



**McCONNELL AFB**

22D FORCE SUPPORT SQUADRON



# COMMERCIAL SPONSORSHIP AND ADVERTISING

AVIATION INSPIRES US. COMMUNITY CONNECTS US.

FRONTIERS IN FLIGHT AIR SHOW • OCT 24 & 25 2026 • [FRONTIERSINFLIGHT.COM](http://FRONTIERSINFLIGHT.COM) • [REFUELMCCONNELL.COM](http://REFUELMCCONNELL.COM)



**“67% of air show attendees are more likely to support a sponsor due to their support of an air show.”**

– International Council of Air Shows

## ABOUT MCCONNELL AFB

McConnell Air Force Base is home to the 22nd Air Refueling Wing, operating the KC-46A Pegasus and KC-135, and is also the host installation for the 931st Air Refueling Wing of the Air Force Reserve and the 184th Wing of the Kansas Air National Guard. Together, these units form a Total Force team dedicated to delivering rapid global mobility, air refueling, and combat-ready Airmen.

The McConnell community is composed of approximately 3,500 active-duty Airmen, 1,600 Air Force Reserve and Air National Guard members, 7,000 dependents, 6,000 retirees, and more than 1,000 civilian personnel.

McConnell Air Force Base invites businesses to partner with us by sponsoring key elements of our 2026 Air Show. Sponsorship directly supports Morale, Welfare, and Recreation (MWR) programs and experiences offered in conjunction with the Air Show, enhancing quality-of-life initiatives and family-friendly activities for the military community.

## WHY SPONSOR

As a sponsor, you'll have the opportunity to connect with a diverse audience and elevate your brand during one of the region's most exciting events. Our two-day Air Show is expected to attract over 80,000 attendees, providing unparalleled exposure and engagement opportunities.

Whether your goal is to promote your products, build business relationships, enhance brand visibility, or expand name recognition, this event offers access to a unique and highly engaged market.

## OUR AVERAGE REACH



100K+ ATTENDEES



3.3K FOLLOWERS



# SPONSORSHIP PACKAGES 2026

	*Headliner \$50,000	*Family Zone Presenting Sponsor \$50,000	Premier Sponsor \$30,000
Exhibit Space Provided	✓	✓	✓
Static Display Adjacent to Booth	3	3	2
On-site Banner Placement	6	6	4
Logo on Welcome/Thank You Banners	✓	✓	✓
PA Announcements (per day)	8 (30 sec ea.)	8 (30 sec ea.)	6 (30 sec ea.)
Parking Passes Included	4+	4+	4+
Logo on FSS Social Media	✓	✓	✓
Website Logo Duration	6 Mo.	6 Mo.	4 Mo.
FSS McConnell TV/Website Advertising	8 Mo.	8 Mo.	6 Mo.
Commemorative Sponsor Plaque	✓	✓	✓

*\*Exclusive Sponsorship Opportunities  
The Headliner Sponsor and Family Zone Presenting Sponsor are exclusive opportunities,  
with only one sponsor available per category.*



<b>SPONSORSHIP PACKAGES 2026</b>	<b>Featured Sponsor</b>	<b>Contributing Sponsor</b>	<b>Community Sponsor</b>	<b>Promotional Sponsor</b>
	\$20,000	\$10,000	\$7,500	\$5,000
<b>Exhibit Space Provided</b>	✓	✓	✓	✓
<b>Static Display Adjacent to Booth</b>	1	1	-	-
<b>On-site Banner Placement</b>	3	2	2	-
<b>Logo on Welcome/Thank You Banners</b>	✓	✓	✓	✓
<b>PA Announcements (per day)</b>	4 (30 sec ea.)	2 (15 sec ea.)	2 (15 sec ea.)	-
<b>Parking Passes Included</b>	4+	3	2	1
<b>Logo on FSS Social Media</b>	✓	✓	✓	-
<b>Website Logo Duration</b>	4 Mo.	4 Mo.	4 Mo.	-
<b>FSS McConnell TV/Website Advertising</b>	4 Mo.	2 Mo.	2 Mo.	-
<b>Commemorative Sponsor Plaque</b>	-	-	-	-

*Additional \$500 for extra display space*

### Sponsorship Scope

Sponsorship supports Morale, Welfare, and Recreation (MWR) programs, services, and activities conducted in conjunction with the 2026 Frontiers in Flight Air Show. The Air Show itself is funded by Appropriated Funds (APF); sponsorship does not imply endorsement by the U.S. Air Force or the Department of Defense.

### Customization Available

Sponsorship benefits may be tailored to meet your organization's goals and budget. Additional opportunities and custom packages are available upon request.

### Donations Welcome

McConnell AFB also welcomes donations from community partners and interested organizations. For more information, please contact us at [krystal.simmons.1@us.af.mil](mailto:krystal.simmons.1@us.af.mil)

This is a solicitation for commercial sponsorship by a Non-Appropriated Fund Instrumentality (NAFI) of the United States Government. It does not obligate appropriated or non-appropriated funds of the Government. Sponsorship packages, including benefits and rates, are subject to change at any time without notice.

# HEADLINER SPONSOR

# \$50,000

## Air Show Exposure

- ✓ One (1) 20' x 20' exhibit space in a high-traffic location, including two (2) tables and four (4) chairs (tent not included)
- ✓ Display of product and/or services to over 50,000 potential customers daily (no sales)
- ✓ Opportunity to hand out promotional items and conduct customer drawings at event (max of \$20 per family/household)
- ✓ Option to include up to three (3) additional static display spaces adjacent to the exhibit area, based on display size, safety requirements, and airfield operations approval
- ✓ Company logo and link on RefuelMcConnell.com (for 6 months) and frontiersinflight.com website
- ✓ Company logo on 22 FSS produced welcome/thank you banners
- ✓ Company logo on 22 FSS produced printed ad and posters
- ✓ Social media recognition within 22 FSS channels
- ✓ Opportunity to display six (6) 3' x 6' banners (provided by sponsor) on air show grounds (locations TBD)
- ✓ Eight (8) PA announcements per day – 30 sec max – Sponsor provides script
- ✓ Eight (8) months of advertising on McConnell AFB\*
- ✓ Option for Chalet Space on show line for up to 20 people per day (Limited space, first come, first served)
- ✓ Commemorative plaque recognizing sponsorship support of MWR programs during the 2026 Frontiers in Flight Air Show

\*Advertising items must meet all regulatory requirements. All locations will be determined by 22 FSS Marketing.

## Access Benefits

- ✓ Parking Passes
- ✓ Access to Sponsorship Tent
- ✓ Access to Marketing Team Valet (wait times may vary)

## Exclusive & Limited Availability.

**Opportunities are awarded on a first-confirmed basis.**



# FAMILY ZONE PRESENTING SPONSOR

# \$50,000

## Air Show Exposure

- ✓ Two (2) 10' x 10' exhibit spaces (one inside the Family Zone and one in a high traffic location), includes two (2) tables and four (4) chairs (tents not included)
- ✓ Display of product and/or services to over 50,000 potential customers daily (no sales)
- ✓ Opportunity to hand out promotional items and conduct customer drawings at event (max of \$20 per family/household)
- ✓ "Family Zone presented by 22 FSS and [Sponsor Name]" recognition
- ✓ Option to include up to three (3) additional static display spaces adjacent to the exhibit area, based on display size, safety requirements, and airfield operations approval.
- ✓ Company logo and link on RefuelMcConnell.com (for 6 months) and frontiersinflight.com website
- ✓ Company logo on 22 FSS produced welcome/thank you banners
- ✓ Company logo placement on Family Zone signage
- ✓ Social media recognition within 22 FSS channels
- ✓ Opportunity to display three (3) 3' x 6' banners (provided by sponsor) on air show grounds (locations TBD)
- ✓ Opportunity to display three (3) 3' x 6' banners (provided by sponsor) inside the Family Zone
- ✓ Eight (8) PA announcements per day – 30 sec max – Sponsor provides script
- ✓ On-mic recognition specific to Family Zone programming
- ✓ Eight (8) months of advertising on McConnell AFB\*
- ✓ Option for Chalet Space on show line for up to 20 people per day (Limited space, first come, first served)
- ✓ Commemorative plaque recognizing sponsorship support of MWR programs during the 2026 Frontiers in Flight Air Show

*\*Advertising items must meet all regulatory requirements. All locations will be determined by 22 FSS Marketing.*

## Access Benefits

- ✓ Parking Passes
- ✓ Access to Sponsorship Tent
- ✓ Access to Marketing Team Valet (wait times may vary)

**Exclusive & Limited Availability. Opportunities are awarded on a first-confirmed basis.**

## Air Show Exposure

- ✓ One (1) 20' x 20' exhibit space in a high traffic location, includes two (2) tables and four (4) chairs (tent not included)
- ✓ Display of product and/or services to over 50,000 potential customers daily (no sales)
- ✓ Opportunity to hand out promotional items and conduct customer drawings at event (max of \$20 per family/household)
- ✓ Option to include up to two (2) additional static display spaces adjacent to the exhibit area, based on display size, safety requirements, and airfield operations approval.
- ✓ Company logo and link on RefuelMcConnell.com (for 4 months) and frontiersinflight.com website
- ✓ Company logo on 22 FSS produced welcome/thank you banners
- ✓ Company logo on 22 FSS produced printed ad and posters
- ✓ Social media recognition within 22 FSS channels
- ✓ Opportunity to display four (4) 3' x 6' banners (provided by sponsor) on air show grounds (locations TBD)
- ✓ Six (6) PA announcements per day – 30 sec max – Sponsor provides script
- ✓ Six (6) months of advertising on McConnell AFB\*
- ✓ On-mic recognition specific to Family Zone programming
- ✓ Eight (8) months of advertising on McConnell AFB\*
- ✓ Option for Chalet Space on show line for up to 10 people per day (Limited space, first come, first served)
- ✓ Commemorative plaque recognizing sponsorship support of MWR programs during the 2026 Frontiers in Flight Air Show

*\*Advertising items must meet all regulatory requirements. All locations will be determined by 22 FSS Marketing.*

## Access Benefits

- ✓ Parking Passes
- ✓ Access to Sponsorship Tent
- ✓ Access to Marketing Team Valet (wait times may vary)

# FEATURED SPONSOR

# \$20,000

## Air Show Exposure

- ✓ One (1) 20' x 10' exhibit space in a high traffic location, includes two (2) tables and four (4) chairs (tent not included)
- ✓ Display of product and/or services to over 50,000 potential customers daily (no sales)
- ✓ Opportunity to hand out promotional items and conduct customer drawings at event (max of \$20 per family/household)
- ✓ Option to include up to one (1) additional static display spaces adjacent to the exhibit area, based on display size, safety requirements, and airfield operations approval.
- ✓ Company logo and link on RefuelMcConnell.com (for 4 months) and frontiersinflight.com website
- ✓ Company logo on 22 FSS produced welcome/thank you banners
- ✓ Company logo on 22 FSS produced printed ad and posters
- ✓ Social media recognition within 22 FSS channels
- ✓ Opportunity to display three (3) 3' x 6' banners (provided by sponsor) on air show grounds (locations TBD)
- ✓ Four (4) PA announcements per day – 30 sec max – Sponsor provides script
- ✓ Four (4) months of advertising on McConnell AFB\*
- ✓ Option for Chalet Space on show line for up to 5 people per day (Limited space, first come, first served)

*\*Advertising items must meet all regulatory requirements. All locations will be determined by 22 FSS Marketing.*

## Access Benefits

- ✓ Parking Passes
- ✓ Access to Sponsorship Tent
- ✓ Access to Marketing Team Valet (wait times may vary)



## Air Show Exposure

- ✓ One (1) 10' x 10' exhibit space in a high traffic location, includes one (1) tables and two (2) chairs (tent not provided)
- ✓ Display of product and/or services to over 50,000 potential customers daily (no sales)
- ✓ Opportunity to hand out promotional items and conduct customer drawings at event (max of \$20 per family/household)
- ✓ Option to include up to one (1) additional static display spaces adjacent to the exhibit area, based on display size, safety requirements, and airfield operations approval.
- ✓ Company logo and link on RefuelMcConnell.com (for 4 months) and frontiersinflight.com website
- ✓ Company logo on 22 FSS produced welcome/thank you banners
- ✓ Company logo on 22 FSS produced printed ad and posters
- ✓ Social media recognition within 22 FSS channels
- ✓ Opportunity to display two (2) 3' x 6' banners (provided by sponsor) on air show grounds (locations TBD)
- ✓ Two (2) PA announcements per day – 15 sec max – Sponsor provides script
- ✓ Two (2) months of advertising on McConnell AFB\*

*\*Advertising items must meet all regulatory requirements. All locations will be determined by 22 FSS Marketing.*

## Access Benefits

- ✓ 3 Parking Passes
- ✓ Access to Sponsorship Tent
- ✓ Access to Marketing Team Valet (wait times may vary)



# COMMUNITY SPONSOR

# \$7,500

## Air Show Exposure

- ✓ One (1) 10' x 10' exhibit space in a high traffic location, includes one (1) table and two (2) chairs (tent not provided)
- ✓ Display of product and/or services to over 50,000 potential customers daily (no sales)
- ✓ Opportunity to hand out promotional items and conduct customer drawings at event (max of \$20 per family/household)
- ✓ Company logo and link on RefuelMcConnell.com (for 4 months) and frontiersinflight.com website
- ✓ Two (2) PA announcements per day – 15 sec max – Sponsor provides script
- ✓ Company logo on 22 FSS produced welcome/thank you banners
- ✓ Company logo on 22 FSS produced printed ad and posters
- ✓ Opportunity to display two (2) 3' x 6' banners (provided by sponsor) on air show grounds (locations TBD)
- ✓ Two (2) months of advertising on McConnell AFB\*

\*Advertising items must meet all regulatory requirements. All locations will be determined by 22 FSS Marketing.

## Access Benefits

- ✓ 2 Parking Passes
- ✓ Access to Sponsorship Tent
- ✓ Access to Marketing Team Valet (wait times may vary)

# PROMOTIONAL SPONSOR

# \$5,000

## Air Show Exposure

- ✓ One (1) 10'x10' exhibit space in high traffic area location, includes one (1) table and two (2) chairs (tent not provided)
- ✓ Company logo on welcome banners near entrance.

## Access Benefits

- ✓ 2 Parking Passes
- ✓ Access to Sponsorship Tent
- ✓ Access to Marketing Team Valet (wait times may vary)


# CONTACT


GET IN TOUCH

**Krystal Simmons**

Marketing and Sponsorship  
Coordinator

 McConnell Air Force Base  
Wichita, Kansas

 [krystal.simmons.1@us.af.mil](mailto:krystal.simmons.1@us.af.mil)

 316-759-6927

Reach out by September 1, 2026

**Powered by  
Partnership**

Your support fuels the excitement, builds community pride, and leaves a lasting impact long after the final flyover.

