase your brand's story, products, or services. Capture attention and create a lasting impact with this expansive advertising option.
- **Full Page:** Deliver a powerful message with a full-page advertisement that commands attention. Utilise this space to highlight your brand's unique selling points and create a visually stunning advertisement that leaves a lasting impression.
- **Half Page:** Make a statement with a half-page advertisement that combines concise messaging with impactful visuals. This option strikes a balance between cost-effectiveness and brand visibility, allowing you to reach a wide audience.
- **Quarter Page:** Optimise your budget while still maximizing brand exposure with a quarter-page advertisement. This option allows you to convey key information and capture the attention of souvenir programme readers.



Our Audience



Celebrating a Diverse Crowd at the Malta International Airshow

For over 26 editions, the Malta International Airshow has been captivating audiences year after year, drawing in both local enthusiasts and international visitors. With each passing edition, our audience has grown steadily, thanks to the extensive exposure received through various local and foreign media channels, as well as the power of social media.

One of the remarkable aspects of the Malta International Airshow is the equal spread of airshow and aviation interests across all genders and ages. Our event appeals to a diverse crowd, embracing aviation enthusiasts of all backgrounds. Whether you're a seasoned pilot, an aviation professional, a curious onlooker, or a family seeking a thrilling weekend outing, the airshow offers something for everyone.



The growing popularity of the Malta International Airshow can be attributed to the incredible experiences it offers. Attendees have the opportunity to witness awe-inspiring aerial displays, showcasing the skill and precision of talented pilots from around the world. The excitement in the air is palpable as breathtaking manoeuvres and roaring engines fill the sky, leaving spectators in awe.

Beyond the thrilling flying displays, the airshow provides a platform for exhibitors to showcase the latest innovations in aviation technology, aircraft, and related products and services. Visitors can explore a diverse range of exhibits, interact with industry professionals, and learn more about the advances shaping the world of aviation.

The success and growth of the Malta International Airshow can also be attributed to the dedicated team behind it. Their passion for aviation and commitment to creating an unforgettable experience for attendees is evident in every aspect of the event. From meticulously planned logistics to engaging entertainment and interactive activities, the airshow promises an immersive and enjoyable experience for all.



As we look ahead to the future, the Malta International Airshow remains committed to continuously enhancing the event, making it even more captivating and memorable for our audience. We strive to create an inclusive environment that fosters a deep appreciation for aviation, while also providing a platform for industry professionals to connect, collaborate, and thrive.

Join us at the upcoming edition of the Malta International Airshow and become a part of our ever-growing audience. Experience the thrill of aviation, witness spectacular displays, and create cherished memories with your loved ones. Whether you're a lifelong aviation enthusiast or a newcomer to the world of flight, the airshow promises an extraordinary experience that will leave you inspired and exhilarated.





We'd Love to Hear From You!

Thank you for your interest in the upcoming airshow event. We value your feedback, questions, and inquiries. Our team is dedicated to providing you with the information you need to make the most of your experience at the airshow. Whether you have inquiries about ticketing, sponsorship opportunities, or general event information, please don't hesitate to reach out to us.

We are here to assist you and ensure that your time at the airshow is nothing short of extraordinary. Contact us today, and together let's make this airshow an unforgettable adventure!



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