



OVERVIEW DECK

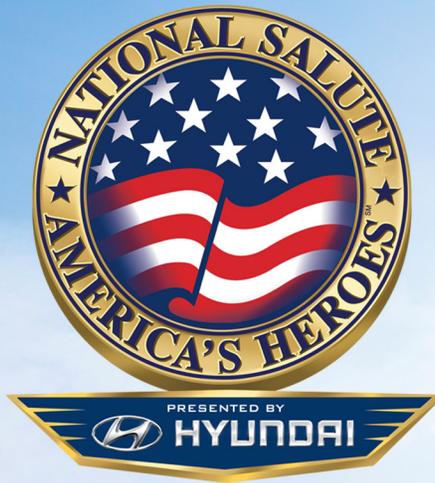
THE NATIONAL SALUTE TO AMERICA'S HEROESSM

There is no better time than Memorial Day weekend to pay tribute to our Military, First Responders, and those that have paid the ultimate sacrifice on behalf of our freedom.

The *National Salute to America's HeroesSM*, presented by Hyundai takes place on the beautiful shores of Miami Beach during the Memorial Day Weekend. Recognized as one of the world's largest events honoring our National Heroes, this annual event is anchored by the *Air & Sea Show[®]*, *Music Explosion[™]* and a star-spangled fireworks extravaganza.

- A tribute to our United States Military and First Responders
- A Showcase for state-of-the-art military technology
- Dynamic sea events and exhibitions
- Interactive displays and breathtaking demonstrations
- The finest musical talent performing on stage
- Provides our partners with a unique, legacy establishing opportunity
- Allows corporations to accomplish their marketing and sales objectives while being aligned with a worthwhile patriotic cause





SALUTE TO SACRIFICE MEMORIAL DAY NATIONAL TV SPECIAL



Envision a National Salute to America's Heroes, wrapped in a world-class Air & Sea Show[®], with a patriotically infused concert, climaxing with spectacular star-spangled fireworks, all shared with a national television audience.

www.USAsalute.com



MEMORIAL DAY WEEKEND
MIAMI BEACH



AIR & SEA SHOW

"The Greatest Show Above the Earth™" showcases the men, women, technology and equipment from all five branches of the United States Military as well as our police, firefighters and their first responder agencies. This two-day spectacular event features offshore powerboat racing demonstrations, extreme water sports and more, all on the beautiful shores of Miami Beach.

Demonstrations

- USAF A-10 Thunderbolt II
- USAF F-15 Eagle
- USAF F-16 Fighting Falcon
- USAF F-22 Raptor
- USAF F-35 Lightning II
- USN F-18 Hornet
- USMC V-22 Osprey
- U.S. Army Golden Knights
- U.S. Navy Leap Frogs
- USMC V-22 Osprey
- U.S. Army Black Daggers

Fly By

- USAF B-1 Lancer Bomber
- USAF B-2 Spirit Stealth Bomber
- USAF B-52 Bomber
- USAF C-17 Global Master III
- USAF C-130 Hercules
- USAF Heritage Flight
- USAF KC-135 Stratotanker

Civilian Acts

- Extreme Water Sports
- Cigarette Offshore
- Powerboat Exhibition

Precision Exercises

- USAF Para-Rescue SAR
- U.S. Army Special Ops Demo
- USCG Air Sea Rescue
- U.S. Customs Interdiction

(Subject to military operational availability)



www.USAsalute.com



MUSIC EXPLOSION



MIAMI BEACH



MUSIC EXPLOSION & FIREWORKS EXTRAVAGANZA

After the *Air & Sea Show*® the stage is transformed for the *Music Explosion*™ featuring top musical talent from an array of genres. Throughout the concerts, special tributes for our active Military, Guard and Reservist, Veterans, and other National Heroes will be recognized, culminating with a spectacular fireworks extravaganza.

The United States Military and First Responder agencies are some of the largest, most ethnically diverse employers in the country and the *Music Explosion*™ becomes the universal platform bringing all of us back together again, through music!



- America's top musical talent from various genres
- A variety of celebrity hosts
- Exciting sponsor promotional giveaways
- Memorable tributes to our local and national heroes
- Outstanding military, community, and corporate guest speakers
- Performances by celebrity DJ's
- Spectacular Fireworks Extravaganza
- Watch the sky light up with a live night-pyro parachute demonstration from the U.S. Army Golden Knights Parachute Team



www.USAsalute.com



THANK YOU FOR YOUR SERVICE
CHARLES ADDERLY
UNITED STATES ARMY
WWII - NORMANDY INVASION



PRESENTED BY HYUNDAI

TV SPECIAL
HYUNDAI



WORLD



www.USAsalute.com

NATIONAL PRIMETIME TELEVISION SPECIAL

"Honoring the TRUE MEANING of Memorial Day by paying tribute to those who have paid the ultimate sacrifice for our freedom"

All of the weekend highlights from the *Air & Sea Show*® and the *Music Explosion*™ will be broadcast to a National Primetime Television audience, with a syndicated rebroadcast over 170 stations during the July 4 holiday week and presented for online viewing throughout the year.

- Spectacular highlights from the two day Air & Sea Show®
- Profiles in courage of the men & women of the US Armed Forces
- Extraordinary demonstrations of new military technology
- Memorable tributes to our local and national heroes
- Heart warming homecomings for our military families
- Incredible performances from our top musical line up
- A spectacular fireworks extravaganza over Miami Beach



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GOLD STAR TRIBUTE TELEVISION SPECIAL

GOLD STAR TRIBUTE TV SPECIAL

“The Gold Star means not grieving, but remembrance and celebrating the life of one of our military heroes”

Freedom is not Free! We should never forget the brave men and women of the United States Military that have paid the ultimate sacrifice to preserve our freedom. The National Salute to America's Heroes presented by Hyundai proudly presents a one-hour television special produced and narrated by legendary film maker, Peter Berg. Five gold star families pay tribute to the lives of loved ones who have sacrificed on behalf of our nation. The show intertwines powerful footage from the Hyundai Air & Sea Show with these heroic stories of courage, honor and duty.

- * Aires in May (Military Appreciation Month)
- 48,833,910 US TV Households in 77 markets
- 111 Total Airings



SALUTE 365 INITIATIVE

The mission of the Salute 365 Initiative is to connect thoughtful Americans and our patriotic corporate sponsors with our national heroes, paying tribute to them by providing recognition, encouragement and support. Help us support the brave men and women of the United States military, first responders, healthcare and community heroes by honoring them for their tireless efforts in protecting our American freedoms.



Military families
Rachel Engel M1 Staff Last week President Obama announced the original date for withdrawing from Afghanistan would need to be extended, confirming that many military members already knew—the country is in no shape to be...
TARY1.COM



FOLDS of HONOR

SCHOLARSHIP PROGRAM

Scholarships are provided for spouses and dependents of our nation's fallen service members through the 'Folds of Honor' Scholarship Program. By standing in the financial gap of the more than one million dependents adversely affected by war, Folds of Honor is honoring their sacrifice by educating their legacy

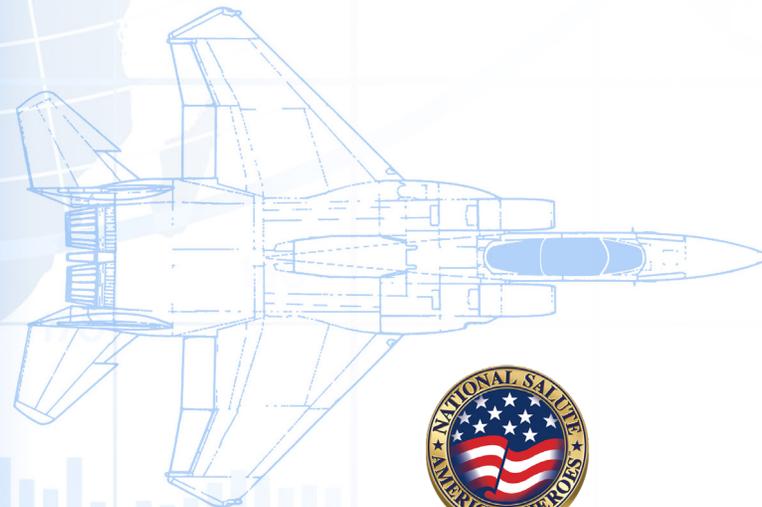


"She is the only reason I made it home to my family and I am fortunate to have served with her."

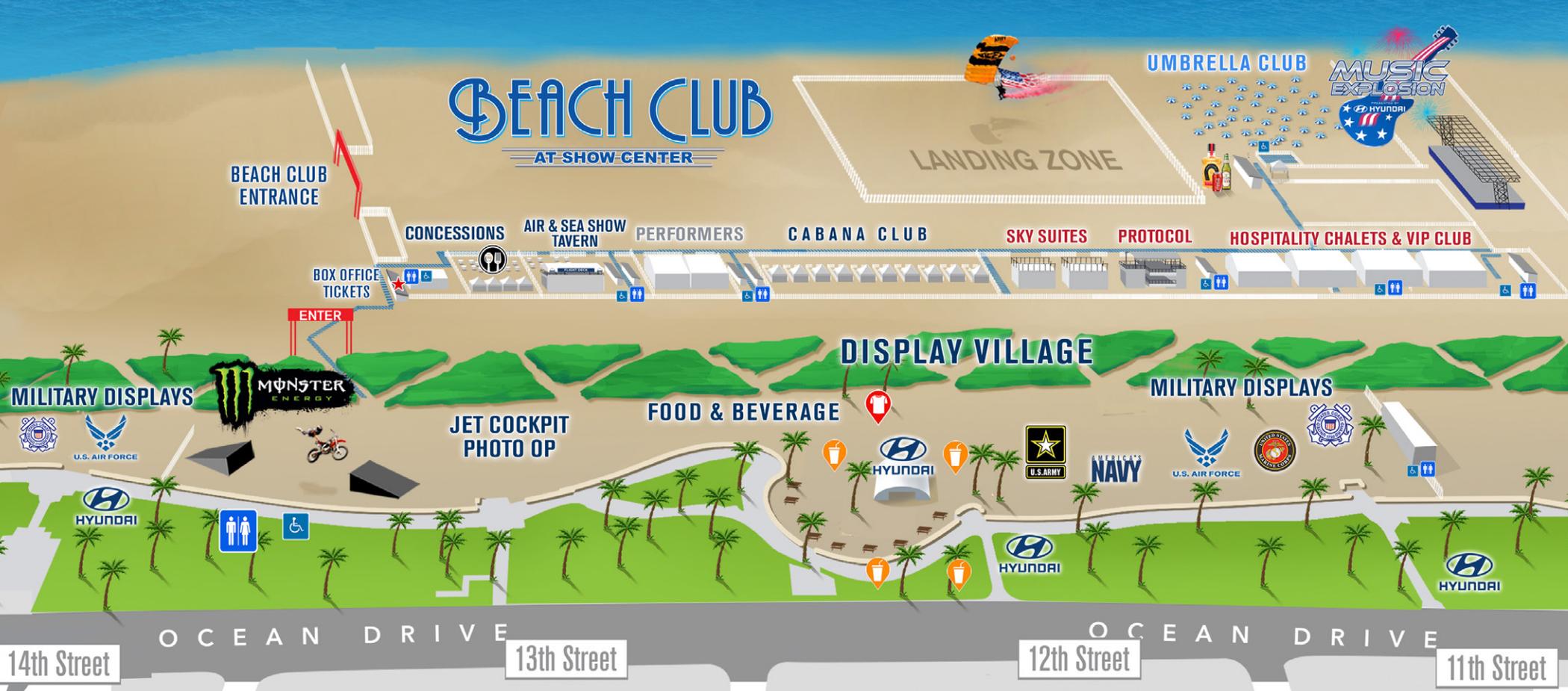


U.S. Marines Dog Who Lost Leg in Afghanistan Receives Award Medal

BREITBART.COM



www.USAsalute.com



BEACH CLUB HOSPITALITY, CONCESSIONS & AMENITIES

- Umbrella Club
- Cabana Club
- Sky Suite hospitality
- Sponsorship hospitality
- Hospitality Chalets &
- VIP Club
- Hyundai Air & sea Show Tavern
- Food & beverage concessions
- Delivered concessions in Umbrella and Cabana Clubs
- Access to reduced occupancy restrooms
- Landing zone & large screen viewing
- Bars, festival merchandise and sponsor giveaways

DISPLAY VILLAGE

- Interactive military displays
- Sponsor displays & giveaways
- Monster Energy Motocross Exhibition
- Hyundai interactive displays
- USAF Honor Guard Drill Team
- Military bands
- Food & beverage concessions
- Festival merchandise
- Kids Zone activities



2023 HYUNDAI AIR & SEA SHOW

MAY 27-28, 2023

MIAMI BEACH



NATIONAL SALUTE
 AMERICA'S HEROES
 PRESENTED BY HYUNDAI

MAY 28-29, 2022
TICKETS at USAsalute.com

OUTFRONT 4867.0B

LIVE

FOX NEWS channel

HYUNDAI HONORS FALLEN SERVICE MEMBERS
 ★ MEMORIAL DAY ★



nationalsalute
 Miami Beach, Florida

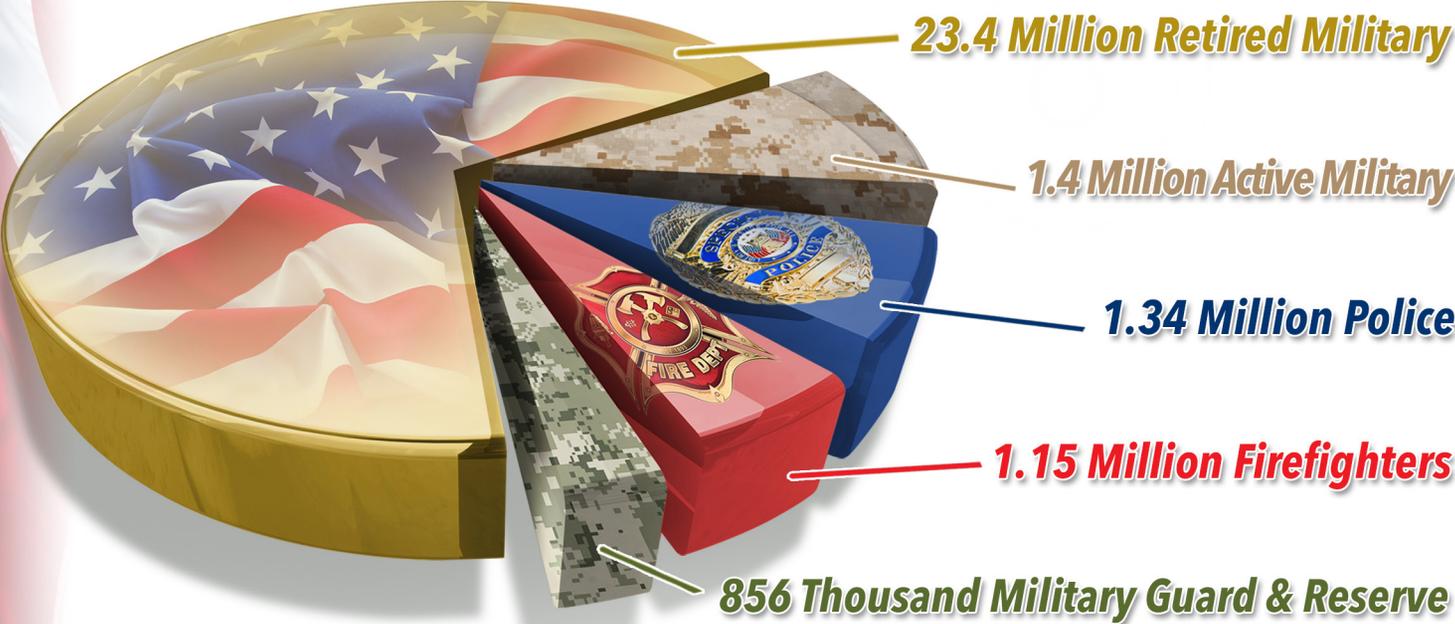
nationalsalute It wouldn't be the Air and Sea Show without @hyundaiusa, which is exactly why it's called the #HyundaiAirAndSeaShow! 😊 With more heartbeats per minute, guaranteed, whether you're in the car on the beach or staring up at the sky you're in for a thrill this Memorial Day Weekend. 🇺🇸 🇺🇸 #USAsalute

HYUNDAI AIR & SEA SHOW
 MIAMI BEACH
MAY 28-29 - USAsalute.com

1,392 People Reached 139 Engagements Boost Post
 81 Comments 5 Shares

MAKE A PATRIOTIC EMOTIONAL CONNECTION

Patriotic, emotional connections that translate to brand reputation and sales growth is the real bottom line results you can expect from a partnership with the *National Salute to America's HeroesSM*, presented by Hyundai.



Source: Princeton and Department of Defense, Bureau of Justice Statistics, SAMSHA

The U.S. Military is the most respected institution in the United States with 78% favorability

Source: Gallup (trusted poll cited by multiple news outlets)



- 80 million military family members (25% of US population)**
- 28.2 million active and retired military, firefighters and police**
- 7.3 percent of all living Americans have served in the military**

For more information, please contact:

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