

There is no more powerful moment than Memorial Day weekend to honor the men and women who have defended our freedom—and to remember those who made the ultimate sacrifice in service to our nation. We invite you to be part of this meaningful national tribute.

As America approaches its 250th anniversary, the Hyundai Air & Sea Show stands as a signature moment in this historic celebration. Known as *The Greatest Show Above the Earth™*, this extraordinary event showcases the full force, innovation, and technological strength of the United States Military across all six branches—on a scale rarely experienced by the public. We encourage you to explore how your brand can be woven into this landmark moment in American history.

This is a once-in-a-generation opportunity for select brands to stand shoulder-to-shoulder with America's heroes. Through strategic brand integration, partners align with U.S. military excellence, patriotism, and leadership while engaging millions nationwide through immersive, high-visibility experiences on the iconic shores of Miami Beach. Now is the time to secure a leadership position within this exclusive sponsorship environment.

Free to the public and watched around the world, the Hyundai Air & Sea Show is more than an air show—it is a national platform for impact. Central to this mission is honoring and supporting Gold Star Families, recognizing their profound sacrifice, enduring strength, and unwavering devotion to the legacy of their fallen loved ones. Sponsors have the opportunity to visibly demonstrate purpose-driven leadership by supporting those who have given everything for our country.

We invite you to take the next step and explore how your organization can play a defining role in this historic celebration—supporting America's heroes while aligning your brand with innovation, national pride, and American excellence. Let's schedule a brief conversation to discuss available sponsorship opportunities and how they align with your brand objectives.

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