



# NATIONAL SALUTE

TO AMERICA'S HEROES

PARTNERSHIP OPPORTUNITIES



pepsi®

AMERICA





*“There is no better time than Memorial Day weekend to pay tribute to our Military and those that have paid the ultimate sacrifice on behalf of our freedom”*



**This event is more than a tribute. It is a celebration of patriotism. We invite corporate partners to stand with us and the U.S. Military at this historic moment, America's 250th Birthday Celebration**



**Your brand integrated with a rare, large-scale public display of U.S. military strength, technology, and precision across all six branches of our Armed Forces**



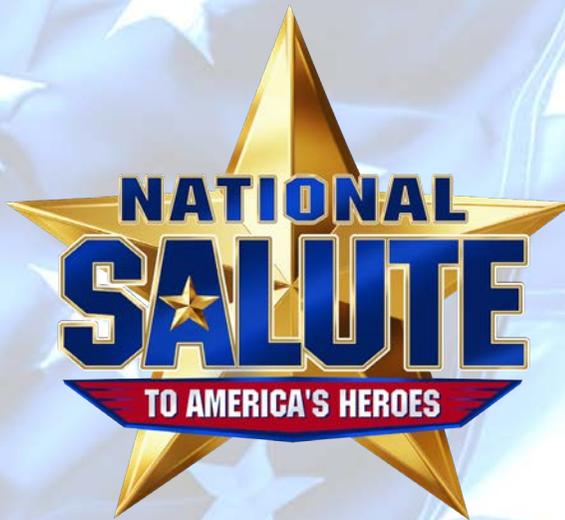
**Once-in-a-generation opportunity for your brand to align with the U.S. Military and stand shoulder-to-shoulder with America's heroes**



**Support Gold Star Families for their profound sacrifice, enduring strength, and unwavering devotion to the legacy of their fallen loved ones**



# The National Salute to America's Heroes is Defined by 4 Signature Events:



MIAMIBEACH





MIAMI BEACH

# The Greatest Show Above the Earth™ is a signature moment in America's 250<sup>th</sup> celebration

FREE to the public on the iconic shores of Miami Beach, this high-impact event showcases the full force and cutting-edge technology of the United States Military, honoring the men and women that sacrificed for our freedoms



## Highlights include:

- High-speed fighter jet demonstrations
- Historic bomber formations and flybys
- Precision parachute jump team demonstrations
- Multi-mission Air-Sea rescue capabilities exercises
- Battle tested helicopter & support aircraft maneuvers
- Combat beach assault
- Engagement from all 6 branches of the Armed Forces





## Expand Your Brand in the Patriot Display Village





## The Patriot Display Village 5 Blocks of Interactive Displays

- Tanks, Helicopters & Hi-tech Equipment
- Military Simulators & Tactical Gear
- Action Zone with Extreme Sports Demonstrations
- Interactive kids zone
- Memorial Flag Garden
- Food & Beverage Court
- Music & Entertainment
- Corporate activations and more





# Hospitality

For brands, this is an incredible opportunity to entertain clients and reward staff with a front-row seat to US Military excellence. An unforgettable VIP experience—private cabanas and beachside chalets with premier Show Center views

- Private cabanas
- Spacious VIP chalets
- Premier Show Center viewing
- Live air show commentary
- Private beach access
- Exclusive air-conditioned restrooms
- Catered All-American BBQ lunch
- High-end spirits bar & ice cold brews





## **IGNITE - INSPIRE - EXECUTE**

**MACH FORWARD** is a high-performance summit for leaders in aviation, aerospace, and defense, designed to push teams to the edge of their potential

**This Defense Summit unites senior U.S. Military leaders, policymakers, and industry executives for two powerful days of strategic dialogue, national security insights, and exclusive networking opportunities**



**MACH**  
**FORWARD**  
IGNITE. INSPIRE. EXECUTE.

- Western Hemisphere Defense Symposium
- Keynote presentations from elite U.S. Military Generals, Admirals, veterans, astronauts, and industry trailblazers
- Sales strategy workshops designed to drive precision, performance, and results
- Live innovation pitch battles that spark bold ideas and real-world impact
- Fusion of military-grade discipline and market-driven execution





# National Media Platform



## National TV Show

The national television show showcases the spectacular highlights of the Hyundai Air & Sea Show, with fascinating insights into the U.S. military's technology, equipment, and high trained personnel

- 195 total airings reaching 88,543,190 total U.S. TV households



## Gold Star Tribute

The "Gold Star Tribute" is a one-hour television special sharing the stories of courage and sacrifice through the families of five fallen service members

- 162 total airings reaching 66,439,000 total U.S. TV households

LIVE



HYUNDAI HONORS FALLEN SERVICE MEMBERS

★ MEMORIAL DAY ★



This National Multi-Media strategy spans national broadcast, streaming, travel media, and military networks—reaching Americans at home, on-line, at airports and on military bases around the world.

Impressive Reach & Exposure:

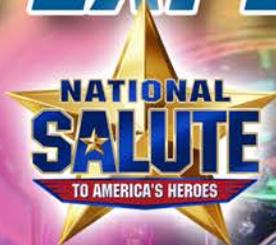
- Impressions across all media platforms
- U.S. broadcast markets via ABC, CBS, NBC, FOX, CW, and MNT affiliates
- Armed Forces Network access to 350,000+ military personnel and families

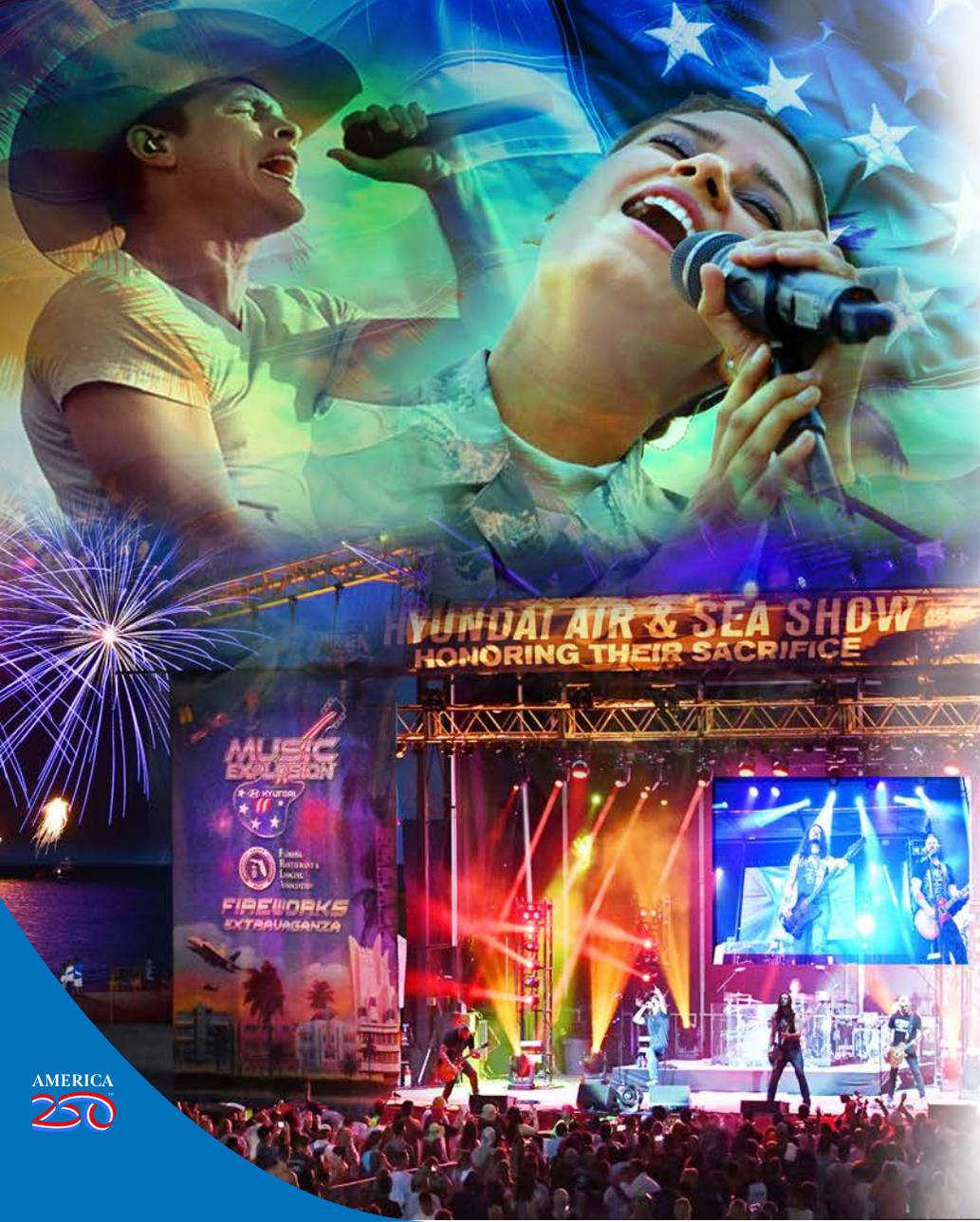




pepsi®

**MUSIC EXPLOSION**





# Music Explosion - \$500,000

(Benefit details on page 19)

As the sun sets on the iconic Ocean Drive it becomes the stage to celebrate freedom. This electrifying evening of entertainment features our nation's top musical artists and will be broadcast live over the Memorial Day weekend on a national and global stage

Our hosts and story tellers will be award winning actors, athletes and Grammy winning musicians who have served, have family members who have or are serving, or feel a heartfelt reason to honor these brave, selfless men and women

This a once-in-a-lifetime experience on our Nation's 250th birthday reconnects our audience with the men and women of our Military through unforgettable sights, sounds, and stories



**“A visual symphony of freedom that honors the past while inspiring the future”**

- Breathtaking 3D projection mapping illuminates five iconic Ocean Drive buildings with animated patriotic visuals
- Nighttime parachute jump by the U.S. Army Golden Knights thrills the crowd
- Dazzling drone show lights up the sky in a stunning tribute to freedom
- Grand fireworks finale delivers a powerful and unforgettable celebration crescendo





**MEETING SACRIFICE WITH HOPE.** Folds of Honor is a leading non-profit organization that provides educational scholarships for children and spouses of fallen or disabled American military service members and first responders.

**WATCH TO LEARN MORE: FOH.ORG/FoldsAnthem**

**WITH OVER 240 MILLION CALLS MADE TO 9-1-1 EACH YEAR, FOLDS OF HONOR IS PROUD TO STAND WITH THE BRAVE AMERICANS THAT PROTECT OUR FAMILIES:**

800,000 Law Enforcement Officers | 1,062,800 Firefighter Personnel | 241,000 Full-time EMT and Paramedics

**WE ARE HONORED TO CELEBRATE**

the National Salute to America's Heroes and the 250th Anniversary of America, while paying our respects to those who have gone before us in defense of our great nation, at the Hyundai Air and Sea Show in Miami Beach. Since 2021, The National Salute and Hyundai have proudly supported the Folds of Honor as the official event charitable partner which has greatly impacted our scholarship program. We hope you will join us for a tremendous weekend of God and Country as we celebrate America and the heroes who have made the ultimate sacrifice in defense of our freedoms.

**62,000**

SINCE 2007, FOLDS OF HONOR HAS AWARDED NEARLY **62,000** EDUCATIONAL SCHOLARSHIPS.

**\$290M**

THOSE 62,000 EDUCATIONAL SCHOLARSHIPS TOTAL ABOUT **\$290 MILLION** IN EDUCATIONAL IMPACT.

**45%**

MINORITY RECIPIENTS REPRESENT **45%** OF ALL SCHOLARSHIPS AWARDED.

**91%**

FOLDS OF HONOR IS PROUD TO HAVE A CUMULATIVE AVERAGE RATIO OF **91%** OF EVERY DOLLAR RAISED GOING TO OUR SCHOLARSHIP PROGRAM.

**4 STAR**

FOLDS OF HONOR IS PROUD TO BE RATED 4 OUT OF 4 STARS BY CHARITY NAVIGATOR.



- ★ THERE ARE MORE THAN 1 MILLION DISABLED AND FALLEN SERVICE MEMBERS AFFECTED BY WAR.
- ★ NEARLY 2 MILLION DEPENDENTS OF MILITARY HEROES ARE ADVERSELY AFFECTED BY WAR.
- ★ MORE THAN \$9 BILLION IS THE COST TO PROVIDE EDUCATIONAL SCHOLARSHIPS TO THE DEPENDENTS OF ALL FALLEN AND DISABLED SERVICE MEMBERS.

Folds of Honor Dept #13 | Tulsa, OK 74182 | 918-274-4700

[contact@foldsofhonor.org](mailto:contact@foldsofhonor.org) | [foldsofhonor.org](http://foldsofhonor.org)



FOLDS of HONOR



## SPONSOR BENEFITS PACKAGE

### MUSIC EXPLOSION - \$500K

- **BRAND INCLUSION:**

- Official designated product/service
  - Logo inclusion in event activity branding

- **NATIONAL TV:**

- Syndicated National Television Highlight 1 Hour special show airing in July
  - In focus exposure and mentions in content of program
  - 30 second commercial spots

- **RADIO ADS:** AUDACY Radio

- 2.5 million monthly listener-ship across 7 stations
  - KISS COUNTRY \* POWER 96 \* 102.7 THE BEACH \* 104.3 THE SHARK
  - 101.5 LITE FM \* 560 SPORTS WQAM \* RADIO LIBRE 790\*
  - Event spots rotation inclusion
  - Spots specific to your activity beginning 4 weeks prior to event

- **MAGAZINE ADS PRINT & DIGITAL:**

- South Florida Business & Wealth Magazine
  - 7 Lifestyle Group Magazines - May issues
  - Multiple calendar and event posts
  - Logo inclusion

- **PUBLIC RELATIONS:**

- National & local media outlets
  - Your logo & specific activity included in all press releases

- **SOCIAL POSTS:** Inclusion in Instagram, X, Facebook, LinkedIn and YouTube posts

- **WEBSITE:** Your logo & link on event website

- **OUTDOOR ADVERTISING:**

- Waterway Advertising (ocean, intracoastal and rivers)
  - Bus shelters
  - Digital billboards
  - Parking garages
  - City trolleys, buses and metro movers

- **EVENT SITE:**

- **LIVE PA ANNOUNCEMENTS:**

- Announcements each day

- **LIVE STREAM BROADCAST:**

- 4 hours per day
  - Multiple video advertising spots
  - Mentions each day

- **SIGNAGE:** (provided by event)

- Banners, signage, feather flags and more

- **LED SCREENS:**

- LED screens located in Display Village
  - Logo and your 30 second ads played multiple times each day

- **DISPLAY AREA SPACE IN THE PATRIOT DISPLAY VILLAGE:**

- Display area for brand awareness, company marketing, sampling, activations

- **VIP CORPORATE HOSPITALITY:**

- Chalet or Cabana based on need

- **EVENING DIGNITARY EVENTS:**

- Invitations for receptions, dinners and special events





Engage millions nationwide with immersive patriotic experiences while showcasing your company's commitment to innovation and national pride on a high-visibility global stage

**For More Information Call Today**

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[NationalSalute.com](http://NationalSalute.com)



[@AirAndSeaShow](https://www.instagram.com/AirAndSeaShow)



[@USAsalute](https://www.youtube.com/@USAsalute)

