



THE VULCAN TO THE SKY TRUST COMMERCIAL SPONSORSHIP

TITLE SPONSORSHIP

The opportunity to become the title sponsor of The Vulcan:

Brand Awareness

Benefit of putting your Brand/Company in front of an enormous live audience at Air Shows and other prestige events throughout the UK. Air Shows are the second most attended outdoor event after football.

- ▲ Corporate logo on the bomb bay doors of Vulcan XH558
- ▲ Corporate logo on home base hangar doors
- ▲ Full promotional branding on all marketing collateral, the VTST web site, dedicated PR campaign and air show commentaries
- ▲ Corporate logo recognition on ground support equipment and Ground Crew overalls
- ▲ Air Crew flight suit logos
- ▲ Flying Wall of Fame – Title Sponsor
- ▲ Static logos – air intakes and engine jet pipe covers

Brand Association

Benefit from an association with a unique British iconic aircraft, the single biggest event since Concorde.

- ▲ The ability to use all the images of the aircraft and ground activity in any PR advertising
- ▲ The ability to use any video footage in any PR advertising
- ▲ Recognition and influence with VIP supporters of the Vulcan



Additional Benefits

- ▲ A unique opportunity to fly 24 passengers alongside XH558 with The Blades aerobatic display team, a globally accredited aerobatic airline
- ▲ Three full corporate days with The Blades for key company stakeholders including flights alongside XH558 (email us for further details)
- ▲ Press and PR launch event at the Vulcan home hangar.
- ▲ A truly unforgettable Luxury Summer Ball at Sywell Aerodrome for 300-500 guests (email us for itinerary)
- ▲ VIP seats at major air shows and recognition in air show commentaries

Our air show season will deliver an audience of over 4 million people excluding transits and fly through events.

Fuel Sponsor Benefits

- ▲ One full corporate day with The Blades including four flights alongside XH558
- ▲ Full promotion in all marketing collateral, the VTST web site, Flying Wall of Fame and PR campaign
- ▲ Full promotion on Air Crew flight suits, Ground Crew overalls and ground equipment

Insurance Sponsor Benefits

- ▲ One full corporate day with The Blades including four flights alongside XH558
- ▲ Full promotion in all marketing collateral, the VTST web site, Flying Wall of Fame and PR campaign
- ▲ Full promotion on Air Crew flight suits, Ground Crew overalls and ground equipment

Key Sponsor Benefits of Association

- ▲ Goodwill generated in keeping this iconic aircraft – “The Nation’s Vulcan” – flying.
- ▲ Key exposure through the outreach education programme to the next generation.
- ▲ Media coverage of the full display season.

Wall of Fame

- ▲ No. of seats at the Summer Ball (email us for details)
- ▲ Goodwill generated in keeping this iconic aircraft – “The Nation’s Vulcan” – flying.
- ▲ Key exposure through the outreach education programme to the next generation.
- ▲ Media coverage of the full display season.

For further information and a project presentation, contact Michael Trotter at:
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