





# 2022 RECAP



RADIO & DIGITAL MEDIA

- Over 9,000 radio spots across 7 stations all mentioning Hyundai twice. Valued at \$727,650
- 2,240 promo mentions/ticket give-aways across 7 stations in the South Florida market
- Live broadcast show each day from the event site



**Audacy**  
VIPER DEMO





- Home web page presence across 7 Audacy media stations in South Florida
- Email blast - Hyundai mentioned in 29 emails blast from all 7 stations
- Inclusion in over 50 social media posts

**TOTAL ESTIMATED IMPRESSIONS:  
OVER 28 MILLION**



OUTFRONT MEDIA

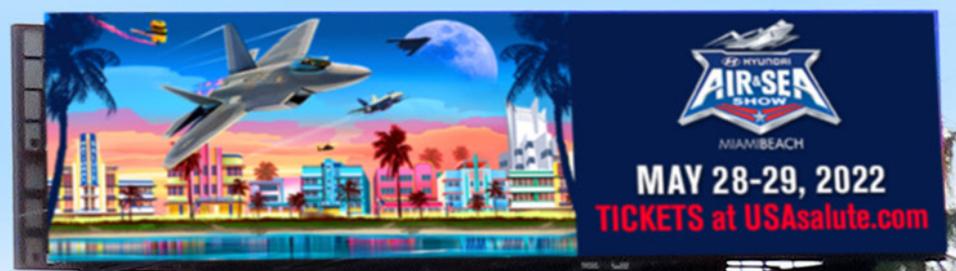
- Billboards and Transit Shelters with 1.7 million plays
- 4 million impressions over 5 weeks

MIAMI INTERNATIONAL AIRPORT

- 800+ screens for Video Displays, ticket countertop signs & terminal pole wraps
- Over 250,000 passengers

FONTAINEBLEAU AVIATION

- Window graphics & video screens in the terminal with 15,000 travelers over 30 days



OUTFRONT



## OUTDOOR MEDIA

### BALLYHOO MEDIA VIDEO BARGES

- Video played daily on the ocean, intracoastal waterway, Biscayne Bay & the Miami River for 1 month yielding over 42 million impressions

### CITY MEDIA

- 34 posters strategically placed in 14 different parking garage locations producing 1.6 million impressions

### LIGHT POLE BANNERS

- 94 light pole banners with a traffic count of 250,000 EACH DAY!
- Total of 10 million impressions during 37 days of display



NATIONAL SALUTE TO AMERICA'S HEROES PRESENTED BY HYUNDAI ▪ 2022 RECAP



DADE COUNTY TRANSIT VEHICLES

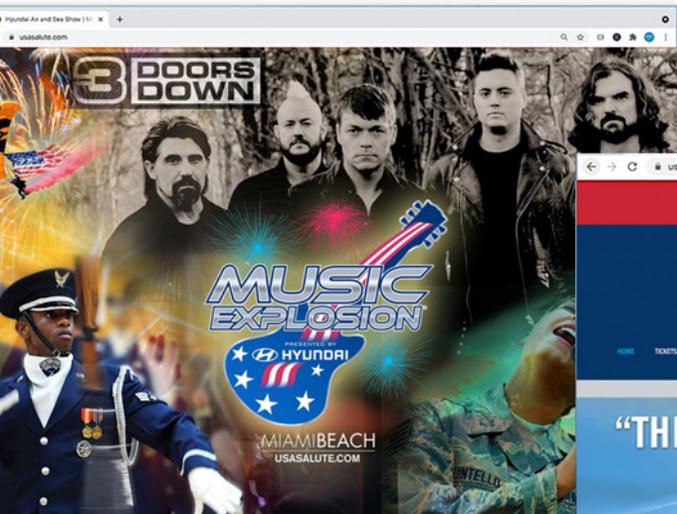
- Transit passenger bus, Metro Rail people mover and Miami Beach trolley

BRIGHTLINE

- Tri-county transportation promotion

**TOTAL ESTIMATED IMPRESSIONS:  
OVER 23 MILLION**





**3 DOORS DOWN**

**MUSIC EXPLOSION**  
PRESENTED BY HYUNDAI

MIAMI BEACH  
USASALUTE.COM

**SATURDAY, MAY 28th**  
INDIVIDUAL & TICKET PACKAGES AVAILABLE  
CLICK HERE

**MUSIC EXPLOSION**

After the Hyundai Air & Sea Show® the stage in the LiquorSplit Beach Club will be transformed for the Music Explosion® featuring 3 Doors Down. In addition, there will be a performance by the U.S. Army "As You Were" Band and a twilight flyover & parachute jump featuring the U.S. Navy Leap Frogs Parachute Team and the British Army Red Devils Parachute Regiment. The show will culminate with a special night-pyro parachute demonstration by the U.S. Army Golden Knight Parachute Team kicking off the spectacular Florida Restaurant & Lodging Association Fireworks Extravaganza.

**2022 LINE UP**

3 DOORS DOWN

Formed in 1996, Grammy Award®-nominated multiplatinum Mississippi rock band 3 Doors Down consistently captivate audiences worldwide. The quintet's many accolades include selling 20 million albums globally, receiving a Grammy nomination, two American Music Awards, and five BMI Pop Awards for songwriting, including "Songwriter of the Year."

USAF MAX IMPACT® BAND  
US ARMY "AS YOU WERE" BAND  
USAF DRILL TEAM

**SCHEDULE**

**MAX IMPACT**

**DRILL TEAM**

**3 DOORS DOWN**

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**MAX IMPACT**

Max Impact is the official rock/pop music ensemble of the United States Air Force.

**AS YOU WERE**

The Army musical outreach team is a group of talented musicians based at Fort Knox, Kentucky.

**DRILL TEAM**

The Drill Team mission is to provide entertainment and morale to service members and their families.

HONORING THEIR SACRIFICE

**HYUNDAI AIR & SEA SHOW**

HOME TICKETS AIR & SEA SHOW MUSIC EXPLOSION EVENT DETAILS EVENT PARTIES NATIONAL SALUTE SALUTE 360 MEDIA SPONSORS SHOP FAQ

CLICK HERE for Important Public Advisory

**"THE GREATEST SHOW ABOVE THE EARTH™"**

**HYUNDAI AIR & SEA SHOW**

MIAMI BEACH  
USASALUTE.COM

**MAY 28-29, 2022**

**HYUNDAI 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 exhibitions, extreme water sports, an action zone, military display village and more, all on the beautiful shores of Miami Beach. View the show inside the LiquorSplit Beach Club at Show Center.

**SCHEDULE** **EVENT MAP**

**UMBRELLA CLUB** **HERRADURA CABANA CLUB** **VIP CLUB** **SKY SUITES**

**LEARN MORE** **LEARN MORE** **LEARN MORE** **LEARN MORE**

**LIQUORSPLIT BEACH CLUB AT SHOW CENTER** - Experience the Hyundai Air & Sea Show at the center of the action. The show offers daily or multi-day packages of a variety of customized hospitality options. All packages include the most comfortable looks of the performance with unmatched service. The range of options are designed to provide guests with an intimate setting ideal for networking and prime-time entertainment. Ticket your tickets today! The free public viewing areas are north and south of the Beach Club.

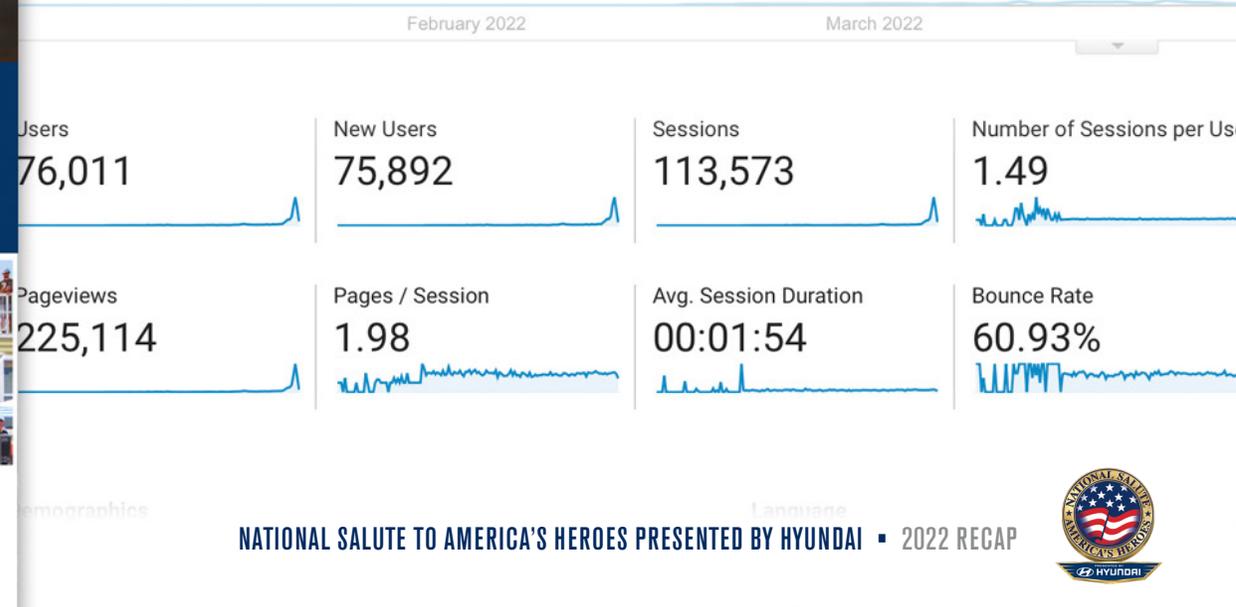
# WEBSITE & DIGITAL

## USAsalute.com

- 76,000 website visitors with over 113,000 sessions
- 250,000 Page Views

## Email Blasts to over 250,000 subscribers

- Emails to National Salute database
- SoFlo chamber of commerce



PRINT & PUBLICATIONS

- Magazine cover, Inside back cover and a 16 page insert in the Spring Travelhost 2022 Issue with 15,000 distribution
- Placed in over 118 hotels with readership of 562,660
- Digital magazine: 332,350 impressions with 4,135 clicks to web site/tickets
- Event programs



**TRAVELHOST**



NATIONAL SALUTE TO AMERICA'S HEROES PRESENTED BY HYUNDAI ▪ 2022 RECAP



Regístrese para ganar un viaje en Avión de Combate

Esto podrías ser tú!



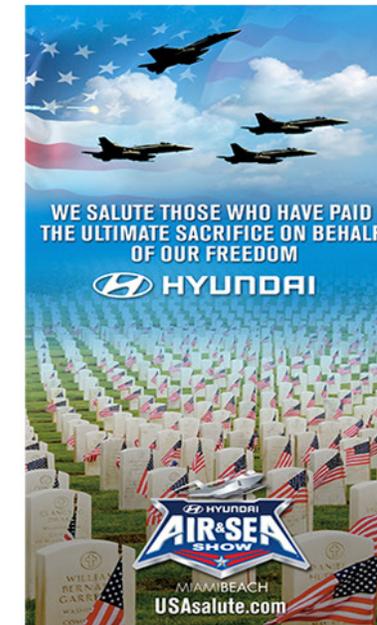
# Miami Herald

MIAMIHERALD.COM

## PRINT & PUBLICATIONS

- Miami Herald & el Nuevo Herald
- 17 full page print ads, a \$124,000 value
- Digital ads with clicks to website/tickets
- Pre-roll Video across all platforms
- Email blast to 35,000 subscribers

**TOTAL IMPRESSIONS:  
OVER 1.5 MILLION**



NATIONAL SALUTE TO AMERICA'S HEROES PRESENTED BY HYUNDAI ■ 2022 RECAP



## A National Salute To America's Heroes: The Hyundai Air & Sea Show Reminds Us What Memorial Day Weekend Is Really About

Shelby Knick Contributor @  
Traveling the world capturing all things beautiful, unique, and fast!

Follow

May 31, 2022, 01:40pm EDT

Listen to article 8 minutes



U.S. ARMY Demonstration Parachute Team, The Golden Knights, parachuting over Miami Beach. HYUNDAI AIR & SEA SHOW

With a much-anticipated return, this year's Hyundai Air & Sea Show in Miami Beach by storm, ringing in Memorial Day over the performances, military demonstrations, a free to attend event that drew more visitors from around the country in a genuine salute to America's military servicemen and women. The event saw military personnel, veterans, prospective members and locals come to celebrate Memorial Day beyond barbeques and block parties. City officials, commissioners, city officials and law enforcement officials were among the people who visited the Hyundai Air & Sea Show over the Memorial Day weekend.



lifedrive MEDIA GROUP



EDITOR'S CHOICE FOOD & DRINK PEOPLE PROFILES ARTS & CULTURE TRAVEL WEB EXTRAS ADD



Hyundai Air & Sea Show to Offer Ride in a Ton Gun F-16

### OCEAN DRIVE

People Food & Drink Home & Real Estate Style & Beauty Video NEWSLETTER

## Miami Prepares For The Hyundai Air & Sea Show

By Alexa Shabinsky | March 11, 2022 | Culture

The Hyundai Air & Sea Show is always a highlight of springtime in Miami. Returning back to Miami Beach on Memorial Day weekend, the event offers up some of the most impressive and water experiences.

Aside from the official Air & Sea Show, the event is well known for its musical and entertainment sector, The Music Explosion. This year's beachside performance will include internationally-acclaimed rock band, 3 Doors Down. Combining music with air, the U.S. Army's Army's "As You Were" Band and the U.S. Air Force "Max Impact" Band will also be a part of The Music Explosion concert.

airandseashow Miami Beach, Florida View profile



AVENTURA MAGAZINE

LAST LOOK



FUN IN THE SUN

Take the most of surf, sand, and sky at the Hyundai Air & Sea Show taking over Miami Beach May 28-29. Daily activities include sea performances by professional Jet Ski riders, and a Cigarette Powerboat racing demonstration showcasing 10 ft jet ski as parachute teams and military craft take to the skies. A "Music Explosion" concert will kick off the evening's fest. Down set to perform Saturday. The event culminates with a special pyrotechnic demonstration by the U.S. Army Golden Knights. A fireworks show illuminates the night sky. (seashow.com) -Melissa Puppo

Miami Guide

MUST SEE RESTAURANTS NIGHTLIFE HOTELS REAL ESTATE TECH



GET TICKETS NOW

Each year once again roar with the thunder of America's military might, as the Hyundai Air & Sea Show returns to Miami Beach this Memorial Day weekend (May 28-29, 2022). F16s, F18s, and Jet Skis and Cigarette boats speeding over the water. The festival is a salute to their lives in defense of our country and offers an impressive display of military might for the whole family.

## PUBLIC RELATIONS

### NATIONAL MEDIA

- Coverage in over 200 news and entertainment outlets
- Forbes magazine
- Ocean Drive and Lifestyle magazines
- Thrillist, Miami Modern Luxury, Haute Living, Time Out, AARP and more!

### ALL PUBLIC RELATIONS STORIES

- 145 Stories
- Publicity valued at \$2 million

# TOTAL AUDIENCE OF 950 MILLION

NATIONAL SALUTE TO AMERICA'S HEROES PRESENTED BY HYUNDAI ▪ 2022 RECAP



# PUBLIC RELATIONS

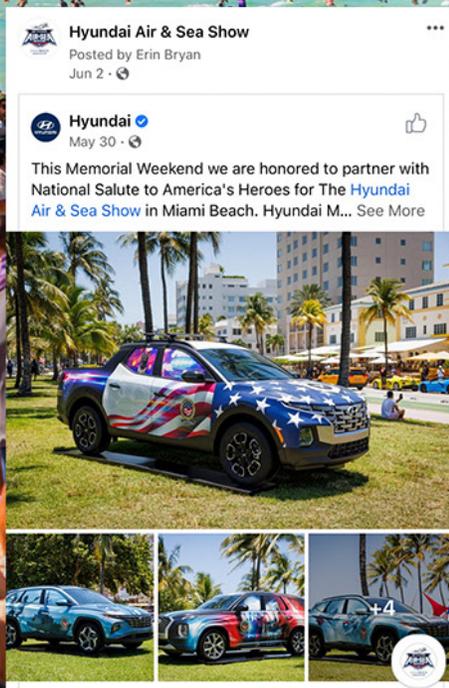
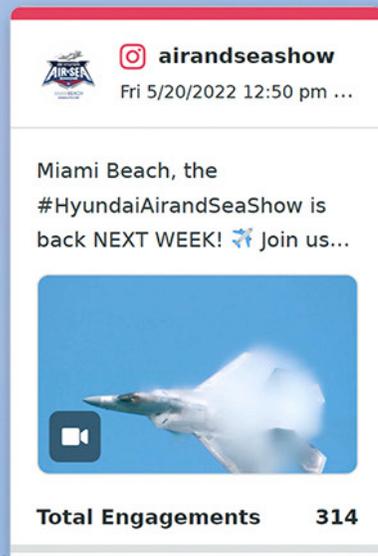
## NATIONAL & LOCAL MEDIA

- Forbes, Gala, Univision, Yahoo!, NY Times Post, Washington Post, Getty, UPI, AP
- Coverage on all regional TV & print media outlets
  - WFOR-CH4 (CBS), WTVJ- CH6 (NBC), WSVN- CH 7 (FOX), WPLG - CH 10 (ABC) Xizzle, Telemundo, CW
- Local and regional calendar event posts
- Sponsor and partner web posts and links



# SOCIAL MEDIA

- Organic social media growth 9000% across all platforms
- 800% increase in audience engagement
- 18 million impressions & over 28,000 engagements



# TOP GUN MAVERICK



Do NOT Pass Out On A Fighter Jet! \*Top Gun Challenge\*

361,122 views May 30, 2022 Happy Memorial Day! Thank you to the troops and thank you Hyundai Air and Sea Show for making this possible! Thank you Florida Yacht International, Topgun! ...more

AIRANDSEASHOW Posts

airandseashow Actors @jayrellis and @DannyRamirez from @topgunmovie sat down to share their skill and knowledge of flying an F-18 fighter jet, as they do in the movie! ✨

Want a chance to experience this yourself? Tomorrow is your LAST chance to win a ride in a L-39C Albatros fighter Jet! ⚡ Head to the link in bio for your chance to win before it's over. #HyundaiAirAndSeaShow #USASalute #topgunmaverick #topgunmovie #dannyramirez #jayellis



## SOCIAL MEDIA

### TOP GUN MAVERICK - PARAMOUNT PICTURES

- Interview with Jay Ellis & Danny Ramirez posted on multiple social media channels

### YOUTUBE STARS - THE DOBRE BROTHERS

- The Dobre brothers shared their adventures from the Hyundai Air & Sea Show fighter jet ride and events from the show with their 11 million followers

### MULTIPLATINUM ROCK BAND 3 DOORS DOWN

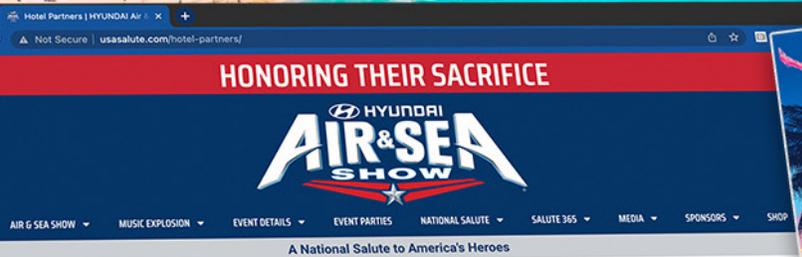
- Headling the 2022 Music Explosion presented by Hyundai
- Over 6 Million followers on social media

**ESTIMATED IMPRESSIONS:  
OVER 18 MILLION**



# HOTELS

- Over 1,900 rooms booked in 7 South Beach hotels along Ocean Drive
- In room TV and lobby signage
- Event branding, calendar listings and guest engagement



BOOK AT ANY OF OUR OFFICIAL HYUNDAI AIR & SEA SHOW HOTEL PARTNERS LOCATIONS AND RECEIVE A 15% DISCOUNT ON EVENT GENERAL ADMISSION AND VIP TICKET PACKAGES. TICKETS ON SALE MARCH 2023.



## MEDIA DAY

- U.S. Military dignitaries, Sen. Rick Scott and state and local government officials
- Hyundai donation of \$50,000 to Folds of Honor Scholarship Fund
- Local and national media reaching South Florida's 6+ million population
- Over 330 young men and women take the oath to join the U.S. Military



## COMMUNITY EVENTS

### JACK DANIEL'S PERFORMER'S PARTY AT THE OASIS & THE HEROES VODKA SALUTE ON ESPANOLA WAY

- Over 300 Air & Sea Show performers in attendance
- Specialty drinks
- Performances by the U.S. Army Band



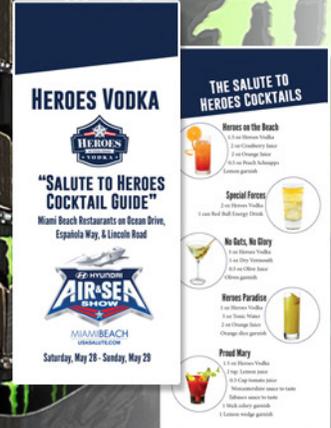
ON-PREMISE RETAIL ACTIVATION:

THE SALUTE TO HEROES CAMPAIGN

YUENGLING - 10% ticket discount QR code on Case Cards in 180 stores: Publix, Winn-Dixie & Total Wine

MONSTER ENERGY - 1 Case Card displays in the following locations: (100) 7/11, (40) Walmart, El MercaDillo Boca Raton, Home Depot, Pines Metro, Publix, WaWa, Winn-Dixie Misc. Independent Stores

HEROES VODKA - Specialty drink menus in over 15 South Beach bars and restaurants.



Publix WinnDixie

Wawa

Walmart+



## SPONSOR EVENT ACTIVATION

### HYUNDAI DISPLAY VILLAGE ACTIVATION

- Over 3,000 visitors to the Hyundai Hanger
- Over 1,000 hand raisers & dealer leads
- 1,000 t-shirt give-a-ways
- New Hyundai cars on display
- 6 Military themed wrapped Hyundai cars throughout event site



## SPONSOR EVENT ACTIVATION

### TWIN PEAKS LODGE & YUENGLING FLIGHT DECK

- On site interactive display
- Specialty drink menus
- Open to public for concessions sales





## SPONSOR EVENT ACTIVATION

### HERRADURA TEQUILA ACTIVATION

- Cabana Club title sponsor
- Specialty drink menu



**SPECIALTY DRINKS**

**THE SALUTE**  
Heroes Vodka, Cranberry Juice, Club Soda, Lime

**THE FLIGHT DECK**  
Jack Daniel's Tennessee Whiskey, Lemonade

**THE BOGEY**  
Herradura Tequila Silver, Lime Juice, Ginger Ale

**THE PATRIOT**  
Brugal 1888 Rum, Coconut Water, Served over ice

**THE AFTERBURNER**  
Harry Blu's Gin, Carpano Botanic Bitter (Splash), Tonic

Snow Ridge Cabernet Sauvignon Icewine

Snow Ridge Vidal Icewine

[USA salute.com](http://USA salute.com)



## SPONSOR EVENT ACTIVATION

### HEROES VODKA PERFORMERS TENT

- Performer tent title sponsor
- Specialty drink menu



## BEACH CLUB AT SHOW CENTER

- Beach Club was “SOLD OUT” both days in the VIP Club, Umbrella Club and Cabana Club
- Looping LED screen including 6 hours of Hyundai ads, event content and branding
- Live show narration, commentary and PA announcements



## BEACH CLUB AT SHOW CENTER

- Hospitality chalets and sky suites
- Landing zone
- Catered Food and Beverage Service
- Sponsor activations



## U.S. MILITARY DISPLAYS

- Interactive displays from all 5 Branches of the U.S. Military
- Military equipment
- Performances by military bands & drill teams
- Hyundai car display
- Monster Energy motocross demonstration
- Merchandise & food vendors





## MUSIC EXPLOSION & FIREWORKS EXTRAVAGANZA

- Hosted by DJ Alex
- Headline act: 3 Doors Down
- U.S. Army “As You Were” band
- Fireworks Extravaganza



## EVENT SIGNAGE

- Over 50,000 square feet of event signage
- U.S. Military estimated crowd impact of over 1.2 million and 1,000 spectator boats daily

**ESTIMATED IMPRESSIONS:  
OVER 1 MILLION DAILY**



## MERCHANDISE

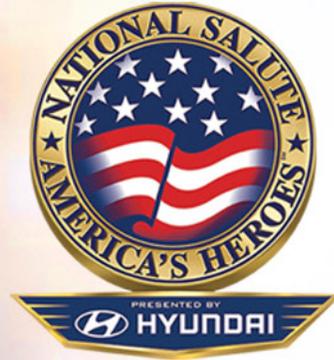
- Polo shirts, T-Shirts, Caps & Visors
- Commemorative Coins
- Beach Towels



NATIONAL SALUTE TO AMERICA'S HEROES PRESENTED BY HYUNDAI ▪ 2022 RECAP



## NATIONAL TV SHOW



## NATIONAL TELEVISION SHOWS

*'Gold Star Tribute'* produced and narrated by renowned filmmaker Peter Berg

- Heroic stories of courage, honor and duty
- Powerful footage from the Hyundai Air & Sea Show
- Nationally syndicated over Memorial Day weekend

*'National Salute to America's Heroes'* presented by Hyundai

- 1-hour nationally syndicated TV special airing July 4th weekend
- Airing continuously globally on the Armed Forces Network

**ESTIMATED VIEWERSHIP:  
OVER 7 MILLION**





## MARRIAGE PROPOSALS

- 2021 B-52 Pilot Meets the women of his dreams at the '*Salute on Espanola Way*'
- 2022 B-52 pilot returns to the Hyundai Air & Sea Show to propose to his future bride during the '*Salute on Espanola Way*'
- She Said "Yes"
- Suggested baby names:

**Palisade, Kona, Santa Fe, Tucson, Azera,  
Elantra, or Sonata**

The image features a large American flag in the background, with its stars and stripes clearly visible. In the foreground, three soldiers are silhouetted against a bright, orange and yellow sunset sky. The soldiers are wearing helmets and carrying rifles, with one soldier on the right holding a machine gun. The overall scene is patriotic and evocative of military service.

**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!**



# VISION

- **Memorial Day Network TV Special and Music Event**
- **National Veterans outreach**
- **National Dealership Incentive Program**

