







MIAMI BEACH







U.S. AIR FORCE  
**SALUTE**<sup>TM</sup>  
FEST



U.S.  
AIR FORCE







## USAF SALUTEFEST OVER 1 MILLION SPECTATORS REACHED THROUGHOUT MEMORIAL DAY WEEKEND

- USAF Band & USAF Honor Guard Drill Team Performances
- Patriotic 3D mapping projection across 5 iconic Ocean Drive buildings
- Concert featuring country music band Parmalee
- Miami Music Symphony
- Drone show & fireworks
- Nighttime pyro parachute jump



**ATTENDANCE : 5,000+**







Introduction of the USAF Thunderbirds to SaluteFest

*Thunderbirds*



'Parmalee' headlines live at concert





# DIGNITARY RECEPTION



U.S. AIR FORCE

## 2026 Hand of Freedom Award recipients



## Arsenal of Freedom Painting recipient



**Lieutenant General Jason R. Armagost**  
Deputy Commander - U.S. Air Force Global Strike Command



**PLAY VIDEO**

**Gen. Kenneth S. Wilsbach**  
Chief of Staff - U.S. Air Force



**PLAY VIDEO**

**Lt. Gen. John P. Healy**  
Chief of U.S. Air Force Reserve





LIVE STREAM

## 2ND MOST WATCHED FOX NATION PROGRAMMING FOR THE DAY

- Fox Nation Subscribers **2.47 Million**
- Fox News Audience **20 Million**
- Airshow TV / Fox LiveNOW / YouTube **143,000+ views**

From: "King, Amanda" <amanda.king2@fox.com>  
Date: July 9, 2026 at 2:56:55 PM EDT  
To: Mickey Markoff <mickey@mdmgroup.com>  
Cc: "Marshall, Nicole" <nicole.marshall@fox.com>  
Subject: MIAMI AIR AND SEA SHOW VIEWERSHIP

Hi Mickey,

The "National Salute to America's Heroes" drove strong audience engagement, finishing as the 2<sup>nd</sup> most watched show for the day it aired on Fox Nation (5/23).



U.S. AIR FORCE SALUTEFEST ▪ 2026 RECAP







## ACTIVATIONS - USAF ALTITUDE LIVE

- Prime location at the Beach Club and Show Center
- High-visibility event signage, feather flags, and A-frame displays
- On-stage interviews with FOX News talent Abby Hornacek and Air Force Chief of Staff Gen. Kenneth S. Wilsbach
- PA announcements throughout the Beach Club
- Direct spectator engagement through patches, 5000+ reusable Path water bottles, and promotional giveaways





## ACTIVATIONS - USAF HEROES HANGOUT

- Over 2,000 USAF Recruiting QR code scans
- Most visited activation in the display village
- Over 40,000 attendees entered the Display Village each day
- Positioned as the gateway to military displays and USAF demonstrations
- Live performances by the U.S. Air Force Band and USAF Honor Guard Drill Team
- Interactive demonstrations of cutting-edge U.S. Air Force and Space Force technology
- 258 letters written across 25 states for the letters to space campaign
- 284 Qualified Leads to AFAC





## RADIO & PRINT MEDIA

# TOTAL IMPRESSIONS: 46,123,678

### AUDACY RADIO GROUP

- Over 1500 radio spots across 6 stations for 8 weeks
- Weekly Listeners: 2,301,500
- 187 social media posts with 652,098 followers
- 645,000 Emails sent and 135,450 web visitors

### LIFESTYLE MEDIA

- Full Page ad with QR code - 200,000+ readership
- 32,000+ eNewsletter impressions

### CITY OF MIAMI BEACH

- Dedicated emails and biweekly e-newsletter sent to 392K subscribers
- 52 dedicated posts across X, Facebook, Instagram, and LinkedIn
- 642,460 impressions

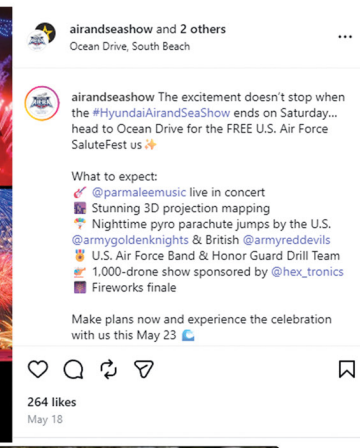
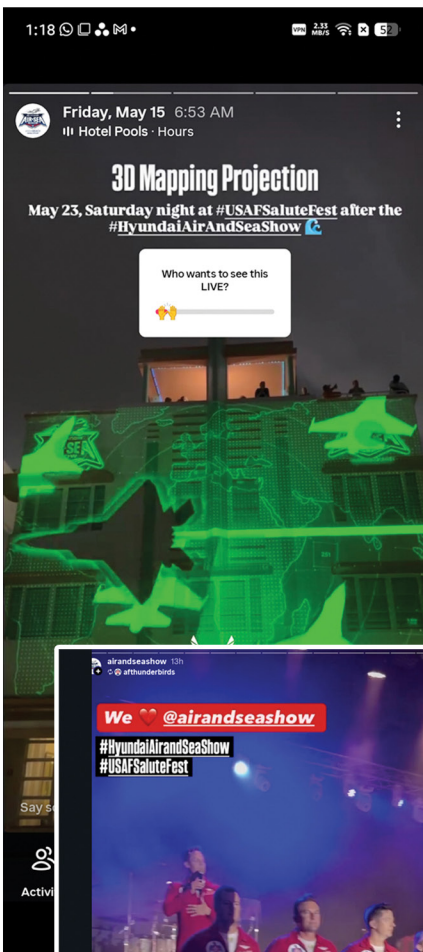


MEDIA GROUP  
*lifestyle*



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# SOCIAL MEDIA & PUBLIC RELATIONS

## TOTAL IMPRESSIONS: 21,164,007

### SOCIAL MEDIA

- 1200+ public posts using
- 691 publicly tagged posts of user-generated content
- Videos watched: 5,991,150

### CROSS NETWORK PERFORMANCE

- 10.6M impressions and 287,903 accounts engaged

### FACEBOOK & INSTAGRAM

- 9,614,548 million impressions , 251.7K accounts engaged
- 4.8M Videos played

## TOTAL AUDIENCE: 2+ BILLION

### NATIONAL MEDIA

- Coverage in news and entertainment outlets
- Fox News, Fox Business, Fox & Friends
- Fox Nation, Fox LiveNOW
- Newsmax
- Audience 868 million
- 75 million estimated views





## OUTDOOR MEDIA

# TOTAL IMPRESSIONS: 194,364,267

OUTFRONT MEDIA : 1.7 million impressions

- Billboards and Transit Shelters

BALLYHOO MEDIA VIDEO BARGES

- Video played daily on the ocean, intracoastal waterway
- Biscayne Bay, Intracoastal Waterway, Miami River yielding over 10.5 million impressions

AMERANT BANK ARENA (Home of the Florida Panthers)

- Marquee display and billboards ▪ 1,846,600 travelers



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## OUTDOOR MEDIA

**TOTAL IMPRESSIONS: 45,439,108**

### DADE COUNTY TRANSIT VEHICLES

- Wrapped transit passenger bus with 313,286 impressions

### LIGHT POLE BANNERS

- USAF SaluteFest: 50 light pole banners with a traffic count of 44 million

### CITY MEDIA - PARKING GARAGE POSTERS

- 477,000 impressions, 22 parking garages

### EYE CATCH MEDIA - CONVENIENCE STORE VIDEO SCREENS

- 648,822 impressions in one month



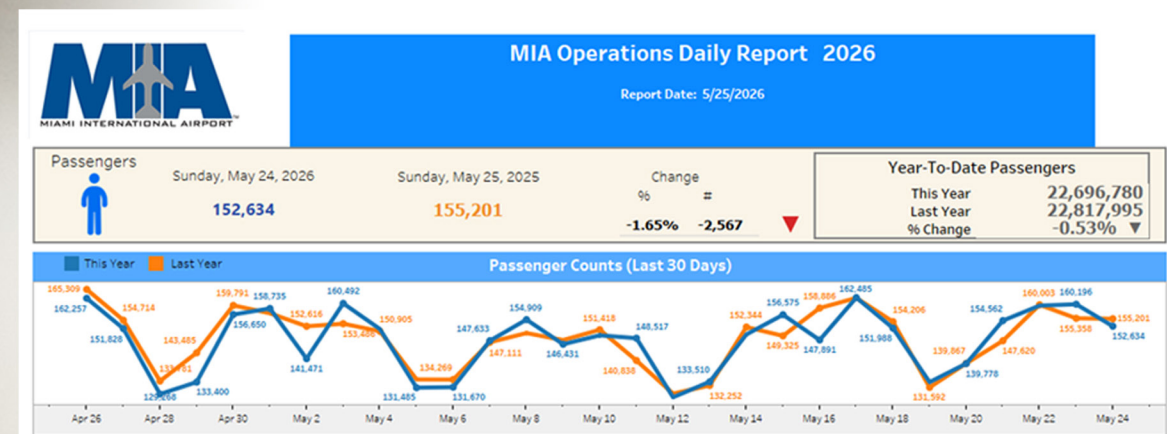


## TRANSPORTATION MEDIA



### MIAMI INTERNATIONAL AIRPORT

- Video screens in the terminal
- LED billboard on main highway entrance to MIA Airport
- 2,248,567 Travelers between May 10 – May 24, 2026





## EVENT SITE SIGNAGE

- Over 50,000 square feet of event signage in Beach Club, Display Village and along Ocean Drive
- SALUTEFEST stage graphics including LED Screens
- 2 Jumbo video display screens including USAF content for 8 hours both days





## ENLISTMENT CEREMONY

- 250+ young men and women took the oath of enlistment to join our military services
- Oath delivered by Gen. Kenneth S. Wilsbach, Chief of Staff - U.S. Air Force
- Senator Rick Scott, U.S. Congressman Jimmy Patronis plus U.S. Military senior leadership in attendance





## COMMUNITY EVENTS

- Performer's Take off Party at 1800 Lucky
- Salute on Española Way
- Public and Air & Sea show performers in attendance
- Specialty drinks, light bites, and entertainment
- USAF Thunderbirds school visit
- USAF F-22 Demo Team hospital visit





## NATIONAL TELEVISION SHOWS



# NATIONAL TV SHOW



**219,416,728**  
**HOUSEHOLDS REACHED**

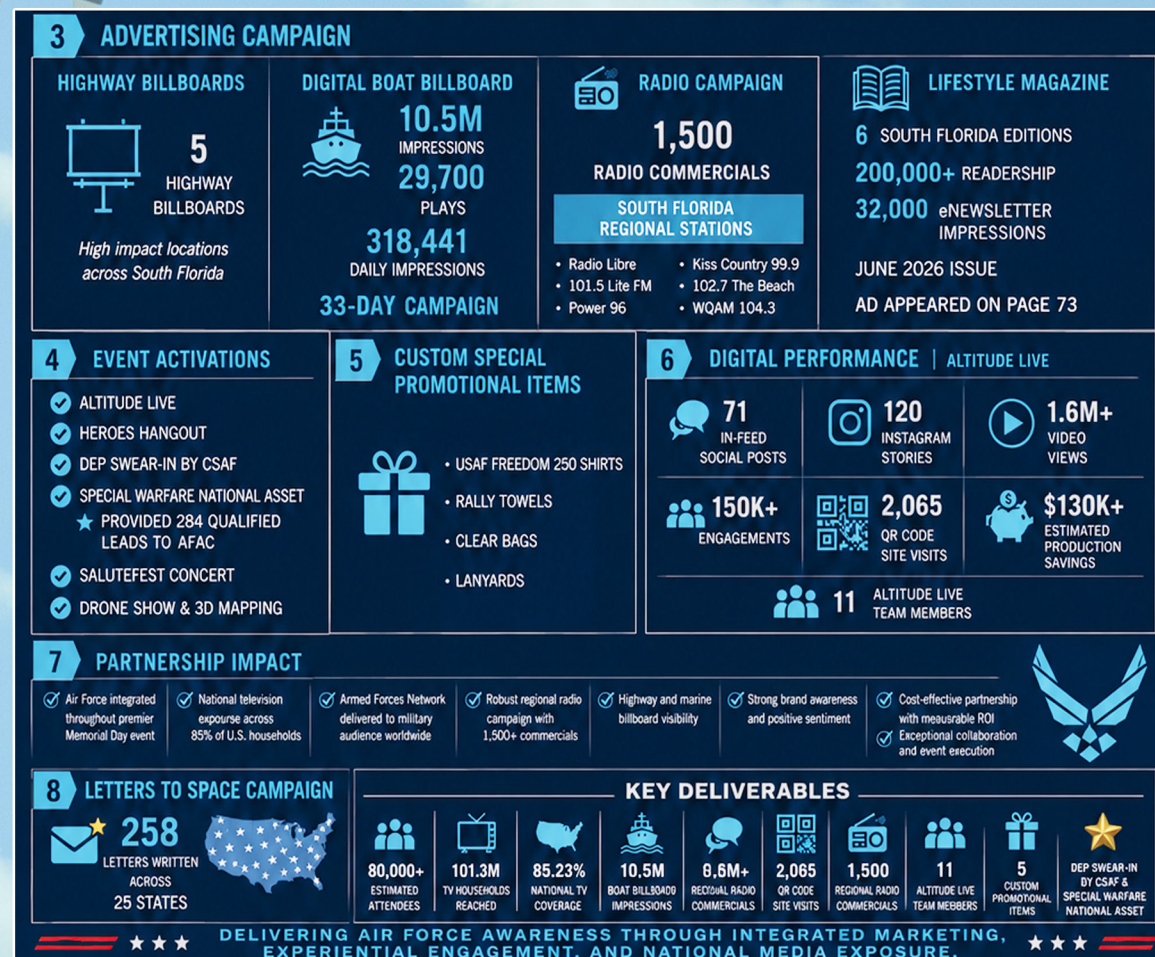
*National Salute to America's Heroes presented by U.S. Air Force*

- Viewed in 108 markets on 129 stations with 87% US clearance
- 1-hour nationally syndicated TV special aired June 20 - July 19th
- Aired on the American Forces Network 400,000+ authorized Department of Defense viewers worldwide
- 3 USAF commercials
- Opening & closing billboards





# USAF AFTER ACTION REPORT





A close-up photograph of a military helmet, likely from a U.S. Air Force aircraft, with various attachments and wiring visible. The helmet is positioned in the lower half of the frame. Overlaid on the entire image is a large, semi-transparent American flag, with its stars and stripes clearly visible. The text is centered in the upper half of the image, overlaid on the flag.

**"There is no better time than Memorial Day weekend to pay tribute to our military and those who have paid the ultimate sacrifice on behalf of our freedom"**

**Mickey Markoff, Executive Producer**