

16th Annual www.IndyAirShow.com
INDIANAPOLIS
AIR SHOW  JUNE 22-24, 2012



DEMOGRAPHICS

"Air shows are likely to grow even more popular with marketers as they learn of the events unusually broad-based demographics and fan loyalty."

— Adweek Magazine

Americans have a century-long fascination with flight.

Air shows attract a unique spectator base unlike that at any other motor sport event. Air shows help you reach into some of the most desirable and hard to reach markets—large numbers of well-educated adults with families.*

The average spectator spends more than 4 hours on the air show grounds

- 75% Have some college
- 40% Are college graduates
- 63% Report household incomes of \$50,000+
- 19% Over \$100,000
- 50% Are adults, between ages 30 – 50
- 65% Are home owners
- 40% Are women
- 80% Own their own computer
- 57% Have made an on-line purchase in the past year

* Per routine survey of 2,500 air show spectators commissioned by Association Research, Inc.

Indy Air Show spectators
are willing to travel...

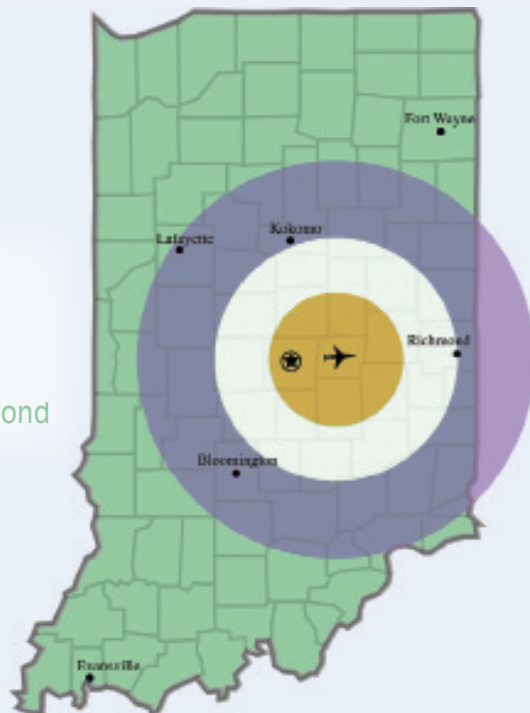
Explore The Map

51%	20 Miles
22%	21-49 Miles
9%	50-75 miles
18%	75 miles and beyond

Escape the typical market-clutter.

The Indianapolis air show packages leading-edge technology with raw power, modern-day heroes and the timeless mystique of flight. The result is world-class entertainment in a festival environment that provides marketers with:

- Title & Presenting sponsorship opportunities
- Identification with high-profile children's causes
- Unmatched density of exposure
- Intense fan loyalty
- Ideal consumer demographics
- Unparalleled sampling, couponing, and branding
- Exclusive brand sponsorship tied to on-site sales
- Cross promotions between brands and area retailers
- One-of-a-kind VIP hospitality



For more information visit IndyAirShow.com or call today at 317-335-7252

Miracle Ride Foundation II, Inc. d/b/a The Indianapolis Air Show is a 501(c)(3) charitable entity and net proceeds are distributed to Central Indiana Community Foundation (CICF) to support children's charities.