

AERO

GATINEAU  OTTAWA

2026

*Come fly
with us!*

SPONSORSHIP OPPORTUNITIES



SEPTEMBER 18-20, 2026 GATINEAU-OTTAWA EXECUTIVE AIRPORT



WE ARE EXTREMELY EXCITED TO ANNOUNCE THE RETURN OF THE AERO GATINEAU-OTTAWA AIRSHOW, ON SEPTEMBER 18-19-20, 2026, AT THE GATINEAU-OTTAWA EXECUTIVE AIRPORT.

WHY PARTNER WITH AERO GATINEAU-OTTAWA?

- Drive positive brand awareness with over 20,000 attendees
- Engage with an audience with above-average education and household income
- Create high-quality, memorable event experiences for clientele or staff
- Help community groups and charities supported by the Airshow
- Associate your brand with one of the most recognized aviation events in Eastern Canada

AERO Gatineau-Ottawa offers many levels of partnership and is customizable to suit your vision and needs, including high visibility on-site branding, activation opportunities and spectator engagement. Our partnership program is packaged as the take-off point to creating the perfect custom-tailored offering for you and your company.

Contact us to discuss a custom-tailored package to best suit your needs!

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ATTENDEE DEMOGRAPHICS*

- Over 25,000 guests
- 89% satisfaction rate
- Visitors spent an average of 6 hours on site
- Average household income: \$115,000 and over
- 78% of participants are homeowners
- Over 80% have post-secondary education
- 73% male
- Average age: 35-54
- 60% English-speaking / 40% French-speaking

* Data from 2024-2019 studies

PROVENANCE

- Gatineau **29%**
- Ottawa **39%**
- Rest of Quebec **19%**
- Rest of Ontario **12%**
- Rest of Canada **0.5%**
- International **0.5%**

INCREASED VISIBILITY

- More than 25,000 newsletter subscribers
- 150,000 website visits
- 10,000 Facebook subscribers
- International media coverage

“As our show continues to grow in regional recognition and airshow prestige, we are building on this success to add new features for our loyal airshow fans and our growing family-centric audience.”

JOHN BENNETT
AERO GATINEAU-OTTAWA, DIRECTOR GENERAL

FRIDAY NIGHT - ONE NIGHT ONLY!

A perfect occasion for a night out, client event, or corporate function.

Friday evening at the airport is a magical landscape. Watching the elegance and power of flight at 'golden hour' is a very special experience. As the sun goes down, the performing aircraft reveal the lights, sparkles and flames that just cannot be seen in the daytime. The Friday show concludes with a spectacular illuminated drone and pyrotechnics show, where your company's name can literally be seen in lights!

On the ground, there is a festival atmosphere with ground displays, food and beverage concessions, and activity stations for the family.

**Gates open at 5 pm
and close at 9:00pm**

Flying events - 5:30 pm to 8:30 pm

SATURDAY & SUNDAY

An ideal outing for families of all ages as well as company functions or client events.

IN THE SKY

Extensive flying demonstrations by both military and civilian performers entertain the public throughout the afternoon. The lineup of flying acts is assembled to showcase the best in aviation as well as the wide variety in aircraft styles that comprise the aerospace industry. There are fast jets, unique aerobatic airplanes, parachutists showing their skills, multi-plane synchronised flying, and a few specialty aircraft both big and small.

**Gates open at 10 am
and close at 5 pm**

Flying events - 12 pm to 4:30 pm



ON THE SHOWGROUNDS

Ground displays on the airport tarmac and in the fields are staged with the emphasis around fun and education for the whole family. There is something new to look at and explore each hour of the event!

- Multiple static aircraft areas allow the public to access aircraft up close and speak to the aircrew.
- Displays from aviation organisations, flying schools and product vendors offer a readily available entry point to discussions about joining the aviation world.
- STEM Activities, autograph booth sessions, and the always-popular Kids Zone provide interactive and physical ways for visiting children of all ages to be part of the event throughout the show day.
- Food & beverage trucks, souvenir stands, and a picnic/rest area round out the show site
- Seating Areas are set up with all-inclusive options, as well as sections catering to photographers and corporate hosting

EXPECTED TO APPEAR AT AERO GATINEAU-OTTAWA IN 2026

- RCAF Canadian Forces Snowbirds
- Canadian CF-18 Hornet
- Canadian Skyhawk Parachute Team
- Kyle Fowler Aerobatics

- Vintage military aircraft
- *Many more still to be confirmed*

Both Saturday and Sunday feature the same flying acts.



PREMIUM PARTNER

\$25,000

PACKAGE INCLUDES:

- Airshow Sponsor viewing area for up to 60 guests (20/day) with premium hospitality in the President's Club, including Premium on-site parking

ONSITE BRANDING RECOGNITION OPTIONS:

- Named venue (e.g. Flightline Club, Photo Pit, Ground Display, Vendor Village, Refreshment Hubs)
- Signage/logo placement in premium location
- Recognition as Premium Partner on all event materials
- Minimum of 2 PA announcements daily (6 total)
- Opportunity to provide branded giveaway to all guests (at sponsor cost)

BRANDING ON SHOW COLLATERAL (ONE OF):

- Wristbands (President's Club, Flightline Club, Photo Pit, Volunteers, Crew)
- Lanyards (Guests, Volunteers)
- Name tags (President's Club, Volunteers)

MARKETING VISIBILITY:

- Recognition as a Premium Partner in all branding including TV, Radio, Billboards & Print Ads
- Logo inclusion on all media releases

WEBSITE, DIGITAL RECOGNITION, MOBILE APP:

- Logo and link to company website on the AERO Gatineau-Ottawa landing page
- Company Name and Logo on Sponsors Page
- Social media mentions recognizing you as a Premium Partner on Facebook and Instagram (minimum 6)
- Logo inclusions in e-blasts to over 25,000 AERO Gatineau-Ottawa insiders
- Feature profile including premium logo placement on the AERO Gatineau-Ottawa Mobile App

GENERAL ADMISSION TICKETS AVAILABLE
for client recognition



PLATINUM PARTNER

\$15,000

PACKAGE INCLUDES:

- Airshow Sponsor viewing area for up to 45 guests (15/day) with premium hospitality in the President's Club, including premium onsite parking

ONSITE BRANDING RECOGNITION OPTIONS:

- Signage/logo placement in premium location
- Minimum of 2 PA announcements daily (6 total)
- Opportunity to provide branded giveaway to all guests (at sponsor cost)

BRANDING ON SHOW COLLATERAL (ONE OF):

- Wristbands (President's Club, Flightline Club, Photo Pit, Volunteers, Crew)
- Lanyards (Guests, Volunteers)
- Nametags (President's Club, Volunteers)

AIRSHOW MARKETING BRANDING:

- Recognition as a Platinum Partner throughout airshow marketing
- Logo and link to company website on the AERO Gatineau-Ottawa landing page

DIGITAL RECOGNITION & MOBILE APP:

- Social media recognition as a Platinum Partner on Facebook and Instagram (minimum 4)
- Logo inclusions in e-blasts to over 25,000 AERO Gatineau-Ottawa insiders

GENERAL ADMISSION TICKETS AVAILABLE
for client recognition



GOLD PARTNER

\$10,000

PACKAGE INCLUDES:

- Airshow Sponsor viewing area for up to 30 guests (10/day) with premium hospitality in the President's Club, including premium on-site parking
- On-site signage opportunities
- Opportunity to provide branded giveaway to all guests (at sponsor cost)
- Minimum of 1 PA announcements daily (3 total)
- Logo recognition as a Gold Partner on the AERO Gatineau-Ottawa website
- Social media recognition as a Gold Partner on Facebook and Instagram (minimum 3)
- Logo inclusion in e-blasts to over 25,000 AERO Gatineau-Ottawa insiders
- Feature profile including premium logo placement on the AERO Gatineau-Ottawa Mobile App

SILVER PARTNER

\$7,500

PACKAGE INCLUDES:

- Airshow Sponsor viewing area for up to 18 guests (6/day) with premium hospitality in the President's Club, including premium on-site parking
- On-site signage opportunities
- Opportunity to provide branded giveaway to all guests (at sponsor cost)
- Minimum of 1 PA announcements daily (3 total)
- Logo recognition as a Silver Partner on AERO Gatineau-Ottawa website
- Social media recognition as a Silver Partner on Facebook and Instagram (minimum 3)
- Logo inclusion in e-blasts to over 25,000 AERO Gatineau-Ottawa insiders
- Feature profile including premium logo placement on the AERO Gatineau-Ottawa Mobile App



BRONZE SPONSOR

\$5,000

PACKAGE INCLUDES:

- Airshow Sponsor viewing area for 12 guests (can be split between show days) with premium hospitality in the President's Club, including premium on-site parking
- Logo on signage
- Minimum of 1 PA announcement daily (3 total)
- Logo recognition as a Bronze Partner on the AERO Gatineau-Ottawa website
- Social media recognition as a Bronze Partner on Facebook and Instagram (minimum 2)
- Logo inclusion in e-blasts to over 25,000 AERO Gatineau-Ottawa insiders
- Logo placement as a Bronze Partner on the AERO Gatineau-Ottawa Mobile App



PRESIDENT'S CLUB

MEMBERSHIP

\$4,000

- 8-10 guests (can be split into 2 days) with premium hospitality in the President's Club, including premium on-site parking
- Additional President's Club tickets may be purchased on top of base membership

**Contact us to discuss a
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to best suit your needs!**

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