



SKYFIESTA™

LAS CRUCES ~ NEW MEXICO

AIR RACES ◉ AIRSHOW ◉ EXPO ◉ FESTIVAL

SATURDAY • OCTOBER 17 • 2026



2026

SPONSORSHIP OPPORTUNITIES

LAS CRUCES INTERNATIONAL AIRPORT (LRU) | LAS CRUCES, NEW MEXICO

Be a part of it! Connect with everyone.



AIR RACES ◉ AIRSHOW ◉ EXPO ◉ FESTIVAL

SATURDAY • OCTOBER 17 • 2026

9 a.m. – 3 p.m. • Las Cruces International Airport • Las Cruces, New Mexico

SKYFIESTA.ORG

Thank you for your interest in SkyFiesta 2026!

We are excited to extend an invitation to you for you to join us at Southern New Mexico's most thrilling and rapidly expanding event, the SkyFiesta Air Races and Airshow. This event will take place at Las Cruces International Airport in Las Cruces, New Mexico, on Saturday, October 17, 2026.

SkyFiesta unites aviation enthusiasts and community members for an exhilarating mix of high-speed air racing, jaw-dropping aerobatics, engaging STEM exhibits, and live entertainment. You'll have countless opportunities to interact with spectators.

The day's schedule features renowned air racers, iconic airshow performers, an engaging STEM Expo, and continuous entertainment throughout the event. Very few locations on the planet offer the chance to witness the fastest motorsport Sport Class air racers tearing through the Las Cruces sky just 50 ft above the ground, racing wingtip-to-wingtip at speeds exceeding 350 mph. This is air racing at its most exhilarating—where high stakes meet high adrenaline, creating an unforgettable experience.

Let's craft a sponsorship tailored to your strategic goals for a mutually beneficial relationship. The quicker we secure this partnership, the more exposure you will gain.

Your support is vital in bringing SkyFiesta to families and individuals, inspiring the next generation.

Feel free to contact any member of our team to make this happen!

We can't wait to welcome you and your team to SkyFiesta!

Your friends...

Susan Newman-Harrison
Sponsorship Team
951-640-0455 | cell
flylady112tc@yahoo.com

Marci Dickerson
Sponsorship Team
575-644-0778 | cell
marcidickerson@aol.com

Janel Carnero
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707-290-1250 | cell
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SKYFIESTA.ORG

MARKETING SUPPORT FOR YOU!

SkyFiesta draws in enthusiasts not just from Southern New Mexico, but from across the nation. Keeping this in mind, we have created a strategic detailed marketing plan designed to maximize your outreach and ensure its effectiveness. Depending on your level of sponsorship, you will be featured in...

PROMOTION AND MARKETING

ADVERTISEMENTS PRINT & ONLINE

- New Mexico True
- City of Las Cruces
- Doña Ana County
- Town of Mesilla
- State of New Mexico
- In Flight Magazine
- KitPlanes
- Posters
- Postcards
- Social Cards
- Coloring Pages for kids
- Promo Videos

SOCIAL MEDIA

- SkyFiesta.org
- Facebook: SkyFiesta
- Facebook: Sky Fiesta event page
- Instagram: SkyFiesta
- Local social media pages

RADIO

- Radio Commercials (English/Spanish)
- Live Remote promotions & giveaways
- Radio interviews

MEDIA OUTREACH

- Press Releases
- Media resources

OUTDOOR ADVERTISING

- Billboards and signage
- Bus Shelters

EXHIBITS / MARKETING AT OTHER EVENTS

- Southern New Mexico State Fair
- NMSU Football Games
- Oshkosh Air Venture, Oshkosh, WI
- Las Cruces Market

ADDITIONAL CREATIVE MARKETING

- Ticket sales marketing
- Targeted email blasts
- Chamber of Commerce advertising
- Community events presence
- EventBrite
- Local Schools engagement
- And so much more!



PRESENTING SKYFIESTA SPONSOR

We have created a tailored package specifically for you. Here are some advantages you can expect as a **Presenting Partner** for the **2026 SkyFiesta Air Races and Airshow**. There are endless opportunities to enhance the benefits for your business and branding.

PRESENTING SPONSOR \$100K+

TICKETS

- SkyFiesta adult admission tickets (1,000)
- SkyFiesta VIP admission tickets (100)
- SkyFiesta Friday performer kick-off - private casual invite (100)

PARKING

- Preferred parking passes (50)

PERKS AND BENEFITS

- Private corporate chalet space 60' x 60'
- 20' x 50' premier location booth and display space
- Logo on all marketing materials but not limited to:
Ads, flyers, postcards, poster, website, signage,
promo videos, Facebook, Instagram, and more!
- Social media sponsor recognition post
- Website logo with link to your website
- Ad with link on our website to yours
- Opening Ceremony speaking opportunity
- Recognition and mentions by announcer
- Home Pylon logo
- Four large banners displayed at airport fencing 4' x 8' (Please provide)
- Radio mentions
- Table and pop-up display at VIP tent for premium distribution and interaction
- Escorted pylon visit (Time sensitive commitment activity with prior reservation)
- SkyFiesta swag
- Category exclusivity
- First right of refusal for 2027

Deadline applies to logo on printed and other materials.



AIR RACES ◉ AIRSHOW ◉ EXPO ◉ FESTIVAL



TITANIUM SKYFIESTA SPONSOR

We have created a tailored package specifically for you. Here are some advantages you can expect as a **Titanium Partner** for the **2026 SkyFiesta Air Races and Airshow**. There are endless opportunities to enhance the benefits for your business and branding.

TITANIUM SPONSOR \$50K+

TICKETS

- SkyFiesta adult admission tickets (500)
- SkyFiesta VIP admission tickets (50)
- SkyFiesta Friday performer kick-off - private casual invite (50)

PARKING

- Preferred parking passes (25)

PERKS AND BENEFITS

- Private corporate chalet space 20' x 60'
- 20' x 30' premier location booth and display space
- Logo on all marketing materials but not limited to:
Ads, flyers, postcards, poster, website, signage,
promo videos, Facebook, Instagram, and more!
- Social media sponsor recognition post
- Website logo with link to your website
- Ad with link on our website to yours
- Opening Ceremony speaking opportunity
- Recognition and mentions by announcer
- Three large banners displayed at airport fencing 4' x 8' (Please provide)
- Radio mentions
- Table and pop-up display at VIP tent for premium distribution and interaction
- Escorted pylon visit (Time sensitive commitment activity with prior reservation)
- SkyFiesta swag
- Category exclusivity
- First right of refusal for 2027

Deadline applies to logo on printed and other materials.



PLATINUM SKYFIESTA SPONSOR

We have created a tailored package specifically for you. Here are some advantages you can expect as a **Platinum Partner** for the **2026 SkyFiesta Air Races and Airshow**. There are endless opportunities to enhance the benefits for your business and branding.

PLATINUM SPONSOR \$25K+

TICKETS

- SkyFiesta adult admission tickets (300)
- SkyFiesta VIP admission tickets (30)
- SkyFiesta Friday performer kick-off - private casual invite (30)

PARKING

- Preferred parking passes (15)

PERKS AND BENEFITS

- Private corporate chalet space 20' x 60'
- 20' x 20' booth and display space
- Logo on all marketing materials but not limited to:
Ads, flyers, postcards, poster, website, signage,
promo videos, Facebook, Instagram, and more!
- Social media sponsor recognition post
- Website logo with link to your website
- Ad with link on our website to yours
- Recognition and mentions by announcer
- Two large banners displayed at airport fencing 4' x 8' (Please provide)
- Radio mentions
- SkyFiesta swag
- Category exclusivity
- First right of refusal for 2027

Deadline applies to logo on printed and other materials.



GOLD SKYFIESTA SPONSOR

We have created a tailored package specifically for you. Here are some advantages you can expect as a **Gold Partner** for the **2026 SkyFiesta Air Races and Airshow**. There are endless opportunities to enhance the benefits for your business and branding.

GOLD SPONSOR \$15K+

TICKETS

- SkyFiesta adult admission tickets (250)
- SkyFiesta VIP admission tickets (20)
- SkyFiesta Friday performer kick-off - private casual invite (20)

PARKING

- Preferred parking passes (10)

PERKS AND BENEFITS

- 10' x 20' booth and display space
- Logo on all marketing materials but not limited to:
Ads, flyers, postcards, poster, website, signage,
promo videos, Facebook, Instagram, and more!
- Social media sponsor recognition post
- Website logo with link to your website
- Recognition by announcer
- One large banners displayed at airport fencing 4' x 8' (Please provide)
- SkyFiesta swag

Deadline applies to logo on printed and other materials.



SILVER SKYFIESTA SPONSOR

We have created a tailored package specifically for you. Here are some advantages you can expect as a **Silver Partner** for the **2026 SkyFiesta Air Races and Airshow**. There are endless opportunities to enhance the benefits for your business and branding.

SILVER SPONSOR \$10K+

TICKETS

- SkyFiesta adult admission tickets (200)
- SkyFiesta VIP admission tickets (15)
- SkyFiesta Friday performer kick-off - private casual invite (15)

PARKING

- Preferred parking passes (8)

PERKS AND BENEFITS

- 10' x 10' booth and display space
- Logo on all marketing materials but not limited to:
Ads, flyers, postcards, poster, website, signage,
promo videos, Facebook, Instagram, and more!
- Social media sponsor recognition post
- Website logo with link to your website
- Mention by announcer
- One medium banners displayed at airport fencing 4' x 6' (Please provide)
- SkyFiesta swag

Deadline applies to logo on printed and other materials.



BRONZE SKYFIESTA SPONSOR

We have created a tailored package specifically for you. Here are some advantages you can expect as a **Bronze Partner** for the **2026 SkyFiesta Air Races and Airshow**. There are endless opportunities to enhance the benefits for your business and branding.

BRONZE SPONSOR \$5K+

TICKETS

- SkyFiesta adult admission tickets (100)
- SkyFiesta VIP admission tickets (8)
- SkyFiesta Friday performer kick-off - private casual invite (8)

PARKING

- Preferred parking passes (4)

PERKS AND BENEFITS

- 10' x 10' booth space
- Logo on all marketing materials but not limited to:
Ads, flyers, postcards, poster, website, signage,
promo videos, Facebook, Instagram, and more!
- Social media sponsor recognition post
- Website logo with link to your website
- Mention by announcer
- SkyFiesta swag

Deadline applies to logo on printed and other materials.



COPPER SKYFIESTA SPONSOR

We have created a tailored package specifically for you. Here are some advantages you can expect as a Copper Partner for the 2026 SkyFiesta Air Races and Airshow. There are endless opportunities to enhance the benefits for your business and branding.

COPPER SPONSOR \$2,500+

TICKETS

- SkyFiesta adult admission tickets (50)
- SkyFiesta VIP admission tickets (4)
- SkyFiesta Friday performer kick-off - private casual invite (4)

PARKING

- Preferred parking passes (2)

PERKS AND BENEFITS

- 10' x 10' booth space
- Logo on all marketing materials but not limited to:
Ads, flyers, postcards, poster, website, signage,
promo videos, Facebook, Instagram, and more!
- Social media sponsor recognition post
- Website logo with link to your website
- Mention by announcer
- SkyFiesta swag

Deadline applies to logo on printed and other materials.



TURQUOISE SKYFIESTA SPONSOR

We have created a tailored package specifically for you. Here are some advantages you can expect as a **Turquoise Partner** for the **2026 SkyFiesta Air Races and Airshow**. There are endless opportunities to enhance the benefits for your business and branding.

TURQUOISE SPONSOR \$1,500+

TICKETS

- SkyFiesta adult admission tickets (20)
- SkyFiesta VIP admission tickets (2)

PARKING

- Preferred parking passes (1)

PERKS AND BENEFITS

- Mention by announcer

Deadline applies to logo on printed and other materials.



CUSTOM SKYFIESTA SPONSOR

We can create a tailored package specifically for you. Here are several ways you can support the 2026 SkyFiesta Air Races and Airshow. Numerous opportunities exist to enhance the advantages for your business.

CUSTOM TAILORED SPONSORSHIPS

- Available: A custom package developed with you
- Corporate Chalets Available
- Performer Sponsor
- Performer Friday Lunch
- Performer Friday Night Dinner
- Aircraft Sponsor
- Premium Parking
- First Aid Station
- Ambulance support
- Performer Autograph Tent 10' x 10'
- Car Show
- Car Rentals
- STEM Expo
- VIP Chalet Breakfast
- VIP Chalet Lunch
- Volunteer Breakfast
- Volunteer Lunch
- Volunteer T-Shirts
- Volunteer and Event Bottled Water
- Printing of event materials
- Radio Commercials
- Billboards
- TV Commercials
- Advertising
- Cooling Station
- Food Court Tent 20' x 20'
- Event Fencing
- Grandstands / Bleachers
- Public Transportation Advertisements
- Porta-Potties
- Smoke Oil
- Aviation Fuel
- Home Pylon
- Golf Carts
- Safety Vest
- Swag
- And..... many more creative opportunities!

A benefits package will be custom prepared to reward your partnership level. Deadline applies to logo on printed and other materials if applicable.



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2026 SKYFIESTA SPONSORSHIP APPLICATION

I support the 2026 SkyFiesta Air Race and Airshow! Please sign me up for the following partnership level:

- Presenting Sponsorship**..... Presenting Title Logo Category Exclusivity..... **\$100,000+**
- Titanium Sponsorship** Logo on Marketing Category Exclusivity..... **\$50,000**
- Platinum Sponsorship** Logo on Marketing Category Exclusivity..... **\$25,000**
- Gold Sponsorship** Logo on Marketing **\$15,000**
- Silver Sponsorship** Logo on Marketing **\$10,000**
- Bronze Sponsorship** Logo on Marketing **\$5,000**
- Copper Sponsorship** **\$2,500**
- Turquoise Sponsorship** **\$1,500**
- Custom Sponsorship** \$ _____
- Additional Support Sponsorship**..... We also wish to sponsor _____ General Admission Tickets (\$10 each) for distribution to Veterans, Middle School Students, Seniors, and deserving families..... \$ _____

TOTAL SPONSORSHIP AMOUNT..... \$ _____

Company / Organization _____

Contact Person _____

Address _____

City/State/Zip _____

Phone (_____) _____ Cellular (_____) _____

E-mail _____

Company website URL _____

Company social media pages _____

Hashtags # _____

SPONSOR PLEASE COMPLETE:

Signature

Print Name

Date

Payments due 15 days from commitment, prior to event.

I would like to pay by: Check Wire Transfer Zelle Credit Card*

PLEASE MAKE CHECKS PAYABLE TO: Sport Air Racing Council Corp.

Mail to: SkyFiesta, Attn: Lisa Hatamoto, 7130 Quill Drive, Reno, NV 89506

Email application to finance department: Support@SkyFiesta.org

For more information, please contact sponsorship and marketing coordinator: Susan Newman-Harrison at 951-640-0455 or email flylady112tc@yahoo.com

Partnership deadline applies to printed and other materials for logo recognition.

*Credit card fees may apply. All transactions are invoiced.