



**NATIONAL
SALUTE**
TO AMERICA'S HEROES



MIAMI BEACH



DAVES



U.S. AIR FORCE
SALUTETM
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 2nd 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

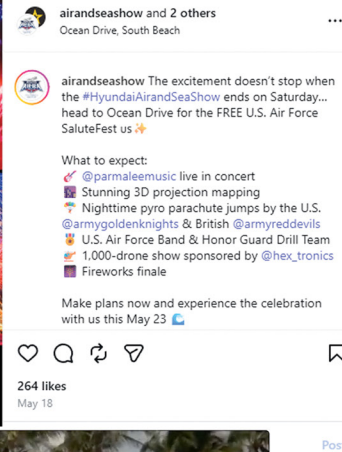
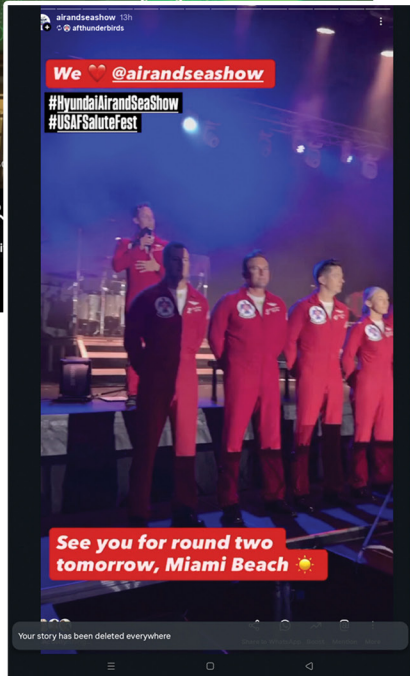
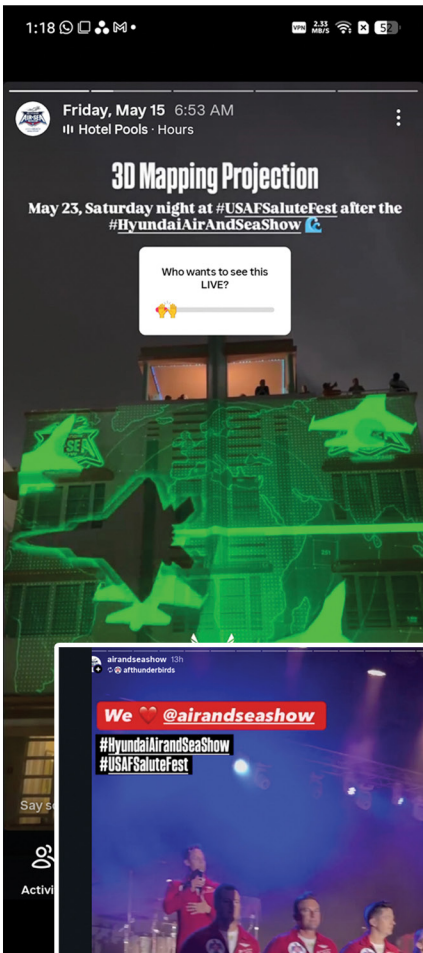
- Dedicated emails and biweekly e-newsletter sent to 392K subscribers
- 52 dedicated posts across X, Facebook, Instagram, and LinkedIn
- 642,460 impressions



MEDIA GROUP
lifestyle



U.S. AIR FORCE SALUTEFEST ▪ 2026 RECAP



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



U.S. AIR FORCE SALUTEFEST ▪ 2026 RECAP



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

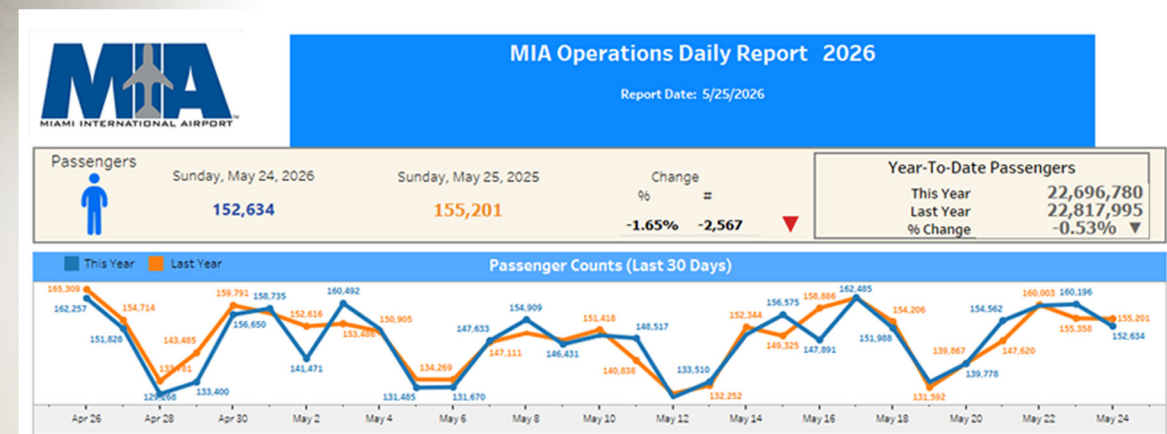


TRANSPORTATION MEDIA



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



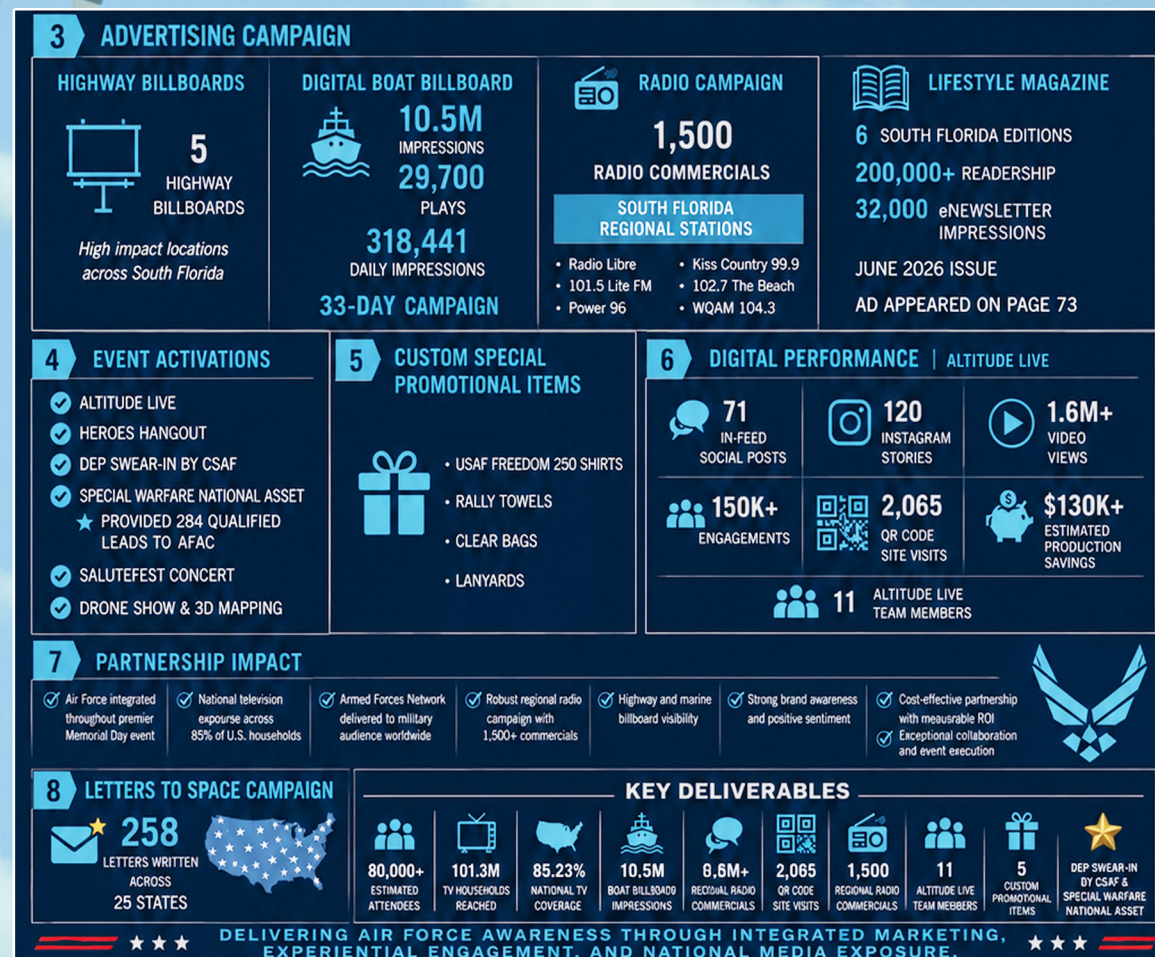
219,416,728
HOUSEHOLDS REACHED

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