



# 2023 SPONSORSHIP OPPORTUNITIES

Memorial Day Weekend  
May 27th-May 28th, 2023



# NATIONAL SALUTE TO AMERICA'S HEROES

MEMORIAL DAY WEEKEND MIAMI BEACH, FL

## OUR MISSION:

To bring back the true meaning and spirit of Memorial Day Weekend and pay tribute to all those who have paid the ultimate sacrifice on behalf of our freedom.

The main component of the National Salute to America's Heroes presented by Hyundai is our world-class Hyundai Air & Sea Show and Music Explosion presented by Hyundai (page 5 & 6).

This salute will showcase our country's state of the art military technology, dynamic sea events, interactive displays along Ocean Drive and more!

All patriotic Americans can support our national heroes through the charitable initiative every day of the year by making a donation and sharing content on social media (page 3).



radio impressions  
28 million



website visits  
68,000



media value  
2 million +



social media impressions  
18 million +



[click here to learn more on the event website](#)

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## CHARITABLE INITIATIVE

**“HONOR THEIR SACRIFICE. EDUCATE THEIR LEGACY.”**

The mission of the Salute 365 charitable initiative is to create awareness of the contributions of all American heroes, to pay tribute to the fallen service men and women by honoring their sacrifice and to support organizations that assist their families.

The National Salute to America's Heroes, presented by Hyundai is proud to support the mission of Folds of Honor to ensure that families who have sacrificed so much for our country receive the education and opportunities they deserve.

Since 2021, the Hyundai Air & Sea Show and Hyundai Motor America have donated over \$110,000 to Folds of Honor post-secondary scholarships empowering the spouses and dependents of our nation's service members to pursue a degree and create a brighter future.



WATCH VIDEO



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# 2023 SIGNATURE EVENTS

**"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."**

Sponsorship of the National Salute to America's Heroes, presented by Hyundai, inclusive of the Hyundai Air & Sea Show and the Music Explosion, presented by Hyundai provides a unique opportunity to expose your brand, product or service to over 1,000,000 event attendees during the weekend of events.



# HYUNDAI AIR & SEA SHOW

SATURDAY & SUNDAY MIAMI BEACH, FL

“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. Event attendees will have the incredible opportunity of setting their eyes skyward to view state of the art military air assets, as well as view a water show complete with Cigarette offshore powerboat racing demonstrations, Thunder Cats boat races, and extreme water sports with professional jet skiers.



event attendees  
1 Million +



\*30-50 years of  
age 53%



sponsorship range  
\$10,000-\$250,000

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## MUSIC EXPLOSION & FIREWORKS EXTRAVAGANZA

**SATURDAY NIGHT** MIAMI BEACH, FL

On Saturday after the Hyundai Air & Sea Show, we transform the main stage on the beach for the Music Explosion™ presented by Hyundai.

In 2022, we welcomed internationally known rock band, 3 Doors Down (“Kryptonite”, “Here Without You”, “When I’m Gone”) on the stage.

The show will wrap up with a special night-pyro parachute demonstration by the U.S. Army Golden Knights parachute team kicking off a spectacular fireworks extravaganza.

The Music Explosion kicks off at 5:30pm with the U.S. Army’s “As You Were” band and the U.S. Air Force “Max Impact” band.



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# EVENT SPONSORSHIP OPPORTUNITIES

Our goal is to align our sponsorship opportunities to your brand's marketing objectives (e.g. brand awareness/positioning, networking, audience building, relationship building, community engagement, qualified leads; and or generating sales).

## 3 KEY QUESTIONS FOR EVERY PROSPECTIVE SPONSOR

1. What are your current marketing activities (PAID, PRODUCED, PEOPLE)?
2. What do you find attractive in other special events you partner with?
3. What does success look like?

# STANDARD BENEFITS

## ALL SPONSORS WILL RECEIVE THE FOLLOWING STANDARD BENEFITS:

- Brand inclusion in NSAH collateral
- Brand inclusion in the Miami Herald & El Nuevo
- Brand inclusion on the NSAH website
- Brand will have the opportunity to participate in a mutually agreed upon social media giveaway for additional exposure
- Brand inclusion on all official press releases
- Brand inclusion in radio commercials
- Social media posts from each NSAH platform
- Event tickets to each event
  - Thursday Night - Performers Take-Off Party
  - Friday Night - Salute on Espanola Way
  - Saturday & Sunday - VIP at the Hyundai Air & Sea Show



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## NAMING RIGHTS OPPORTUNITIES

Our naming rights opportunities are specifically designed to enhance brand awareness and positioning. Each naming rights opportunity has been created to maximize sponsor return on investment and objectives. Our goal will be to work closely with your brand to align our naming right opportunity benefits with your brand's event marketing objectives. If we don't have one that fits your needs we will work with your brand to create one that does!

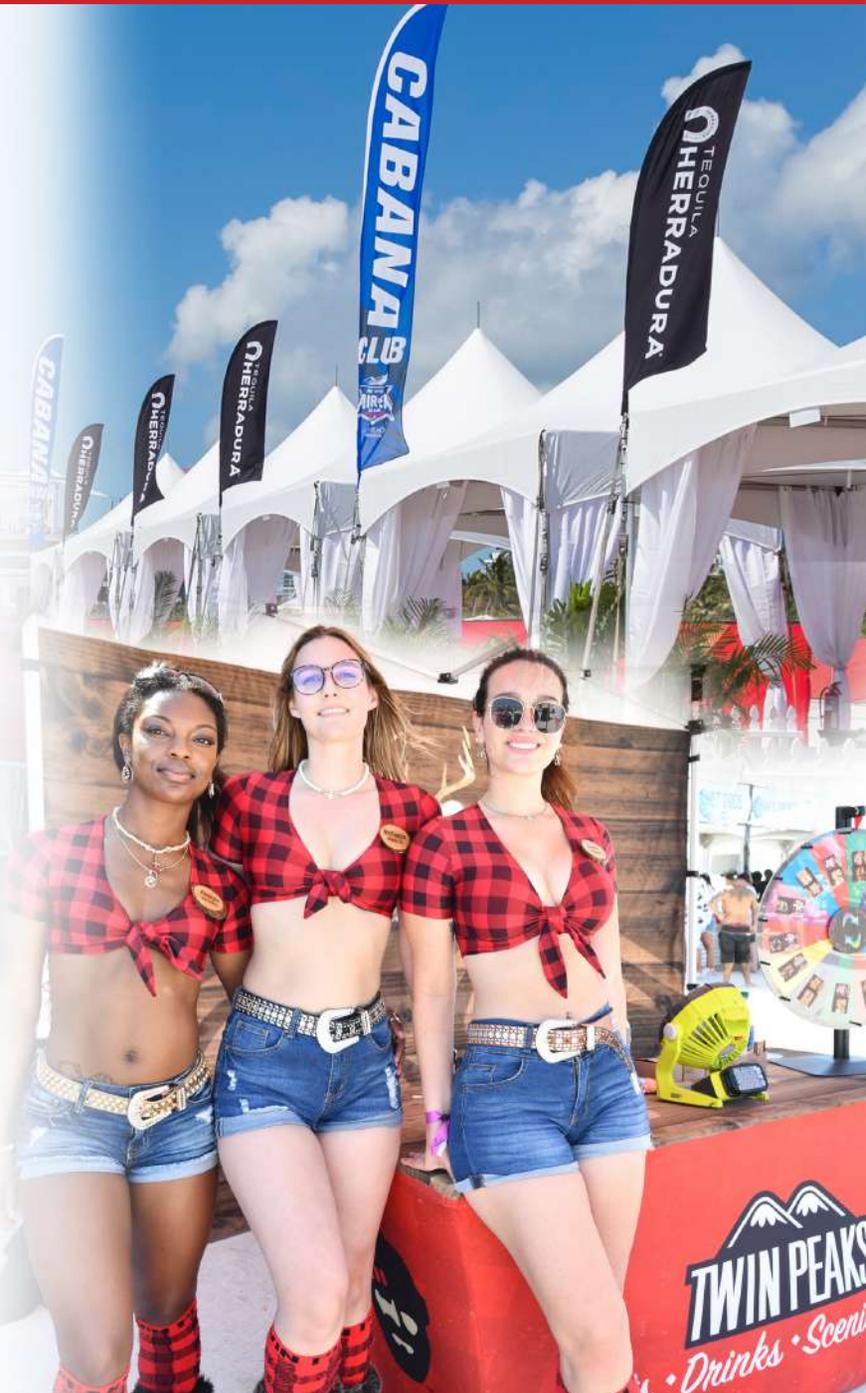
As a naming rights sponsor, you will receive brand category exclusivity, exposure in all collateral associated with your activity, brand integration into a custom event logo and brand inclusion in our media & marketing campaigns.

### AVAILABLE NAMING RIGHTS SPONSORSHIP OPPORTUNITIES:

- CORPORATE CHALETS
- BEACH CLUB
- SPONSOR VIP TENT
- MUSIC EXPLOSION
- DISPLAY VILLAGE
- PERFORMERS TAKE-OFF PARTY - PG. 17
- ACTION ZONE
- SALUTE ON ESPANOLA WAY - PG. 18
- KIDS ZONE

### SOLD NAMING RIGHTS SPONSORSHIPS:

- CIGARETTE OFFSHORE POWERBOAT RACING DEMONSTRATIONS



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## DISPLAY RIGHTS OPPORTUNITIES

Located between 11th - 14th street in Lummus Park, The Hyundai Air & Sea Show Display Village is over four city blocks of interactive displays along Ocean Drive! If you are looking for a highly trafficked area to generate qualified leads, engage with the community or sell products, then a display space is the perfect option for your brand.

The Hyundai Air & Sea Show Display Village is FREE TO THE PUBLIC with spaces ranging in size from **10x10 to 20x50**. No display is too big or too small!

Check out incredible flight and navigation simulators used by the U.S. Air Force, tactical training equipment from the U.S. Army, United States Marine Corps rifle range simulators, displays from the U.S. Navy and U.S. Coast Guard all while having the chance to meet the men and women of our armed forces.

### 2022 CORPORATE DISPLAY ACTIVATIONS:

- MONSTER ENERGY ACTION ZONE
- HYUNDAI HANGER
- FLEX SEAL
- AT&T
- CHECKERS

**PRICE RANGE: \$10,000 - \$25,000**

**20,000 PEOPLE PER DAY IN THE DISPLAY VILLAGE**



[click here to learn more on the event website](#)

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## HOSPITALITY RIGHTS OPPORTUNITIES

Our hospitality opportunities provide the perfect environment to entertain clients, customers, family and friends. These unique VIP hospitality options are socially distanced and situated at show center providing corporations the convenience of a pre-set hospitality experience with the option to customize your space to create your personalized event!

Amenities include: elevated viewing areas, private bar service, air conditioned restrooms, and premier views of the finest equipment and technology our country has to offer. It truly is an experience the whole family can enjoy!

### AVAILABLE HOSPITALITY:

- CORPORATE CHALETs - PG. 12
- SKY SUITES - PG. 13
- CABANAS - PG. 14
- HYUNDAI AIR & SEA SHOW TAVERN - PG.15

**PRICE RANGE: \$4,200 - \$20,000**



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## CORPORATE CHALETs

A limited number of private hospitality chalets will be available inside of the Beach Club area. The chalet provides a private venue with the ability to customize food and beverage, as well as interior décor. This product allows you to create a unique branding experience for **FIFTY** guests.

### Food & Beverage

- Continental breakfast, lunch, five-hour open bar (beer, wine, soda, water), afternoon snack, food service & desserts
- Ability to customize/upgrade menu & bar

### Additional Benefits

- Standard décor package with access to air conditioned restrooms
- Preferred access to reserve hotel rooms at our host venues at a discounted price
- Opportunity to purchase custom Hyundai Air & Sea Show branded merchandise
- Ability to customize interior decor

**PRICE: \$20,000**



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## SKY SUITES

Sky suites provide the opportunity to entertain **TWENTY** guests each day in a reserved area within a two-floor structure (bottom level climate-controlled) featuring large glass front windows for premier views of the show. Companies may conduct business and entertain guests in their private suite with easy access to everything the Beach Club has to offer. The unique atmosphere of the Beach Club is unlike anything your guest will have ever experienced.

### Food & Beverage

- Fully catered lunch, afternoon snack, food service & desserts
- The suites feature your own private bar
- Access to air conditioned restrooms in a common space located near your suite

### Additional Benefits

- Each suite will offer table seating and lounge furniture, company signage, and more
- Opportunity to purchase custom Hyundai Air & Sea Show branded merchandise
- Preferred access to reserve hotel rooms at our host venues at a discounted rate

**PRICE: \$10,000**



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## CABANAS

The Cabana Club offers companies a great on-site option for entertaining small groups in a reserved cabana for **FOURTEEN** guests in an exclusive, open-air pavilion with access to everything the Beach Club has to offer. Guests will enjoy a private patio area with prime views of the Hyundai Air & Sea Show. Multiple cabanas may be purchased.

### Food & Beverage

- Fully catered lunch, afternoon snacks, food service & desserts
- Cabana Club features access to a private bar, air conditioned restrooms, and stylish decor

### Additional Benefits

- Preferred access to reserve hotel rooms at our host venues at a discounted price
- Opportunity to purchase custom Hyundai Air & Sea Show branded merchandise

**PRICE: \$4,200**



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## HYUNDAI AIR & SEA SHOW TAVERN

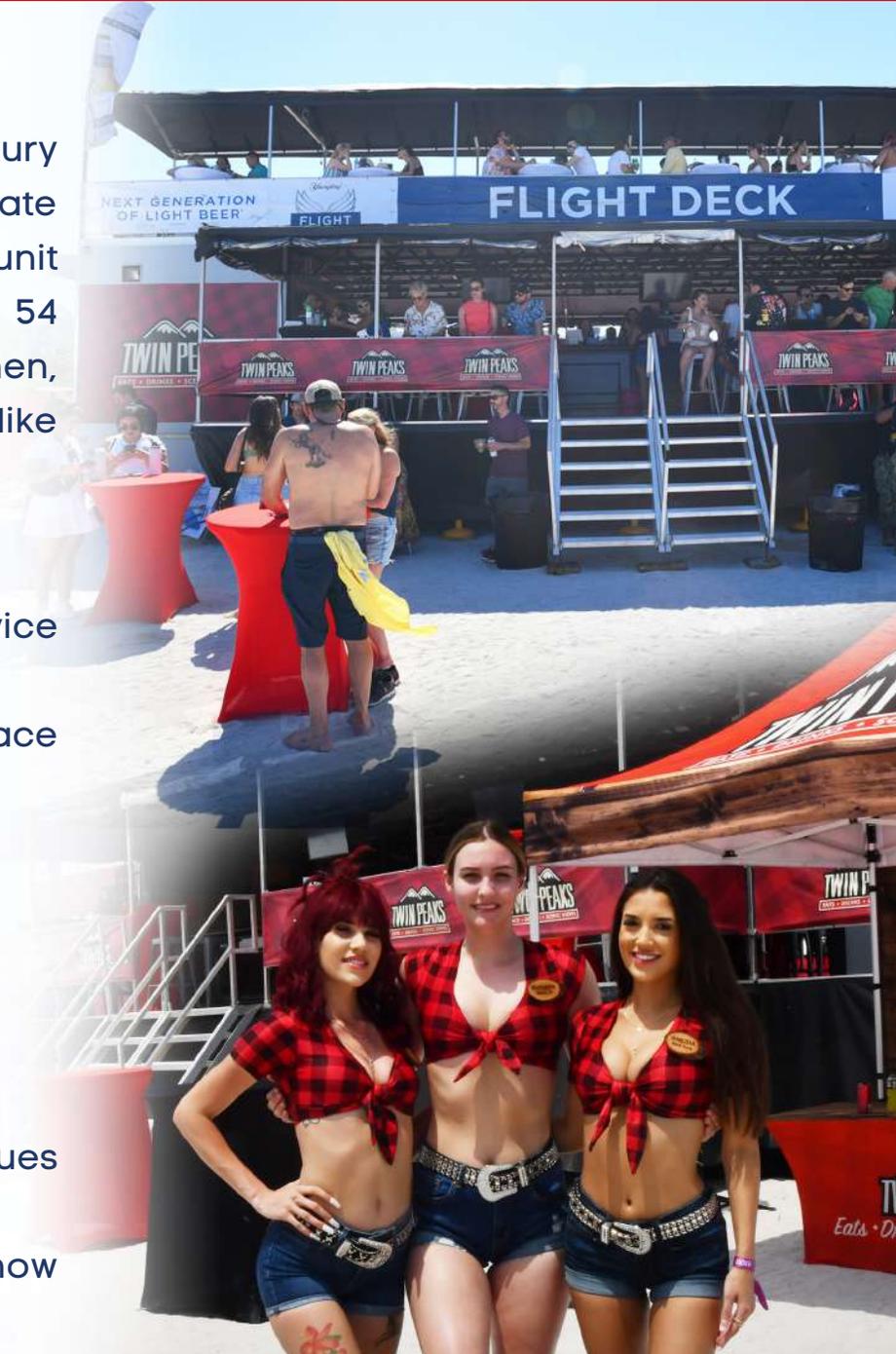
The Hyundai Air & Sea Show Tavern will provide a luxury experience to entertain **ONE HUNDRED** guests each day in a state of the art custom built & fully covered two-floor hospitality unit featuring a teak wood and copper horseshoe bar that sits 54 guests. The open-air unit features air conditioning, a kitchen, and seven TV's inside. The unique layout of the tavern is unlike anything your guest will be able to experience at the show.

### Food & Beverage

- Continental breakfast, lunch, afternoon snack, food service & desserts
- Full kitchen with sink, refrigerator, freezer, storage space and prep area
- Built-in beer taps above serving bar

### Additional Benefits

- Mobile charging station and Wi-Fi
- One upscale ladies restroom with flat screen TV
- Multiple branding options (interior and exterior)
- Preferred access to reserve hotel rooms at our host venues at a discounted price
- Opportunity to purchase custom Hyundai Air & Sea Show branded merchandise



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MUMBAI BEACH

# PRE-EVENT WELCOME PARTIES

# PERFORMERS TAKE-OFF PARTY

THURSDAY NIGHT OASIS WYNWOOD

The weekend festivities will begin with our Performers Take-Off Party at The Oasis located in the heart of the Wynwood District of Miami.

Military performers will be welcomed by the local community and will include with music and fun until 9:30pm.

Help us welcome all the military performers and service members of our Armed Forces.



[click here to learn more on the event website](#)

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# SALUTE ON ESPANOLA WAY

FRIDAY NIGHT ESPANOLA WAY

This free event on Friday night, welcomes the military on Espanola Way for the Salute on Espanola Way beginning at 6:30pm.

The pedestrian-only street will be transformed into a patriotic show of appreciation and support for our United States Military and those that have and continue to pay the ultimate sacrifice for our freedom.



*Espanola Way*



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# EVENT SITE MAP



## 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



[click here to learn more on the event website](#)

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# 2022 EVENT SPONSORS



**FOR MORE INFORMATION ABOUT OUR SPONSORSHIP OPPORTUNITIES, CONTACT:**



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