



NATIONAL SALUTE

TO AMERICA'S HEROES

250 YEARS OF DEFENDING FREEDOM

1776 - 2026



PLAY VIDEO



“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



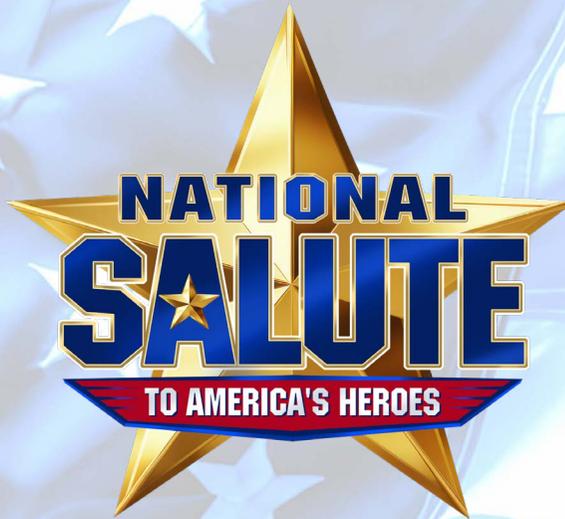
Once-in-a-generation opportunity for your brand to align with the U.S. Military and stand shoulder-to-shoulder with America's heroes



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:



WESTERN HEMISPHERE
SECURITY SUMMIT





MIAMIBEACH

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



WESTERN HEMISPHERE SECURITY SUMMIT



The Western Hemisphere Defense Summit is an invitation-only leadership forum held during the National Salute to America's Heroes, 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.

WESTERN HEMISPHERE SECURITY SUMMIT



Western Hemisphere Defense Summit is a high-performance summit for leaders in aviation, aerospace, and defense, designed to gain critical insights into the latest advancements in national security.

- **Keynote Presentations.** Exclusive alignment with keynote presentations delivered by U.S. Military Generals, Admirals, and senior defense leadership.
- **Curated executive audience of senior decision-makers,** government officials, and private-sector leaders actively shaping defense, aviation, and aerospace strategy
- **Premium brand positioning** that places sponsors alongside senior military leadership, government decision-makers, and strategic leadership with national security priorities.



National Media Platform



Music Explosion

- Broadcast live on Memorial Day to a global audience
- A-list musical talent
- Star-studded celebrity hosts
- National network media package



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:

- 1.2+ Billion Total Impressions across all media platforms
- 114 U.S. broadcast markets via ABC, CBS, NBC, FOX, CW, and MNT affiliates
- 2,500+ airport screens + 500,000 hotel rooms via ReachTV
- Armed Forces Network access to 350,000+ military personnel and families
- Peacock, Scripps, ION, Bounce, and Grit with high-impact prime-time promos





MUSIC EXPLOSION

MIAMI BEACH

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



Music Explosion

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

Over time, the true meaning of Memorial Day has faded beneath the weight of commercialism and leisure. This a once-in-a-life-time 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

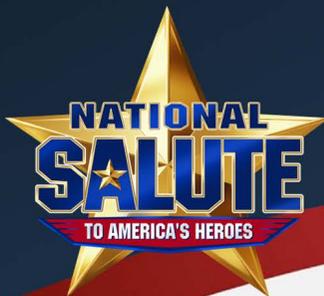
FOLDS OF HONOR IS PROUD TO BE RATED 4 OUT OF 4 STARS BY CHARITY NAVIGATOR.



- ★ 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.

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FOLDS OF HONOR





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 Visit:

NationalSalute.com



[@AirAndSeaShow](https://twitter.com/AirAndSeaShow)



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

