

“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”

250 Years of Defending Freedom

The Greatest Show Above the Earth™
is a signature moment in America’s 250th celebration

OPPORTUNITY - Brand Integration with U.S. Military Strength & Technology. Your brand integrated with a rare, large-scale public display of U.S. military strength and technology, across all six branches of our Armed Forces

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

ENGAGEMENT - Brand Engagement with Immersive Patriotic Experiences. Engage millions nationwide with immersive patriotic experiences while showcasing your company’s commitment to innovation and national pride on a high-visibility global stage

DUTY - Support Our Gold Star Families who have give all for our country. Support Gold Star Families for their profound sacrifice, enduring strength, and unwavering devotion to the legacy of their fallen loved ones

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