



MIAMIBEACH

MAY 23-24, 2026





 **PLAY VIDEO**

*250 YEARS OF DEFENDING FREEDOM*

1776 - 2026



## The Hyundai Air & Sea Show is a powerful initiative dedicated to bringing back the true spirit of Memorial Day

This captivating tribute consists of a series of events that honors the brave men and women who serve and those that have paid the ultimate sacrifice on behalf of our freedom. During Memorial Day Weekend, this family friendly celebration located in Miami Beach, FL brings together cutting-edge military technology, thrilling live demonstrations & hands-on interactive exhibits.

Guests feel the adrenaline as they witness high-speed aerial demonstrations, elite Special Operations capabilities exercises, and breathtaking parachute team performances

This signature event is more than a celebration of patriotism. It is a once-in-a-lifetime experience that reconnects Americans with the men & women of our military through unforgettable sights, sounds, and stories. All showcasing the strength, skill, and dedication of our Nation's Armed Forces.

## SCHEDULE OF EVENTS

### **Thursday, May 21**

6:30 pm - 9:30 pm

Performer's Take-Off Party

### **Friday, May 22**

8:00 am-1:30 pm

Western Hemisphere National Security Summit

6:30 pm - 9:30 pm

Salute on Española Way Party

### **Saturday, May 23**

11:00 am-12:00 pm

Cigarette Offshore Powerboat Racing Demonstration

11:00 am-6:00 pm

Patriot Display Village

12:00 pm - 5:00 pm

Hyundai Air & Sea Show

### **Sunday, May 24**

11:00 am-12:00 pm

Cigarette Offshore Powerboat Racing Demonstration

11:00 am-6:00 pm

Patriot Display Village

12:00 pm - 5:00 pm

Hyundai Air & Sea Show

# EVENT SITE MAP



**CABANA**  
14 People

**CHALETS**  
50 People

## BEACH CLUB

### FLIGHT DECK

### CABANA CLUB

### AIR OPS PLATFORM

### VIP CLUB

PUBLIC VIEWING AREA

LANDING ZONE

ENTRANCE

OCEAN DRIVE

OCEAN DRIVE

15th Street

14th Street

13th Street

12th Street

11th Street

### KIDS ZONE

- Rock Climbing Walls
- Bungee Jump
- Bounce House
- Slides
- USAF Recruiter Games

### ACTION ZONE

- Monster Energy Motocross Exhibition
- Boxing
- Go Ruck Training Course
- Pickleball Challenge
- 

## DISPLAY VILLAGE

**DISPLAY TENTS**

- 10ft x 10ft
- 10ft x 20ft
- Custom

### FOOD COURT

- Food & Beverage Concessions

### MILITARY DISPLAYS

- U.S. Army
- U.S. Marine Corps
- U.S. Navy
- U.S. Air Force
- U.S. Coast Guard
- U.S. Space Force



# NAMING RIGHTS OPPORTUNITIES - BEACH CLUB

*"Their Tribute . . . Your Brand . . . One Unforgettable Legacy"*

## **BEACH CLUB** \_\_\_\_\_ **page 9**

Elevate your experience with the ultimate beach front VIP destination with private hospitality services, air-conditioned restrooms, and premium concessions.

**Encompasses 4 areas:** Flight Deck, Cabana Club, Air Ops Platform & the VIP Club – all with front-row views of the Landing Zone. Your company sponsorship gets maximum exposure here.

## **FLIGHT DECK PREFERRED VIEWING** \_\_\_\_\_ **page 10**

Guests will receive the ultimate vantage point of oceanfront views with All-American BBQ concessions, top-shelf spirits, private beach access and air-conditioned restrooms – all while listening to live expert air show commentary. Your front-row seat with shade on the beach awaits. Be the sponsor of this main oceanfront viewing area.

## **CABANA CLUB** \_\_\_\_\_ **page 11**

The perfect oasis and ultimate corporate or family gathering. Each cabana features a private patio, catered lunch & beverages, and air-conditioned bathrooms. Sponsoring this area will feature your brand viewed by all those in the Beach Club area.

## **AIR OPS PLATFORM** \_\_\_\_\_ **page 12**

The eyes in the sky! This is where mission-critical officials are stationed to oversee safety and coordinate all flight operations to ensure that every aspect of the show runs smoothly. This is the front line hub where all action is monitored & every detail is locked in for a flawless mission. Sponsor and be part of the military performance action.

## **VIP CLUB** \_\_\_\_\_ **page 13**

Step into luxury with an exclusive front-row tented area featuring seating, shade, a gourmet catered lunch, an open bar with specialty cocktails and beverages, and air-conditioned restrooms. The ultimate area for recognition of your brand.

# NAMING RIGHTS OPPORTUNITIES - PATRIOT DISPLAY VILLAGE

*"Their Tribute . . . Your Brand . . . One Unforgettable Legacy"*

## **PATRIOT DISPLAY VILLAGE** \_\_\_\_\_ **page 14**

On 11th -15th Street along Ocean Drive on Miami Beach, Florida with 30,000+ visitors daily. Free to the public with hands-on experiences.

**Includes 4 zones:** Witness thrilling activities in the Action Zone. Offer kids opportunity to unleash their energy in the Kids Zone. Savor delicious bites in the Food Court and enjoy Military Displays while you meet & greet with soldiers. Don't miss out on this unforgettable experience.

## **KIDS ZONE** \_\_\_\_\_ **page 15**

This free aviation-themed Stay-Fit fun zone will have something for everyone. Conquer towering rock-climbing walls, soar on bungee jumps, bounce through inflatable attractions, and discover endless ways to play and stay active. Be the sponsor of this fun filled area.

## **ACTION ZONE** \_\_\_\_\_ **page 16**

Feel the adrenaline rush in the Action Zone in this free to the public area. Witness jaw-dropping motocross stunts by Monster Energy Motocross, a boxing competition & flyboard water event performances. Be a sponsor of this exciting Action Zone

## **PICKLEBALL CHALLENGE** \_\_\_\_\_ **page 17**

The Patriot Pickleball Challenge showcases America's fastest-growing sport in the heart of the Display Village. Pickleball attracts high participation and engagement, creating a powerful opportunity for brands to connect directly with the public through fun, accessible, and interactive experiences.

## **FOOD COURT** \_\_\_\_\_ **page 18**

Satisfy your cravings with an All-American BBQ at the Food Court. Open to the public, anyone can indulge in delicious bites and refreshing drinks to fuel your day at the beach. Be the owning sponsor for the entire area.

## **MEMORIAL FLAG GARDEN** \_\_\_\_\_ **page 19**

At the shores of Miami Beach, the Memorial Day Flag Remembrance Garden stands as a powerful tribute to the courage, sacrifice, and service of South Florida's fallen warriors. Three thousand American flags are proudly displayed, each one representing a South Florida resident and member of the U.S. Armed Forces who gave their life for our country – from the Revolutionary War to the present day.

# NAMING RIGHTS OPPORTUNITIES - OFF SITE EVENTS & HOSPITALITY

*"Their Tribute . . . Your Brand . . . One Unforgettable Legacy"*

## **PERFORMER'S TAKE-OFF PARTY** \_\_\_\_\_ **page 20**

Official kick-off celebration in Wynwood with an epic party honoring our military performers. This free public event features live music, delicious food, and refreshing cocktails available for purchase. Come join the festivities, soak in the energy, and toast to our heroes as we welcome them to South Florida. Have your brand logo be front and center of this exclusive exciting kick-off celebration.

## **WESTERN HEMISPHERE DEFENSE SUMMIT** \_\_\_\_\_ **page 21**

This Defense Summit unites senior U.S. Military leaders, policymakers, and industry executives for a power packed morning of strategic dialogue, national security insights, and exclusive networking opportunities

## **SALUTE ON ESPAÑOLA WAY** \_\_\_\_\_ **page 22**

Salute in style on Española Way with our military personnel. Celebrate with live music, dancing, mouthwatering dishes from local restaurants - all set against the vibrant backdrop of the iconic Española Way. Don't miss an unforgettable night of tribute & entertainment with an exclusive sponsorship.

## **LIVE STREAM** \_\_\_\_\_ **page 23**

Be a part of bringing the experience and excitement of the Hyundai Air & Sea Show live to the web with real-time audio and video coverage featuring expert event narration, exclusive interviews, and dynamic professional commentary.

## **GIFT BAG SPONSOR** \_\_\_\_\_ **page 24**

Support our heroes and elevate your brand! Opportunity to sponsor 300 personalized nylon drawstring gift bags with your exclusive logo & merchandise. Given out to 300 dedicated men & women of the U.S. military . A chance to show your support for their expertise and sacrifice for our freedom. Each bag includes commemorative Air & Sea Show items and additional specialty items and promotions from various companies. Your opportunity to make a lasting impression while honoring military service as a Sponsor.

## **DISPLAY OPPORTUNITIES** \_\_\_\_\_ **page 25**

## **HOSPITALITY OPPORTUNITIES** \_\_\_\_\_ **page 26**

## **SPONSOR BENEFITS** \_\_\_\_\_ **page 27**



# BEACH CLUB

AT SHOW CENTER

## BEACH CLUB

**Location:** Miami Beach between 11th & 15th Street

**About:** Elevate your experience with the ultimate beach front VIP destination with private hospitality services, air-conditioned restrooms, and premium concessions. Flight Deck, Cabana Club, Air Ops Platform & the VIP Club - all with front-row views of the Landing Zone. Your company sponsorship gets maximum exposure here.



## FLIGHT DECK

**Location:** Beach Club

**About:** Guests will receive the ultimate vantage point of oceanfront views with All-American BBQ concessions, top-shelf spirits, private beach access and air-conditioned restrooms – all while listening to live expert air show commentary. Your front-row seat with shade on the beach awaits. Be the sponsor of this main oceanfront viewing area.



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## AIR OPS PLATFORM

**Location:** Beach Club

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CAPT. PETE MITCHELL  
"MAVERICK"

# PATRIOT DISPLAY VILLAGE



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**About:** With 30,000+ visitors daily. Free to the public with hands-on experiences. Witness thrilling activities in the Action Zone. Offer kids opportunity to unleash their energy in the Kids Zone. Savor delicious bites in the Food Court and enjoy Military Displays while you meet & greet with soldiers. Don't miss out on this unforgettable experience.





## KIDS ZONE

**SOLD**

TO NICKLAUS CHILDREN'S HOSPITAL

**Location:** Patriot Display Village

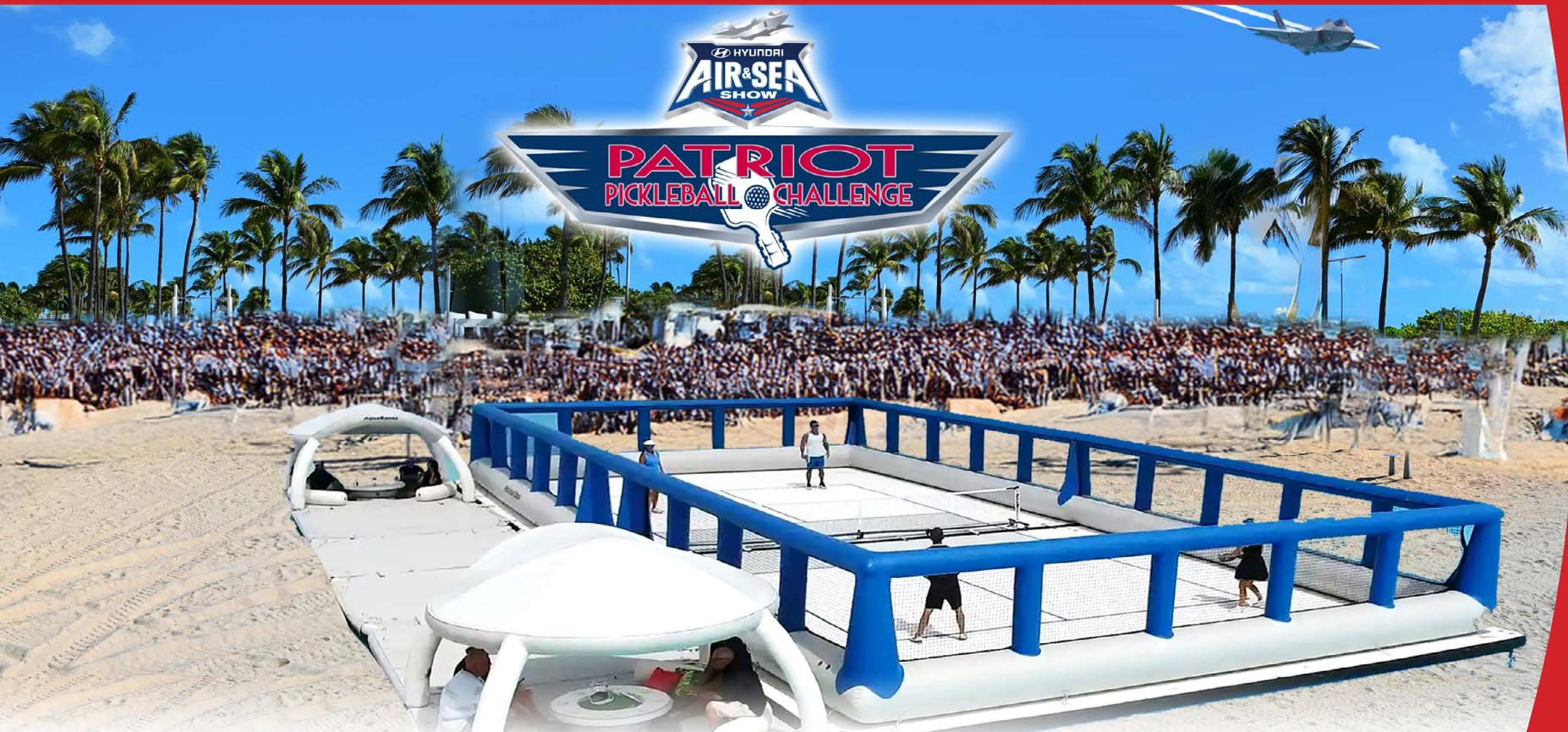
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## PATRIOT PICKLEBALL CHALLENGE

**Location:** Action Zone

**About:** The Patriot Pickleball Challenge showcases America's fastest-growing sport in the heart of the Display Village. With broad appeal across all ages, pickleball attracts high participation and engagement, creating a powerful opportunity for brands to connect directly with the public through fun, accessible, and interactive experiences.



## FOOD COURT

**Location:** Patriot Display Village

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## PERFORMER'S TAKE-OFF PARTY

**Location:** TBA on May 21st from 6:30pm - 9:30pm

**About:** Official kick-off celebration in Wynwood with an epic party honoring our military performers. This free public event features live music, delicious food, and refreshing cocktails available for purchase. Come join the festivities, soak in the energy, and toast to our heroes as we welcome them to South Florida. Have your brand logo be front and center of this exclusive exciting kick-off celebration.



# WESTERN HEMISPHERE SECURITY SUMMIT

## SECURITY SUMMIT

**Location:** Loews Miami Beach Hotel- May 22nd - 8:00am - 1:30pm

**About:** The Western Hemisphere Defense Summit is an invitation-only leadership forum uniting top U.S. military Generals and Admirals, policymakers, defense contractors, and industry innovators. This half-day summit delivers high-level insights on aviation, aerospace, and national security through powerful keynote presentations and strategic dialogue. Sponsors gain exclusive access, visibility, and influence at the center of the conversations shaping the future of defense and global security.





## SALUTE ON ESPAÑOLA WAY

**Location:** Española Way - May 22nd - 6:30pm – 9:30pm

**About:** Salute in style on Española Way with our military personnel. Celebrate with live music, dancing, mouthwatering dishes, handcrafted drinks, and premium cigars from local restaurants - all set against the vibrant backdrop of the iconic Española Way. Don't miss an unforgettable night of tribute & entertainment with an exclusive sponsorship.



(((LIVE STREAM)))

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## DISPLAY SPACE INSIDE THE PATRIOT DISPLAY VILLAGE

**Location:** Patriot Display Village

Free and open to the public spanning 5 city blocks, the Patriot Display Village highlights the 6 branches of the Armed Forces with interactive military equipment, including tanks, helicopters, rifle ranges, tactical gear, and simulators. This interactive village also features corporate activations, an Action Zone, a Kids Zone, extreme sports, live music, a food court, and more. Each day, over 30,000 visitors come to explore and enjoy the Patriot Display Village.



DISPLAY TENTS



## HOSPITALITY

**Location:** Beach Club

Our hospitality opportunities provide the perfect environment to entertain clients, customers, family and friends. These VIP areas are situated inside the Beach Club providing corporations the convenience of a pre-set hospitality experience with the opportunity to customize your space!

**Amenities include:** Exclusive viewing areas, catered lunch and premium bar service, snacks throughout the day, 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!



**CHALET 50 PEOPLE**



**CABANAS 14 PEOPLE**

## SPONSOR BENEFITS PACKAGE

- **BRAND EXCLUSIVITY:**  
Official designated product/service  
Logo inclusion in event activity branding
  - **NATIONAL TV:**  
Syndicated Television Highlight 1 Hour special show airing in July  
Broadcast on 120 stations in 96 markets  
Total Household Reach: 74,375,200  
In focus exposure and mentions in content of program
  - **RADIO ADS:** AUDACY Radio  
2.5 million monthly listenership 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:**  
Total readership: 420,000  
South Florida Business & Wealth Magazine (140,000 Readership)  
7 Lifestyle Group Magazines - May issues (280,000 Readership)  
Logo inclusion
  - **PUBLIC RELATIONS:**  
Impressions: 938,000,000  
National & local media outlets  
Your logo & specific activity included in 4 press releases
  - **SOCIAL POSTS:** Inclusion in Instagram, X, Facebook posts  
Social media, digital, and influencers impressions: 71,207,641
  - **WEBSITE:** Your logo & link on event website
  - **OUTDOOR ADVERTISING:**  
Total Outdoor 1,732,056 impressions  
Bus Shelters 999,050  
City Bus 344,006  
Parking Garages 389,000  
Logo inclusion in event outdoor advertising
- EVENT SITE:**
- **LIVE PA ANNOUNCEMENTS:**  
Announcements each day
  - **LIVE STREAM BROADCAST:**  
4 hours per day  
49,264 views  
Mentions each day
  - **SIGNAGE:** (provided by event)  
5'x 10' Beach Club fence banners perimeter  
Feather flags Display Village perimeter
  - **LED SCREENS:**  
2 screens located in Display Village  
Logo and your 30 second ad played each day
  - **DISPLAY AREA SPACE:**  
10 x 10 area for brand awareness, company marketing, sampling, activations
  - **VIP CLUB INVITATIONS:**  
Passes each day
  - **FRIDAY EVENING DIGNITARY RECEPTION:**  
VIP Invitations



**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**  
**\$290M**  
**45%**  
**91%**  
**4 STAR**

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

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

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

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

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.

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