

Application: Grande Prairie Regional Airshow

Bruce Tattrie - brucet@baseng.ca
Sponsorship Application

Summary

ID: SPONS-0000000142

Last submitted: Apr 1 2026 03:44 PM (MDT)

Labels: Recreation, Sponsorship, Tourism

Sponsorship Application Form

Completed - Apr 1 2026

Sponsorship Application Form

If you are wanting to apply for an **In-Kind Donation for your event as well as sponsorship, please complete the In-Kind Donation application form.*

Please refer to the following Greenview policies for additional information:

- [Sponsorships Policy 8012](#)
- [Greenview Support Recognition Policy 8000](#)

Organization Information

Name of Organization	Rotary Club of Grande Prairie
Mailing Address	Box 235
Town/City	Grande Prairie
Postal Code	T8V 3A4
Province	Alberta
Contact Name	Dori Mark
Position of Contact Person	Club Executive Assistant
Email	rotaryclubgp@gmail.com
Phone Number	780-518-2907
Briefly Describe your organization	<p>The Rotary Clubs of Grande Prairie are not-for-profit clubs that provide service to others while working together to take action and create lasting change in our communities, across the globe and in ourselves. We are one of the largest service organizations in the world with over 1.5 million members.</p> <p>The Grande Prairie Regional Airshow Committee is made up of members from the various Rotary Clubs of Grande Prairie and the event planning has been divided into different departments with director(s) heading up each. This is our second Airshow and we have been planning this event since we wrapped our 2024 show. We are working closely with the Grande Prairie Airport to provide a much bigger and more exciting show than in 2024!</p>

This is the act you are registered under.

Please verify:

Societies Act

Registration No.

50264314

How many sponsorship requests do you have for this calendar year?

1

What is The Total Amount of Funding Requested for Event(s)?

\$12,500 (Platinum Sponsor as outlines in our attached Sponsorship package)

Type of Sponsorship Requested for Event #1.

Responses Selected:

Event

Name of Event #1.

Grande Prairie Regional Airshow

Funding Amount Request for Event #1.

\$12,500.00

Date of Event 1

Aug 1 2026

Location of Event 1

Grande Prairie Reginal Airport

Please indicate the intended purpose and direct goals of Event 1

The Grande Prairie Regional Airshow is hosted by the Rotary Clubs of Grande Prairie. After the success of the 2024 airshow, the 2026 show promises to be event more exciting. The primary purpose of the event is to deliver a high-quality airshow that provides unique family-friendly entertainment while positioning the Peace Country as a regional destination for major events.

The airshow is designed to celebrate aviation heritage, military service, and technological innovation. By showcasing elite aerial demonstration teams, historic and modern aircraft, and highly skilled civilian and military pilots, the event offers rare access to world-class aviation programming typically only seen in major urban centres. The airshow also promotes education and inspiration by highlighting career pathways in aviation, the Canadian Armed Forces, and STEM-related fields, helping to inspire the next generation.

The Grande Prairie Regional Airshow further aims to generate significant tourism and economic impact by attracting visitors from across Northern Alberta, Northern British Columbia, and beyond. Through regional and cross-border marketing, the event encourages overnight stays, extended visits, and increased spending across accommodations, restaurants, retail, and local attractions.

How many people will benefit from the planned event 1?

Based on attendance data from the 2024 inaugural airshow, which attracted more than 8,000 attendees, and industry metrics from the International Council of Airshows (ICAS), the 2026 Grande Prairie Regional Airshow is conservatively projected to attract 10,000-15,000 spectators over the two-day event, averaging 7,500 attendees per day. Attendance is expected to include a significant number of out-of-region visitors from Northern Alberta, Northern British Columbia, and beyond.

Please describe how event 1 will benefit the community and the residents of Greenview.

The economic impact of the Grande Prairie Regional Airshow can be broken down into three main areas:

1. Attendance:

The 2026 Airshow anticipates 10,000-15,000 attendees. a large percentage of attendees and 100% performers will be travelling in from outside of the peace region. This will bring revenue to the area through accommodation, restaurant and other services utilized by the travellers. Tourists also provide additional economic benefit through retail purchases and visiting other local attractions such as museums, cultural centres, and historical landmarks.

2. Accommodation:

We anticipate that the Grande Prairie Regional Airshow will create approximately 1480 hotel rooms sales. Our unofficial number of required hotel rooms for our performers, performers families, and ground support teams currently sits at 125. Based on the metrics provided by ICAS, the average number of people in a vehicle is 2.8. The total number of people travelling greater than 100km (not including performers) is estimated to be 6327 which equates to 2260 vehicles. If we assume 60% of those people will require a hotel room, we anticipate approximately 1355 hotel rooms will be required for attendees.

3. Local Economic Impact:

The airshow event itself has an increased effect on the local economy as we partner with local business. A minimum of 15 local food trucks will be serving the general seating area. Premium catering in the VIP area will from Better Than Fred's, and an additional four bar areas staffed by local employees and featuring regional breweries. Event setup will include 107 sanitation units, 2 large event tents, 2 medium, and 45 small tents all locally sourced. An additional 32 rental vehicles, 3 km of fencing, 20 handwash stations, and 50 recycling/garbage bins are all sourced from local suppliers and contractors.

4. Regional and National Media Coverage of the event will provide exposure to the Peace County and its Residents as well as their local Municipal, Provincial, and Federal Representatives.

Has Greenview provided a sponsorship to your organization within the last 2 years?

Yes

Funding Amount

In 2024 you sponsored \$2000

Have you applied for sponsorship from sources other than the MD of Greenview for any of the planned events?

Yes

List the sponsor, purpose and amount

	Sponsor Name	Purpose	Amount	Event Name
1	City of Grande Prairie	Sponsorship & Gift-in-Kind Event supplies	50,000.00	Grande Prairie Regional Airshow
2	County of Grande Prairie	Sponsorship	12,500.00	Grande Prairie Regional Airshow
3	Saddle Hills County	Sponsorship	12,500.00	Grande Prairie Regional Airshow
4	Destination Marketing Fund	Grant	10,000.00	Grande Prairie Regional Airshow
5	Travel Alberta Grant	Grant	40,000.00	Grande Prairie Regional Airshow
6	Multiple Local Businesses	Sponsorship	300,000.00	Grande Prairie Regional Airshow

Have you performed any fundraising projects?

No

Please provide any additional information that will assist to support a funding decision.

The Grande Prairie Regional Airshow will operate rain or shine. In the event of adverse weather conditions, aerial performances may be delayed or temporarily suspended for safety reasons. During these periods, static aircraft displays, vintage military vehicle and weapons displays from Valour Park as well as a Military Obstacle course for the kids will continue. There will also be virtual reality flying simulators hosted by the RCAF Attractions Teams, and a crowd-pleasing Sections Attack Demonstration from the Loyal Edmonton. The performer meet-and-greet opportunities will also continue.

All non-air activities will still be fully available rain or shine. Event tents and shelters will be utilized to minimize weather disruptions for the STEM and other programming booths, market vendors, children's activities and DJ area. The Food Trucks will also be fully available regardless of weather.

As per the attached budget we have a fundraising goal of \$400,000.00. Our first show was a public success but lost money largely due to compressed timelines and lack of sponsorship, as well as inexperience (we had never hosted an airshow). We have cut expenses considerably from our initial show, learned A LOT, and booked a much more high profile program (including the Snowbirds, and the F-18 Tactical Demo!). We are hoping to fundraise the entire show before the gate so that we are able to give any profits back to the local community.

If awarded a sponsorship, please list how you plan to recognize the MD of Greenview for each event.

i.e. Social Media, Posters, Signs, Website

In addition to the MD of Greenview Sponsorship Policy 8012 and the support recognition policy 8000 we intend to follow our provided Sponsorship package outline (see attachment)

Greenview Logo Permission Requirements

Please contact the Communications Department at communications@mdgreenview.ab.ca for all use of Greenview Logos as well as advertising, signs and imaging which require authorization by Greenview communications team.

Notice of Collection:

The personal information collected is authorized under Section 4(c) of the Protection of Privacy Act and is managed in accordance with the Act. It will be used to process your application and for administrative purposes directly related to the grant for which you are applying. It will be entered into an automated system to generate content, make decisions, recommendations, or predictions. If you have any questions about the collection or use of your personal information, please contact the ATI Coordinator at 780-524-6079.

By signing and typing your name below the signature line below you are confirming you have provided the required information for the sponsorship application.

Please use your mouse to sign

A handwritten signature in black ink on a light gray background. The signature consists of a stylized 'B' followed by a series of overlapping loops and a long horizontal stroke extending to the right.

Name:

Bruce Tattrie

Date

Apr 1 2026

Upload past financial statements

Completed - Apr 1 2026

If you do not have a financial statement to upload, please complete the "Profit Loss Statement" and "Balance Sheet" form templates provided.

[Rotary - GP Financial Statement](#)

Filename: Rotary - GP Financial Statement.pdf Size: 117.6 kB

Budget for current event(s)

Completed - Apr 1 2026

[Air Show Budget 2026 - Updated Aug 2 2025](#)

Filename: Air Show Budget 2026 - Updated Aug 2 2025.xlsx Size: 25.8 kB

Any supporting documents, ie. Quotes, etc.

Completed - Apr 1 2026

[GPRA-Sponsorship Opportunitites-2025-2026](#)

Filename: GPRA-Sponsorship Opportunitites-2025-2026.pdf Size: 7.0 MB

[2026 Air Show Layout Rev 3](#)

Filename: 2026 Air Show Layout Rev 3.pdf Size: 5.5 MB

[2026 Grounds Layout REV3](#)

Filename: 2026 Grounds Layout REV3.pdf Size: 3.8 MB

THE ROTARY CLUB OF GRANDE PRAIRIE

Financial Information

June 30, 2025

COMPILATION ENGAGEMENT REPORT

To the Members of The Rotary Club of Grande Prairie

On the basis of information provided by management, we have compiled the statement of financial position of The Rotary Club of Grande Prairie as at June 30, 2025, and the statements of revenues and expenditures and changes in net assets for the year then ended, as well as notes and other explanatory information, which includes a description of the basis of accounting applied in the preparation of the compiled financial information ("financial information").

Management is responsible for the accompanying financial information, including the accuracy and completeness of the underlying information used to compile it and the selection of the basis of accounting.

We performed this engagement in accordance with Canadian Standard on Related Services (CSRS) 4200, *Compilation Engagements*, which requires us to comply with relevant ethical requirements. Our responsibility is to assist management in the preparation of the financial information.

We have not performed an audit engagement or a review engagement, nor were we required to perform procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an audit opinion or a review conclusion, or provide any form of assurance on the financial information.

Readers are cautioned that the financial information may not be appropriate for their purposes.

The financial information for the year ended June 30, 2024 was compiled by another accounting firm and were neither audited nor reviewed and is presented for comparative purposes only.

Grande Prairie, Alberta

Chartered Professional Accountants

THE ROTARY CLUB OF GRANDE PRAIRIE

Statement of Financial Position

June 30, 2025

	2025	2024
ASSETS		
CURRENT		
Unrestricted cash	\$ 272,404	\$ 284,759
Restricted cash	1,665,964	1,882,302
Accounts receivable	116,651	137,932
Prepays	333,506	335,943
	<u>2,388,525</u>	2,640,936
INVESTMENT IN JOINT VENTURE	509,088	532,721
PROPERTY, PLANT AND EQUIPMENT <i>(Note 2)</i>	98,179	108,861
	<u>\$ 2,995,792</u>	<u>\$ 3,282,518</u>
LIABILITIES		
CURRENT		
Accounts payable and accrued liabilities	\$ 302,270	\$ 405,780
Deferred revenue <i>(Note 3)</i>	273,648	289,947
	<u>575,918</u>	695,727
CASH HELD FOR THE ROTARY CLUBS OF GRANDE PRAIRIE JOINT VENTURE	1,136,999	1,378,804
DEFERRED REVENUE <i>(Note 3)</i>	131,566	128,293
	<u>1,844,483</u>	2,202,824
NET ASSETS		
GENERAL FUND	1,053,130	970,833
EQUIPMENT FUND	98,179	108,861
	<u>1,151,309</u>	1,079,694
	<u>\$ 2,995,792</u>	<u>\$ 3,282,518</u>

THE ROTARY CLUB OF GRANDE PRAIRIE

Statement of Revenues and Expenditures

Year Ended June 30, 2025

	2025	2024
REVENUES		
Non-Gaming Funds <i>(Schedule 1)</i>	\$ 163,553	\$ 160,052
Gaming Funds <i>(Schedule 2)</i>	<u>178,500</u>	<u>363,200</u>
	<u>342,053</u>	<u>523,252</u>
EXPENDITURES		
Non-Gaming Funds <i>(Schedule 1)</i>	113,777	125,055
Gaming Funds <i>(Schedule 2)</i>	<u>156,661</u>	<u>140,015</u>
	<u>270,438</u>	<u>265,070</u>
EXCESS OF REVENUES OVER EXPENDITURES	<u>\$ 71,615</u>	<u>\$ 258,182</u>

THE ROTARY CLUB OF GRANDE PRAIRIE

Statement of Changes in Net Assets

Year Ended June 30, 2025

	General Fund	Equipment Fund	2025	2024
NET ASSETS - BEGINNING OF YEAR	\$ 970,833	\$ 108,861	\$ 1,079,694	\$ 821,512
Excess of revenues over expenditures	71,615	-	71,615	258,182
Amortization	10,682	(10,682)	-	-
NET ASSETS - END OF YEAR	\$ 1,053,130	\$ 98,179	\$ 1,151,309	\$ 1,079,694

THE ROTARY CLUB OF GRANDE PRAIRIE

Notes to Financial Information

Year Ended June 30, 2025

1. BASIS OF ACCOUNTING

The basis of accounting applied in the preparation of the statement of financial position of The Rotary Club of Grande Prairie as at June 30, 2025, and the statements of revenues and expenditures and changes in net assets for the year then ended is the historical cost basis and reflects cash transactions with the addition of:

- accounts receivable less any allowance for doubtful accounts
- investment in joint venture recorded at cost plus share of equity earnings less distributions
- property, plant and equipment amortized over their estimated useful lives
- accounts payable and accrued liabilities

2. PROPERTY, PLANT AND EQUIPMENT

	Cost	Accumulated amortization	2025 Net book value	2024 Net book value
Equipment	\$ 21,215	\$ 18,813	\$ 2,402	\$ 3,003
Leasehold improvements	151,226	55,449	95,777	105,858
	<u>\$ 172,441</u>	<u>\$ 74,262</u>	<u>\$ 98,179</u>	<u>\$ 108,861</u>

3. DEFERRED REVENUE

	2025	2024
Current deferred revenue		
Airshow	<u>\$ 273,648</u>	<u>\$ 289,947</u>
Long-term deferred revenue		
DCoy Armouries Project	\$ 78,093	\$ 77,843
Matching funds for Kenya Orphanage	50,000	50,000
Grande Prairie Regional Hospital Foundation	450	450
Unused allocations	3,023	-
	<u>\$ 131,566</u>	<u>\$ 128,293</u>

4. COMPARATIVE FIGURES

The prior year comparative figures were compiled by another accountant and were not subject to review by Fletcher Mudryk LLP. Some of the comparative figures have been reclassified to conform to the current year's presentation.

THE ROTARY CLUB OF GRANDE PRAIRIE

Non-Gaming Funds

(Schedule 1)

Year Ended June 30, 2025

	2025	2024
REVENUES		
Campground	\$ 72,631	\$ 53,537
Fines	2,719	3,576
Meals	44,902	50,359
Membership dues	16,250	18,325
Sponsorship and donations	20,491	19,310
Interest income	6,076	11,626
Other	427	-
Earnings from Joint Venture	57	3,319
	<u>163,553</u>	<u>160,052</u>
EXPENDITURES		
Advertising and promotion	1,601	981
Amortization	10,682	10,832
BBQ crew	10,350	11,516
Bad debts	1,634	1,920
Badges and engraving	572	1,153
Bus tours	10,840	13,916
Club fellowship	3,411	714
Club supplies	918	173
Dream Home	2,147	1,920
Executive Assistant	7,500	7,500
Food bank drive	165	-
Interest and bank charges	6,466	7,471
Meals	38,914	55,126
Meeting costs	1,798	3,605
Member meal credits	13,120	5,660
Office	2,544	2,194
Orientation/fireside	313	374
President's Changeover	802	-
	<u>113,777</u>	<u>125,055</u>
EXCESS OF REVENUES OVER EXPENDITURES	<u>\$ 49,776</u>	<u>\$ 34,997</u>

THE ROTARY CLUB OF GRANDE PRAIRIE

Gaming Funds

(Schedule 2)

Year Ended June 30, 2025

	<u>2025</u>	<u>2024</u>
REVENUES		
Casino	\$ -	\$ 39,589
Interest income	62,952	82,566
Earnings from Joint Venture	115,548	241,045
	<u>178,500</u>	<u>363,200</u>
EXPENDITURES		
District conference	2,730	2,280
Donations	75,092	88,832
International conference	16,548	8,918
Meeting room rental	3,975	5,231
Other	1,864	733
Rotary dues	13,253	13,977
Scholarships	-	4,000
Storage rental	2,580	2,344
World community	40,619	13,700
	<u>156,661</u>	<u>140,015</u>
EXCESS OF REVENUES OVER EXPENDITURES	<u>\$ 21,839</u>	<u>\$ 223,185</u>

Air Show Actual vs Budget	2024 Air Show Budget	2024 Air Show Actual	2026 Air Show Budget	2026 Air Show Actual	% of Budget
REVENUE					
General Admission	278,520.00	199,416.13	200,000.00	0.00	0.00
Youth & Senior Admission	79,625.00		80,000.00	0.00	0.00
Premium Admission	92,025.00		95,000.00	0.00	0.00
Admissions Total	450,170.00	199,416.13	375,000.00	0.00	0.00
Cash Donations	1,000.00	505.00	1,000.00	0.00	0.00
Donations Total	1,000.00	505.00	1,000.00	0.00	0.00
Cash Sponsorship	200,000.00	95,500.00	200,000.00	0.00	0.00
Corportate Tents	200,000.00	60,000.00	200,000.00	0.00	0.00
GIK			1,000.00	0.00	0.00
Sponsorship Total	400,000.00	155,500.00	401,000.00	0.00	0.00
Air Show Sales	5,000.00		5,000.00	0.00	0.00
VIP Event			1,000.00	0.00	0.00
Liquor SalesTotal	5,000.00	23,221.44	6,000.00	0.00	0.00
Grants	100,000.00	162,500.00	145,000.00	0.00	0.00
Vendor Booths	100.00	900.00	1,000.00	0.00	0.00
Food Trucks	5,000.00	4,750.00	7,000.00	0.00	0.00
Merchandise	0.00	7,265.00	8,000.00	0.00	0.00
Other Revenue Total	105,100.00	175,415.00	152,000.00	0.00	0.00
Interest	0.00	1,687.37	250.00	0.00	0.00
Interest Total	0.00	1,687.37	250.00	0.00	0.00
TOTAL REVENUE	961,270.00	555,744.94	935,250.00	0.00	0.00
EXPENSES					
Air Boss	7,500.00	9,956.78	10,000.00	0.00	0.00
Air Boss Expenses Total	7,500.00	9,956.78	10,000.00	0.00	0.00
ICAS	22,000.00	25,552.40	40,000.00	0.00	0.00
ICAS Expenses Total	22,000.00	25,552.40	40,000.00	0.00	0.00
Admissions	67,525.50	1,822.30	500.00	0.00	0.00
Admissions Expenses Total	67,525.50	1,822.30	500.00	0.00	0.00
Online Tickets	11,400.00	0.00	500.00	0.00	0.00

Online Ticket Fees Expenses Total	11,400.00	0.00	500.00	0.00	0.00
Credit Card Fees	14,630.53	1,822.30	1,900.00	0.00	0.00
Credit Card Fees Expenses Total	14,630.53	1,822.30	1,900.00	0.00	0.00
Advertising & Media	50,000.00	59,524.80	65,000.00	0.00	0.00
Admissions	22,500.00	909.59	1,000.00	0.00	0.00
GIK			0.00	0.00	#DIV/0!
Sponsorship Expenses Total	72,500.00	60,434.39	66,000.00	0.00	0.00
Air Show Sales	3,500.00	16,883.19	17,000.00	0.00	0.00
Mobile Cash Machine	1,000.00	1,000.00	0.00	0.00	#DIV/0!
VIP Event	700.00	1,278.63	1,500.00	0.00	0.00
Servers	25,000.00	4,600.00	5,000.00	0.00	0.00
Liquor Sales Expenses Total	30,200.00	23,761.82	23,500.00	0.00	0.00
Performance Charges	300,000.00	190,436.27	150,000.00	0.00	0.00
Meals	9,000.00	6,120.22	9,000.00	0.00	0.00
Transportation	15,000.00	4,297.76	15,000.00	0.00	0.00
Fuel	50,000.00	51,319.71	55,000.00	0.00	0.00
Hotel & Accomodations	40,000.00	32,007.81	40,000.00	0.00	0.00
Performer Expenses Total	414,000.00	284,181.77	269,000.00	0.00	0.00
Garbage/Sanitation	25,000.00	9,358.45	10,000.00	0.00	0.00
Garbage/Sanitation Total	25,000.00	9,358.45	10,000.00	0.00	0.00
Tent Rentals	100,000.00	105,327.90	110,000.00	0.00	0.00
Tent Rentals Total	100,000.00	105,327.90	110,000.00	0.00	0.00
User Group Payout	15,000.00	9,400.00	15,000.00	0.00	0.00
User Group Payout Expense Total	15,000.00	9,400.00	15,000.00	0.00	0.00
Clothing	2,500.00	1,276.44	2,500.00	0.00	0.00
Food/Refreshments	2,500.00	2,646.29	5,000.00	0.00	0.00
Volunteer Expense Total	5,000.00	3,922.73	7,500.00	0.00	0.00
Fencing/Barriers	10,000.00	0.00	10,000.00	0.00	0.00
Fencing/Barriers Total	10,000.00	0.00	10,000.00	0.00	0.00
Security/RCMP	10,000.00	8,339.25	10,000.00	0.00	0.00
Security/RCMP Expense Total	10,000.00	8,339.25	10,000.00	0.00	0.00
Insurance	40,000.00	25,648.00	30,000.00	0.00	0.00

Insurance Total	40,000.00	25,648.00	30,000.00	0.00	0.00
Paramedic/Medical/Fire	15,000.00	35,003.00	35,000.00	0.00	0.00
Paramedic/Medical/Fire Expense Total	15,000.00	35,003.00	35,000.00	0.00	0.00
Sound and DJ Services	25,000.00	28,177.74	40,000.00	0.00	0.00
Bouncy Castles/Princesses	20,000.00	20,699.00	25,000.00	0.00	0.00
Airshow Announcer	5,000.00	4,113.62	5,000.00	0.00	0.00
Other Entertainment Total	50,000.00	52,990.36	70,000.00	0.00	0.00
People Movers - Golf Carts	0.00	8,400.00	10,000.00	0.00	0.00
People Movers - School Buses	0.00	24,225.00	25,000.00	0.00	0.00
People Movers Total	0.00	32,625.00	35,000.00	0.00	0.00
Misc - Grant Writer	0.00	1,170.00	1,500.00	0.00	0.00
Misc - Electrician	0.00	4,611.20	5,000.00	0.00	0.00
Misc - Show Supplies	0.00	1,730.75	2,500.00	0.00	0.00
Misc - Merchandise	0.00	4,346.75	6,000.00	0.00	0.00
Misc Expense Total	0.00	11,858.70	15,000.00	0.00	0.00
TOTAL COGS	909,756.03	702,005.15	758,900.00	0.00	0.00
Gross Profit	51,513.97	-146,260.21	176,350.00	0.00	0.00
GST	0.00	16,217.58	18,000.00	0.00	0.00
NET REVENUE	51,513.97	-130,042.63	194,350.00	0.00	0.00



AUGUST 1-2
2026



**SPONSORSHIP
OPPORTUNITIES**

PROPELLING BUSINESS, COMMUNITY, AND EXCITEMENT!





MESSAGE FROM THE AIRSHOW COMMITTEE

THE GRANDE PRAIRIE REGIONAL AIRSHOW IS RETURNING IN 2026, BUILDING ON THE OVERWHELMING SUCCESS OF OUR 2024 EVENT.

After nearly two decades away, the airshow made a highly anticipated comeback, drawing over **8,000 spectators** for an unforgettable weekend of aerial performances and community celebration. The response exceeded expectations, and in 2026, we are preparing to welcome **15,000 attendees** for an even bigger and more exciting event.

This airshow is the result of a strong partnership between the **Grande Prairie Regional Airshow Committee, the Rotary Clubs of Grande Prairie, the Grande Prairie Airport** and other community partners. Together, we are committed to creating an event that not only brings people together but also strengthens our region through tourism, community engagement, and support for local organizations.

WE ARE PROUD TO CONTINUE BUILDING ON THE FOUNDATION LAID IN 2024.

➤ We have listened to feedback from sponsors, spectators, and partners and are making key enhancements to the experience.

Expanded branding opportunities will ensure even greater visibility for our sponsors, and we are increasing our reach through an **extensive media and digital marketing strategy**.

In 2026, the airshow will once again bring some of the **world's top military and civilian performers** to the Peace Region, along with an expanded lineup of **ground attractions** that offer something for all ages.

NONE OF THIS WOULD BE POSSIBLE WITHOUT THE SUPPORT OF OUR SPONSORS.

Businesses that partner with the airshow receive **brand exposure, direct engagement with a targeted audience**, and an opportunity to align with a **high-profile event** that brings value to the entire community.

We invite you to join us in making the 2026 Grande Prairie Regional Airshow our best event yet. Your support will help bring this incredible experience to life while ensuring **your brand is front and center** at one of the most anticipated events in the region.



Bruce Tattie & Amanda Erechook
Co-Chairs, Grande Prairie Regional Airshow

WHY SPONSOR THE GRANDE PRAIRIE REGIONAL AIRSHOW?

Sponsoring the airshow is more than just brand visibility—it is a strategic investment that connects businesses with a highly engaged audience while supporting an event that benefits the entire region.

PROJECTED 15,000+ ATTENDEES IN 2026
COMPARED TO 8,000 IN 2024

HIGH COMMUNITY ENGAGEMENT
INCLUDING:

- A significant increase in Army & Air Cadet enrollment, leading to capacity limits for the first time.
- Free admission provided to Jasper Wildfire Evacuees.
- Attendees from across Canada and the United States.

EXTENSIVE REGIONAL MEDIA COVERAGE

OVER 600,000 SOCIAL MEDIA IMPRESSIONS
LEADING UP TO THE 2024 EVENT

WHAT SPONSORS ARE SAYING

“We are very excited to participate in this. Thanks so much, Grande Prairie Regional Airshow!”

Semerra

“The 2024 Grande Prairie Airshow was an exciting experience that brought people together. Keyera is committed to supporting the communities where we live and work, and this event was a great opportunity to celebrate and connect with our neighbours last year.”

Keyera Corp.

WHAT ATTENDEES ARE SAYING

“Thanks for a great first day! We were very impressed by the busing system, performances, and ease of entry.”

Tori Kennedy

“We had a great time! Very well organized, great performers and presenters!”

Amanda Johnston



SPONSORSHIP LEVELS & BENEFITS

OUR SPONSORSHIP PACKAGES ARE DESIGNED TO MAXIMIZE BRAND VISIBILITY, AUDIENCE ENGAGEMENT, AND COMMUNITY IMPACT.



Photos: Sean Fry / Nicole Olson

SPONSOR BENEFITS AT A GLANCE



**PRESENTING
SPONSOR**
\$25,000



**PLATINUM
SPONSOR**
\$12,500*



**GOLD
SPONSOR**
\$7,500



**SILVER
SPONSOR**
\$5,000



**BRONZE
SPONSOR**
\$2,000



Premium logo placement
Digital & Print



Preferred seating &
Private bar access

25

25

15

10

4

Airport parking passes
Per Day

13

13

8

5

2

Two-year licensing for
event branding



Early renewal rights
for 2028



Brand visibility across
all marketing



Private corporate chalet
25 guests



Prominent signage
Entrance & Main Stage



Exclusive
sponsor for
an airshow
act of your
choice**

Company
representative speech



Public address
system mentions



**Subject to availability

Photos: William Vavrek



PRESENTING SPONSOR
\$25,000

**EXCLUSIVE, TOP-TIER SPONSOR STATUS FOR THE
2026 GRANDE PRAIRIE REGIONAL AIRSHOW**

First negotiation rights to renew sponsorship for the 2028 airshow

Two-year licensing rights to use the Grande Prairie Regional Airshow logo and “proud sponsor” title region-wide

Prominent brand visibility across all promotions, publications, and social media

Company logo and profile featured in press kits and news releases

- Opportunity for a company representative to participate in select press events

Brand exposure on website:
gpregonalairshow.com.

LOGO RECOGNITION:

- Main entrance welcome signage
- Flight line public address system recognition (audio mention over PA system)
- Opportunity for a company representative to address the audience once per day

CORPORATE HOSPITALITY PACKAGE

- Private corporate chalet at flight line show center
- Corporate credentials for 25 guests
Includes admission and access to chalet village
- Fully equipped chalet
Tent, tables, chairs included
- Access to private bar and food services
Sponsor responsible for tent decoration and catering costs*
- 13 Airport parking passes per day
- Custom sponsor banner displayed on tent



**BE THE NAME
EVERYONE SEES
& REMEMBERS**



PLATINUM SPONSOR

\$12,500*

*2024 Sponsors have an exclusive renewal rate of \$10,000 for the Platinum Sponsorship



GOLD SPONSOR

\$7,500

STAR TREATMENT & UNMATCHED EXPOSURE

First negotiation rights to renew sponsorship for the 2028 airshow

Two-year licensing rights to use the Grande Prairie Regional Airshow logo and “proud sponsor” title region-wide

Recognition as the exclusive sponsor for an airshow act of your choice
Subject to availability

Brand visibility across all promotions, publications, and social media

Brand exposure on website:
gpreregionalairshow.com

CORPORATE HOSPITALITY PACKAGE

- Private corporate chalet at flight line show center
- Corporate credentials for 25 guests
Includes admission and access to chalet village
- Fully equipped chalet
Tent, tables, chairs included
- Access to private bar and food services
Sponsor responsible for tent decoration and catering costs
- 13 Airport parking passes per day
- Custom sponsor banner displayed on tent
- Flight line public address system recognition (audio mention over PA system)

JOIN THE JETSTREAM & MAKE AN IMPACT

First negotiation rights to renew sponsorship for the 2028 airshow

Two-year licensing rights to use the Grande Prairie Regional Airshow logo and “proud sponsor” title region-wide

Brand visibility across all promotions, publications, and social media

Brand exposure on website:
gpreregionalairshow.com

HOSPITALITY PERKS

- Premium seating for up to 15 guests per day
- Access to private bar
- Access to shaded tent area
- 8 Airport parking passes per day
- Flight line public address system recognition (audio mention over PA system)



SILVER SPONSOR

\$5,000



BRONZE SPONSOR

\$2,000

EXPAND YOUR BRAND'S HORIZON

First negotiation rights to renew sponsorship for the 2028 airshow

Two-year licensing rights to use the Grande Prairie Regional Airshow logo and "proud sponsor" title region-wide

Brand visibility across all promotions, publications, and social media

Brand exposure on website:
gpregonalairshow.com

HOSPITALITY PERKS

- Premium seating for up to 10 guests per day
- Access to private bar
- Access to shaded tent area
- 5 Airport parking passes per day
- Flight line public address system recognition (audio mention over PA system)

SUPPORT THE AIRSHOW EXPERIENCE

Two-year licensing rights to use the Grande Prairie Regional Airshow logo and "proud sponsor" title region-wide

Brand visibility across all promotions, publications, and social media

Brand exposure on website:
gpregonalairshow.com

HOSPITALITY PERKS

- Premium seating for up to 4 guests per day
- Access to private bar
- Access to shaded tent area
- 2 Airport parking pass per day
- Flight line public address system recognition (audio mention over PA system)

GIFT-IN-KIND SPONSORSHIP

SUPPORT THE AIRSHOW THROUGH NON-MONETARY CONTRIBUTIONS

Gift-in-kind sponsors receive recognition based on the value of their contribution.

Opportunities are customized, and sponsors can contact the team directly to coordinate details.

Items accepted for Gift-in-Kind Sponsorship include but are not limited to:

Bouncy Castles / ATMs / Rig Mats / Fencing / Fuel / Hotels / Rental Vehicles / Heavy Equipment (i.e., Loader, Skid Steer) / Chairs, Tables, Tents / Bussing / Safety Vests / Volunteer Shirts & Meals / Wheelchairs / Golf Carts & UTVs / Performer Meals / Sanitation Equipment

WINGSPAN EXPOSURE

STARTING AT \$450

BE SEEN IN THE GPRA KEEPSAKE MAGAZINE

A highlight of the 2026 Grande Prairie Regional Airshow is the official Keepsake Airshow Magazine, distributed free to attendees and available before, during, and after the event.

ADVERTISING OPTIONS

FULL-PAGE \$1,500

HALF-PAGE \$800

QUARTER-PAGE \$450

The magazine will include event schedules, performer profiles, historical insights, and sponsor recognition, ensuring long-lasting brand visibility.

Sponsors wishing to advertise in the official Keepsake Program will need to provide print-ready advertisement (exact sizing details to be provided).





FLEXIBLE SPONSORSHIP COMMITMENT OPTIONS

**WE UNDERSTAND THAT
BUSINESSES HAVE DIFFERENT
BUDGETING TIMELINES, AND WE
WANT TO MAKE SPONSORSHIP
AS ACCESSIBLE AND SEAMLESS
AS POSSIBLE.**

To help you plan ahead while securing your sponsorship benefits, we offer flexible payment options:

COMMIT NOW, PAY LATER

Secure your sponsorship today with a signed agreement and choose to be invoiced at a later date that works for your budgeting cycle.

IMMEDIATE PAYMENT OPTION

Prefer to take care of your sponsorship right away? We can process your sponsorship payment immediately.

By confirming your sponsorship early, you maximize brand exposure leading up to the event while ensuring availability at your desired level.

For more details on sponsorship commitment, payment flexibility, gifts in kind, or for advertising in the Keepsake Program, contact Doug Morris.

DOUG MORRIS

Sponsorship Chair

780-518-2288

sponsorship@gpregionalairshow.com

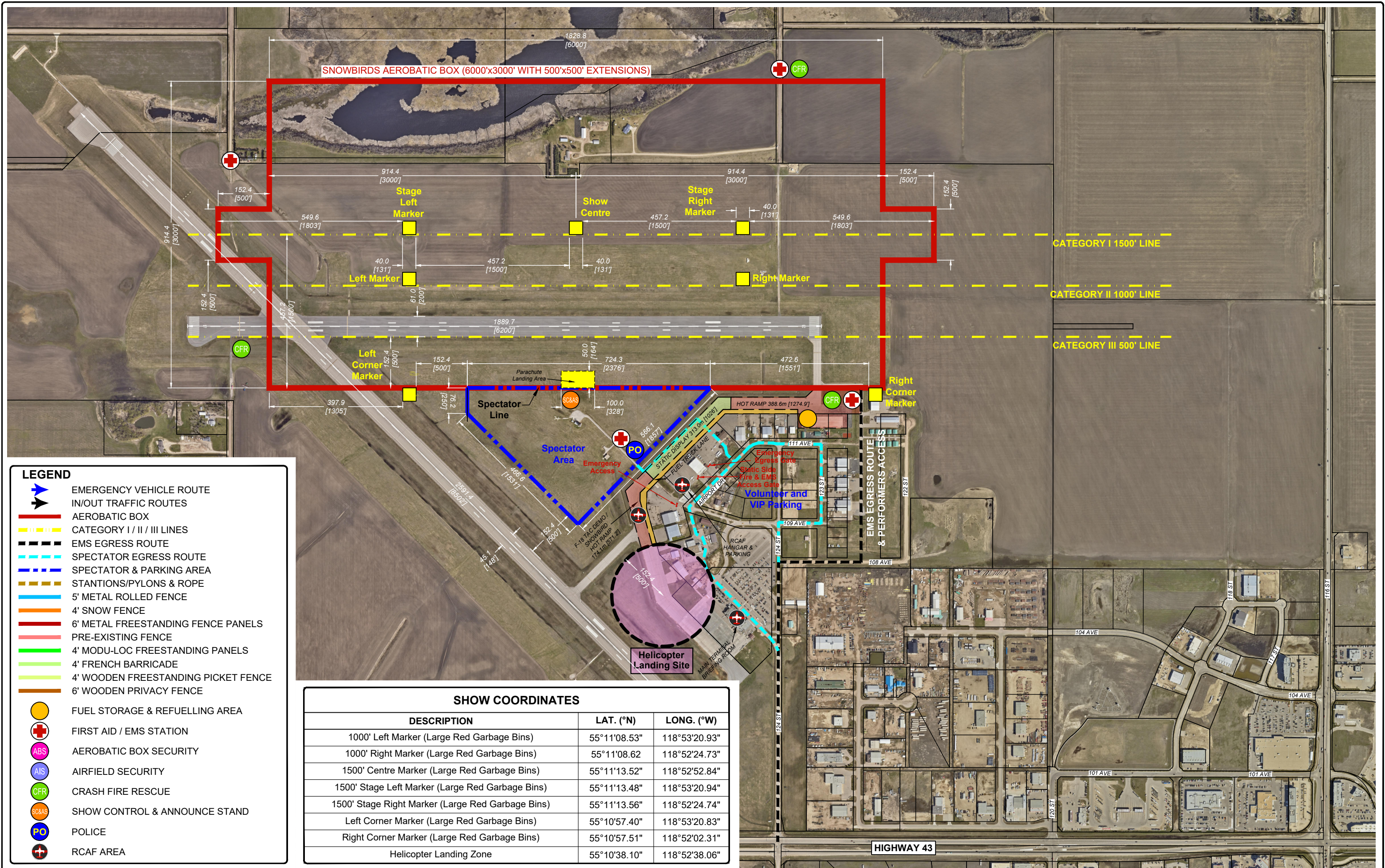
For general or media inquiries please contact:

DEVON POTTER

info@gpregionalairshow.com

**SECURE YOUR
SPONSORSHIP
TODAY!**

To confirm your sponsorship and maximize your brand's visibility at the 2026 Grande Prairie Regional Airshow, **please complete the attached fillable sponsorship commitment form** and email it to:
sponsorship@gpregionalairshow.com



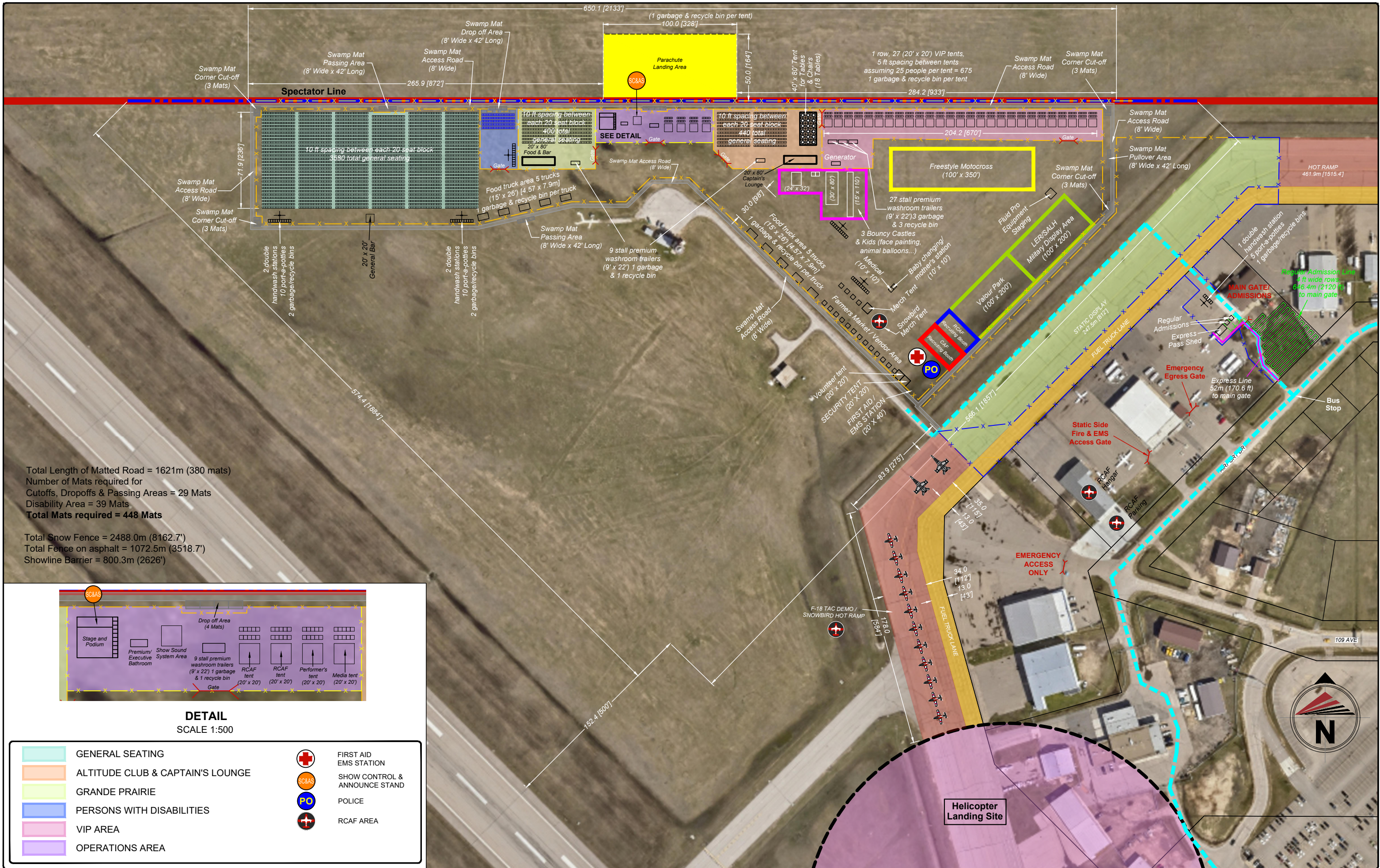
LEGEND

- EMERGENCY VEHICLE ROUTE
- IN/OUT TRAFFIC ROUTES
- AEROBATIC BOX
- CATEGORY I / II / III LINES
- EMS EGRESS ROUTE
- SPECTATOR EGRESS ROUTE
- SPECTATOR & PARKING AREA
- STANTIONS/PYLONS & ROPE
- 5' METAL ROLLED FENCE
- 4' SNOW FENCE
- 6' METAL FREESTANDING FENCE PANELS
- PRE-EXISTING FENCE
- 4' MODU-LOC FREESTANDING PANELS
- 4' FRENCH BARRICADE
- 4' WOODEN FREESTANDING PICKET FENCE
- 6' WOODEN PRIVACY FENCE
- FUEL STORAGE & REFUELLING AREA
- FIRST AID / EMS STATION
- AEROBATIC BOX SECURITY
- AIRFIELD SECURITY
- CRASH FIRE RESCUE
- SHOW CONTROL & ANNOUNCE STAND
- POLICE
- RCAF AREA

SHOW COORDINATES

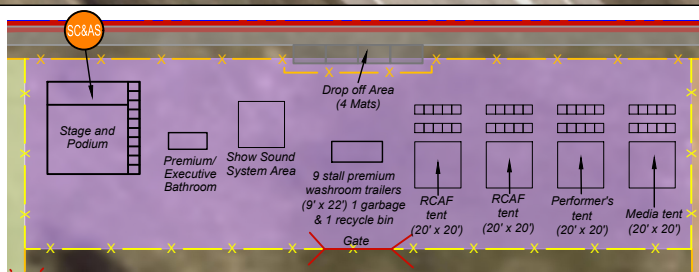
DESCRIPTION	LAT. (°N)	LONG. (°W)
1000' Left Marker (Large Red Garbage Bins)	55°11'08.53"	118°53'20.93"
1000' Right Marker (Large Red Garbage Bins)	55°11'08.62"	118°52'24.73"
1500' Centre Marker (Large Red Garbage Bins)	55°11'13.52"	118°52'52.84"
1500' Stage Left Marker (Large Red Garbage Bins)	55°11'13.48"	118°53'20.94"
1500' Stage Right Marker (Large Red Garbage Bins)	55°11'13.56"	118°52'24.74"
Left Corner Marker (Large Red Garbage Bins)	55°10'57.40"	118°53'20.83"
Right Corner Marker (Large Red Garbage Bins)	55°10'57.51"	118°52'02.31"
Helicopter Landing Zone	55°10'38.10"	118°52'38.06"

HIGHWAY 43



Total Length of Matted Road = 1621m (380 mats)
 Number of Mats required for Cutoffs, Dropoffs & Passing Areas = 29 Mats
 Disability Area = 39 Mats
Total Mats required = 448 Mats

Total Snow Fence = 2488.0m (8162.7')
 Total Fence on asphalt = 1072.5m (3518.7')
 Showline Barrier = 800.3m (2626')



DETAIL
SCALE 1:500

	GENERAL SEATING		FIRST AID EMS STATION
	ALTITUDE CLUB & CAPTAIN'S LOUNGE		SHOW CONTROL & ANNOUNCE STAND
	GRANDE PRAIRIE		POLICE
	PERSONS WITH DISABILITIES		RCAF AREA
	VIP AREA		
	OPERATIONS AREA		



Helicopter Landing Site