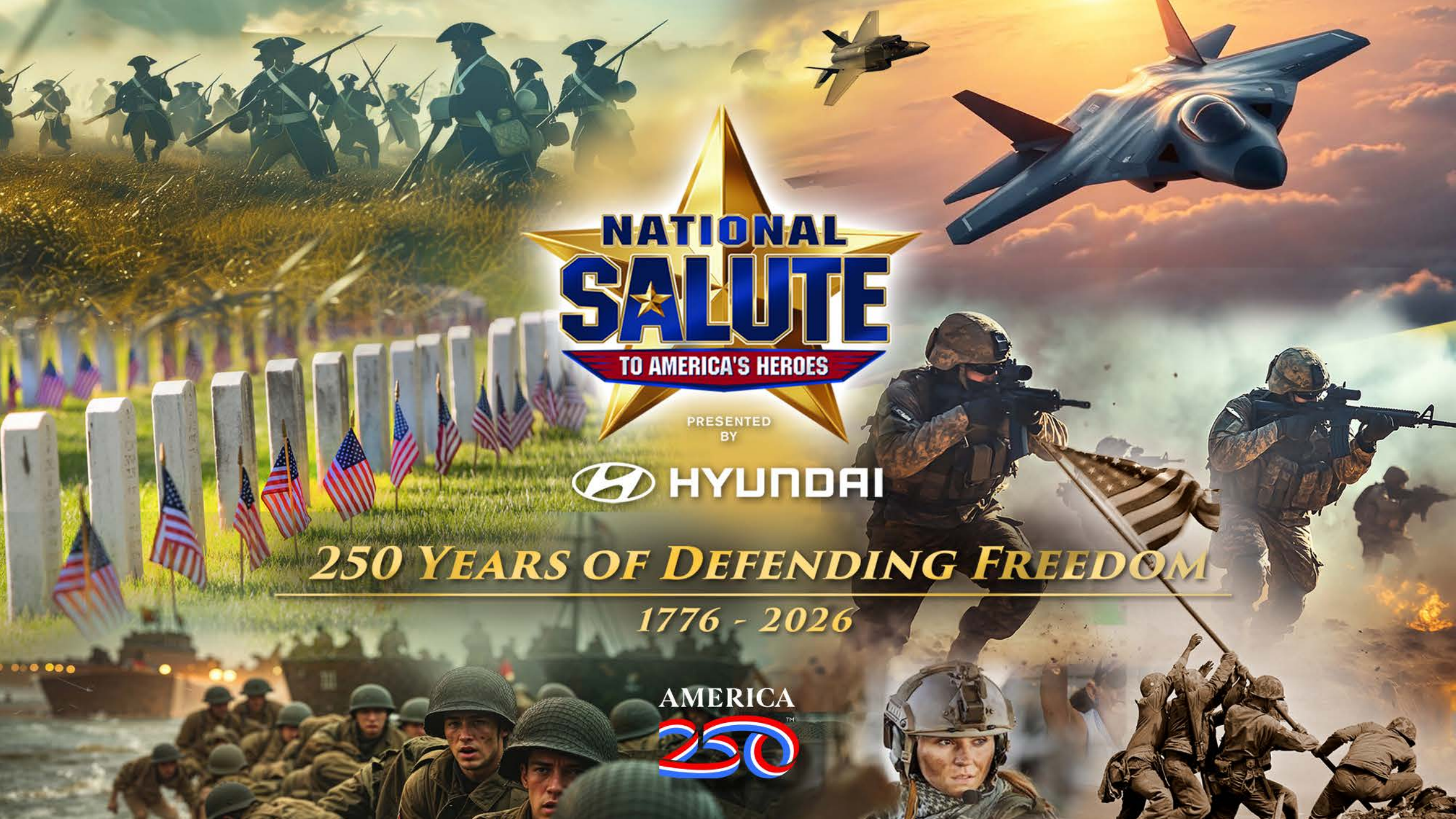




NATIONAL SALUTE

TO AMERICA'S HEROES

PRESENTED
BY



HYUNDAI

250 YEARS OF DEFENDING FREEDOM

1776 - 2026

AMERICA





MIAMI BEACH





2026 RECAP



DIGNITARY RECEPTION

- Keynote speaker Gen. Kenneth S. Wilsbach, Chief of Staff - U.S. Air Force
- U.S. Military senior leadership, state and local government and corporate officials
- Hyundai \$100,000 check presentation to Folds of Honor

2026 Hand of Freedom Award recipients

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

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



FOLDS of HONOR



Sean Gilpin
Chief Marketing Officer - Hyundai Motor America



FOX NATION LIVE STREAM

- Fox Nation Subscribers **2.47 Million**
- Second most watched Fox Nation programming for the day
- 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 2nd most watched show for the day it aired on Fox Nation (5/23).



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NATIONAL TV SHOWS



NATIONAL TELEVISION SHOWS

219,416,728
HOUSEHOLDS REACHED

'National Salute to America's Heroes presented by Hyundai'

- 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
- 5 Hyundai commercials
- Opening & closing billboards

'Gold Star Tribute'

- One hour nationally syndicated special
- Viewed in 138 markets on 179 stations with 105.9% US clearance
- 5 Hyundai commercials
- Opening & closing billboards
- American Forces Networks also aired 3x on Memorial Day on U.S. Military Bases, Ships at Sea and U.S. Embassies





RADIO & PRINT MEDIA

TOTAL IMPRESSIONS: 46,123,678

AUDACY RADIO GROUP

- Over 10,000 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 - 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



NATIONAL SALUTE TO AMERICA'S HEROES PRESENTED BY HYUNDAI ▪ 2026 RECAP



TOTAL IMPRESSIONS: 194,364,267

BALLYHOO MEDIA VIDEO BARGES

- Video played daily on the ocean, intracoastal waterway
- Biscayne Bay, Intracoastal Waterway, Miami River for 1 month yielding over 10.5 million impressions

LIGHT POLE BANNERS

- 130 light pole banners with a traffic count of 175,081,800

AMERANT BANK ARENA (Home of the Florida Panthers)

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

DADE COUNTY TRANSIT VEHICLES

- Wrapped transit passenger bus with 313,286 impressions



OUTDOOR MEDIA

OUTFRONT MEDIA: 1.7+ million impressions

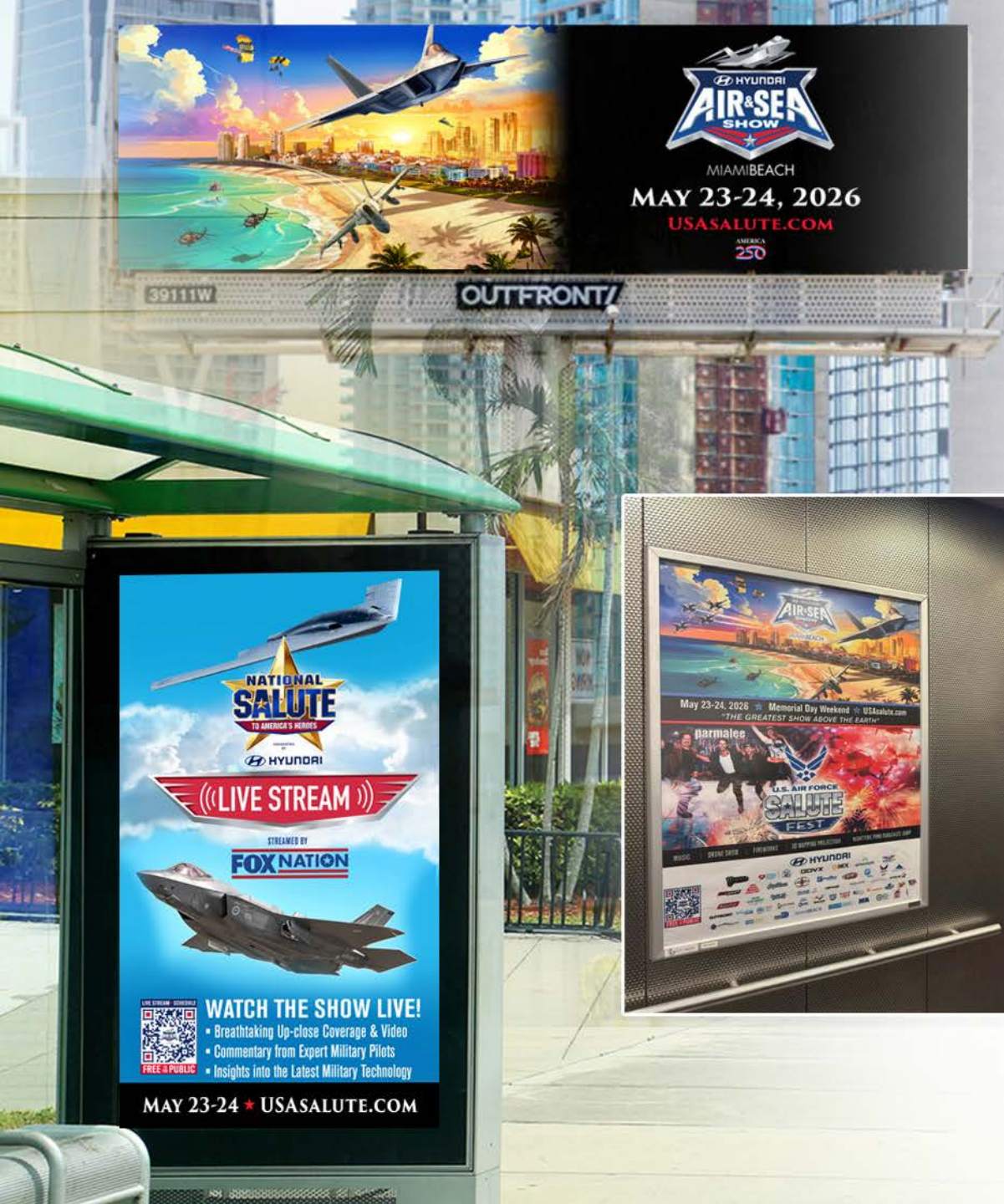
- Billboards and transit shelters

FONTAINEBLEAU AVIATION

- Window graphics & video screens in the terminal with 6,240 impressions

CITY MEDIA - PARKING GARAGE POSTERS

- 477,000 impressions, 22 parking garages



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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





2+ Billion
Total Audience

*Combined Audience and Viewership

868M
Audience

*Combined total of publication-wide audience figures for all outlets featuring coverage

75M
Estimated Views

Prediction of lifetime views of coverage, based on audience reach and engagement rate on social

295
Pieces of Coverage

Total number of online, offline and social posts in this report

46.2K
Est. Social Views

Prediction of lifetime views of social posts, based on audience reach and engagement rate

10.1K
Engagements

Combined total of likes, comments and shares on social media platforms

PUBLIC RELATIONS

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

Air Force Chief of Staff Interviews for Fox Nation at 2026 Hyundai Air & Sea Show



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**AllEvents**

Explore Events, Activities & Things to do in your City. Find information of nearby upcoming events happening in your city, Discover parties, concerts,....

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Miami Beach

Art events

+ Create Event

Sign in

All Entertainment Art & Theatre Food & Drinks Business Festivals This Weekend Memorial Day More



Hyundai Air & Sea Show 2026 – Memorial Day Weekend Miami Beach

Reserve your spot



Tickets

miamiherald

The Hyundai Air & Sea Show — dubbed “The Greatest Show Above the Earth” — returns to Miami Beach on Saturday and Sunday.



Jets will roar above South Beach on Memorial Day weekend. Here's what to know



Related threads

local10news

MEMORIAL DAY WEEKEND: Miami Beach is preparing to host the Hyundai Air & Sea Show on Saturday and Sunday at Lumulus Park along Ocean Drive in South Beach.



Memorial Day weekend: Miami Beach hosts Hyundai Air & Sea Show



NBC-6

20K

Audience

WTVJ (NBC) - MIAMI
NBC Miami News at 6 PM

PUBLIC RELATIONS

LOCAL MEDIA

- Coverage on all regional TV & print media outlets
 - WFOR-CH4 (CBS), WTVJ- CH6 (NBC), WSVN- CH 7 (FOX), WPLG - CH 10 (ABC) Univision, Telemundo, CW
- Local and regional calendar event posts
- Sponsor and partner web posts and links

MSN

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America's heroes saluted at Hyundai Air and Sea Show

America's heroes were saluted over Memorial Day Weekend on Miami Beach ... See more

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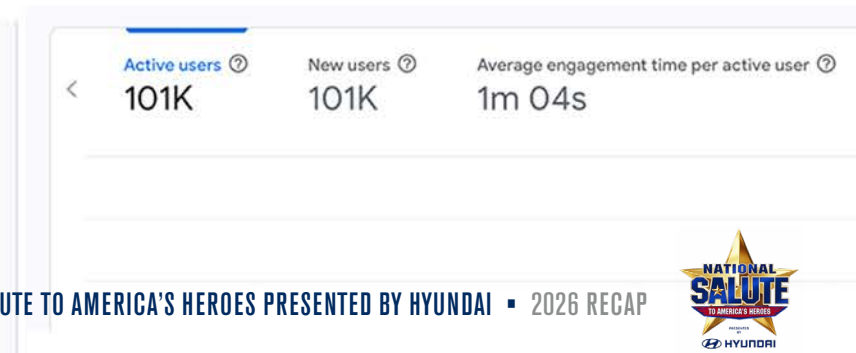
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WEBSITE & DIGITAL

USAsalute.com

- 101,000 website visitors with over 146,689 sessions
- 376,000 page views
- 213,000 QR code scans



NATIONAL SALUTE TO AMERICA'S HEROES PRESENTED BY HYUNDAI ▪ 2026 RECAP



TOTAL IMPRESSIONS: 21,164,007

SOCIAL MEDIA

- 1200+ public posts
- 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 impressions
- 251.7K accounts engaged
- 4.8M videos played



HOTELS

- 287,136 guest room exposures
- In room TV and lobby signage
- Event branding, calendar listings and guest engagement





OFF-PREMISE RETAIL ACTIVATION:

MONSTER ENERGY - MAY 1 - MAY 26

- Monster Energy displays in RaceTrac stores across Florida

DIGITAL ADVERTISING IN ADDITIONAL GAS STATIONS

- Eye Catch Media: 648,822 impressions in a month



ON-PREMISE RETAIL ACTIVATION:

MONSTER ENERGY, E-RIDE PRO & GRIT SHIFT

- 8 Dirt Bike giveaways in the display village during the show.
- Dirt Bikes on display as part of the Monster Energy motocross demonstration.



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
- U.S. Army Golden Knights hospital visit
- USAF Thunderbirds school visit
- British Red Devils hospital visit
- USAF F-22 Demo Team hospital visit



BEACH CLUB

- Live show narration, commentary and PA announcements
- Landing zone
- Hospitality chalets
- Protocol sky box
- Catered food and beverage service



U.S. MILITARY DISPLAYS

- Interactive displays from all 6 branches of the U.S. Military
- Military equipment & demonstrations
- Engagement with military personnel
- Performances by military bands & drill teams
- 258 letters written across 25 states for the letters to space campaign





DISPLAY VILLAGE

- Monster Energy motocross demonstration
- Corporate Display, Kids Zone & Action Zone
- Merchandise & food court
- 15 hours of looping LED screens inclusive of Hyundai ads





SPONSOR EVENT ACTIVATION

HYUNDAI DISPLAY VILLAGE ACTIVATION

- Hyundai hangar activation with promotional items & giveaways
- Hyundai car display
- Sand sculpture exhibition
- Performances by U.S. Military drill teams
- 40,000 visitors per day in the Display Village



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U.S. AIR FORCE
SALUTE
FEST



250
HYUNDAI



NATIONAL SALUTE TO AMERICA'S HEROES PRESENTED BY HYUNDAI 2026 RECAP



ATTENDANCE : 5,000+

- 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

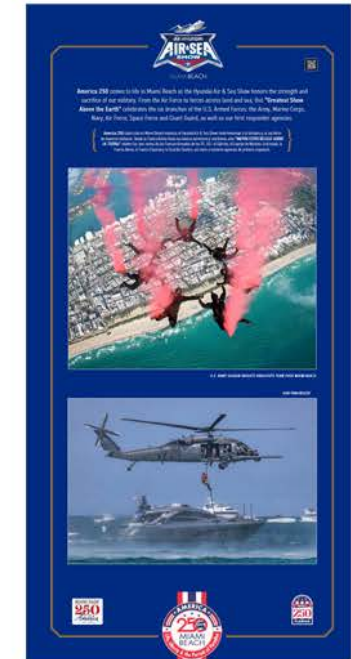
U.S. AIR FORCE
SALUTE
FEST





MIAMI BEACH AMERICA 250 DISPLAY

- On display in Lummus Park May 22 - October 11th
- 40,000 per day during the show
- 8,000 - 12,000 visitors per day on average in the park
- Includes six 4'x8' photo displays of the 10 years history of the Hyundai Air & Sea Show



NATIONAL SALUTE TO AMERICA'S HEROES PRESENTED BY HYUNDAI ▪ 2026 RECAP





EVENT SIGNAGE

- Over 50,000 square feet of event signage in Beach Club, Display Village and along Ocean Drive



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MERCHANDISE

- Polo shirts, T-Shirts, Caps & Visors
- Beach Towels, Coins
- Cigar Box, Cookies, Chocolates



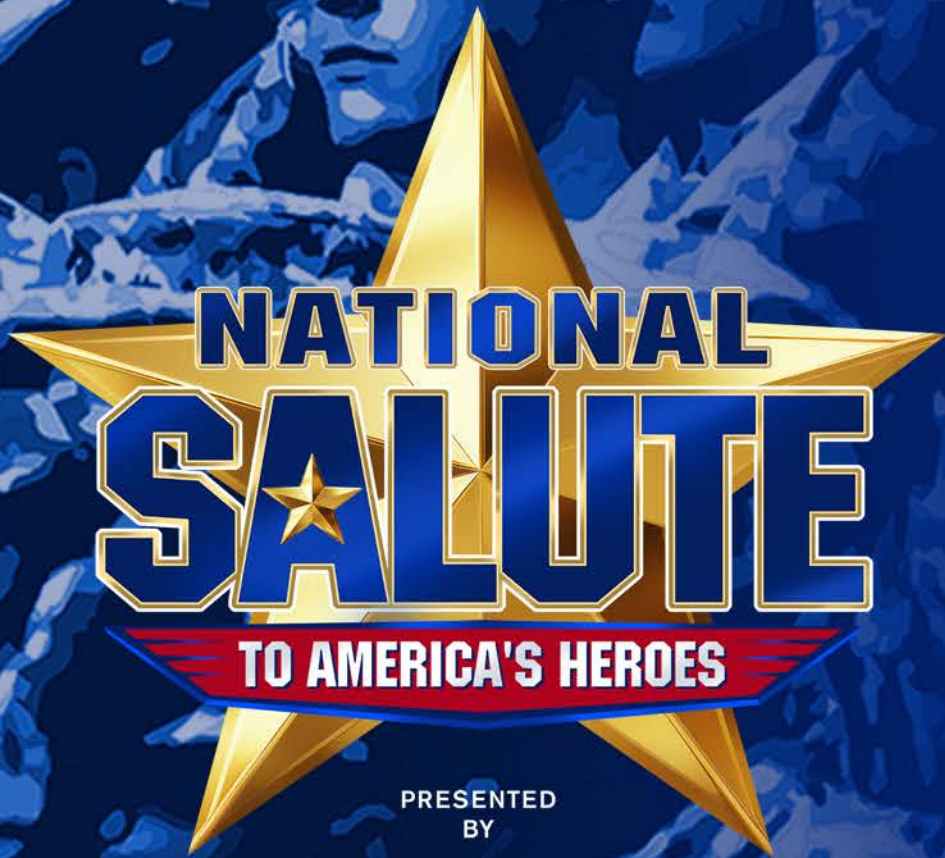
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The background of the image features a large, waving American flag. In the foreground, the silhouettes of three soldiers are visible against a bright, orange-hued sky, suggesting a sunrise or sunset. The soldiers are equipped with helmets, backpacks, and rifles, and are positioned on a dark, uneven terrain. The overall composition is patriotic and evocative.

"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



Thank you for your
continued support!

PRESENTED
BY

