



MIAMIBEACH
May 29-30, 2027



PARTNERSHIP OPPORTUNITIES



DINES



THE OPPORTUNITY

The Hyundai Air & Sea Show is more than a spectacular weekend event, it is a rare opportunity to witness the speed, precision, and power of America's Armed Forces against the iconic backdrop of Miami Beach.

From high-speed aerial demonstrations and elite special operations capabilities to precision parachute performances, the event offers an unparalleled connection between our military and the American public.

For our corporate partners, this is an opportunity to stand alongside those who serve, honor those who sacrificed, and be part of a nationally recognized event that celebrates American strength, freedom, and service.

SCHEDULE OF EVENTS

Thursday May 27

6:30 - 9:30 pm

U.S. Military Take-Off Welcome Party

Friday, May 28

8:00 am - 1:30 pm

6:30 - 9:30 pm

6:30 - 9:30 pm

Defense Corporate Partnership Security Summit

Salute on Espanola Way

Dignitary/Partners/VIP Reception

Saturday, May 29

Sunday, May 30

11:00 am - 5:00 pm

11:00 am - 6:00 pm

6:00 pm - 10:00 pm

Hyundai Air & Sea Show

Patriot Display Village

SaluteFest (Saturday only)

****WATCH OUR 2027 SIZZLE REEL****



EVENT SITE MAP





Folds of Honor provides life-changing educational scholarships to the spouses and children of America's fallen or disabled military service members and first responders. The call is powerful. The mission is simple:

HONOR THEIR SACRIFICE. EDUCATE THEIR LEGACY. UNITE AMERICANS AROUND ALL THOSE WHO SERVE.

Folds of Honor has been the National Salute to America's Heroes charity partner for 10 years. Each year, a check to Folds of Honor is presented as part of our commitment.



FOLDS *of* HONOR



NAMING RIGHTS SPONSOR



PATRIOT DISPLAY VILLAGE

Location: Between 11th-15th Lummus Park along Ocean Drive

About: The Patriot Display Village gives corporations a rare opportunity to place their brand at the center of one of the nation's most powerful Memorial Day experiences. Through immersive displays, advanced equipment, technology, and hands-on experiences, attendees connect face-to-face with America's military and discover the strength, innovation, and human stories behind our Armed Forces.

For sponsors, it's more than visibility—it's brand alignment with purpose. Corporate partners engage with over 40,000 attendees each day in an authentic environment that celebrates American excellence while demonstrating a commitment to service, innovation, patriotism, and the people who protect our freedoms.



NAMING RIGHTS SPONSOR



ACTION ZONE

Location: Patriot Display Village

About: Own the Adrenaline. The Action Zone is where we turn up the energy. This high-impact area has featured world-class motocross demonstrations, competitive lumberjack exhibitions, elite boxing, and military inspired work out sessions all creating an immersive experience designed to stop crowds, capture attention, and generate unforgettable moments.

For a select corporate partner, sponsoring the Action Zone means owning one of the most dynamic and visually compelling experiences of the weekend. Your brand becomes part of the excitement as thousands of attendees experience the speed, skill, and spectacle firsthand.



NAMING RIGHTS SPONSOR



DEFENSE SECURITY CORPORATE SPONSORSHIP SUMMIT

Location: Loews Miami Beach Hotel - May 28th - 8:00am - 1:30pm

About: Where National Security Leaders and Industry Innovators Connect. The Defense Security Corporate Sponsorship Summit is an exclusive, invitation-only gathering that brings together senior U.S. military leadership, federal security officials, policymakers, and C-suite executives from the defense and security industries for meaningful dialogue on the challenges and opportunities shaping our nation's future.

For corporate partners, the Summit provides something increasingly difficult to access: direct engagement with senior decision-makers and influential leaders in a highly curated environment.



NAMING RIGHTS SPONSOR



BEACH CLUB

Location: Miami Beach between 11th & 15th Street

About: The Ultimate Front-Row Experience. The Beach Club is where Miami's most iconic beach setting meets the ultimate Air & Sea Show experience. Positioned directly along the beachfront with commanding views of the Landing Zone, this premium destination offers elevated hospitality, private amenities, and an exclusive environment for guests to experience the Show in unparalleled comfort and style.

For one signature partner, the Beach Club offers the opportunity to own the Show's premier hospitality destination — putting your brand at the center of the experience and in front of an influential audience of consumers, clients, executives, and VIP guests.

Don't just be at the Show. Own the experience.



NAMING RIGHTS SPONSOR



CABANA CLUB

Location: Beach Club

**Sponsorship includes (1) cabana for Saturday or Sunday*

About: Own the Most Exclusive Hospitality Experience on the Beach. The Cabana Club is the most private and sought-after hospitality experience within the Hyundai Air & Sea Show, offering a luxury beachfront retreat designed for executive entertaining, VIP hosting, and unforgettable guest experiences. Each private cabana provides a shaded lounge, dedicated patio, premium food and beverage service, and access to air-conditioned amenities—all just steps from front-row views of the Show's iconic Landing Zone.

For one exclusive corporate partner, the Cabana Club is more than a sponsorship—it's an opportunity to own the event's premier private hospitality experience.



NAMING RIGHTS SPONSOR



MEMORIAL FLAG GARDEN

Location: Patriot Display Village

About: The Memorial Flag Garden is one of the Air & Sea Show's most meaningful activations—a solemn tribute to the courage, service, and sacrifice of those who gave their lives defending our nation. Thousands of American flags honor members of the U.S. Armed Forces who made the ultimate sacrifice, from the Revolutionary War to today.

Sponsoring the Memorial Flag Garden allows a company to demonstrate its commitment to honoring our fallen, preserving their legacy, and ensuring their sacrifice is never forgotten. More than a promotional opportunity, this purpose-driven sponsorship aligns a corporate partner with one of the most powerful moments of the Memorial Day experience, inviting thousands of visitors to pause, reflect, and remember the individuals behind the stars and stripes.



NAMING RIGHTS SPONSOR



U.S. MILITARY TAKE-OFF WELCOME PARTY

Location: TBD - May 27th

About: Where America comes together to say thank you. Before the Air & Sea Show takes to the skies, South Florida comes together to welcome the military performers who have traveled from across the country to Miami Beach. The Performer's Take-Off Party is an energetic, open-to-the-public celebration where the military performers and the community come together with live music, great food, drinks, and an unforgettable opportunity to meet, mingle with, and personally thank the men and women who will perform throughout the weekend.

For a corporate partner, this is an opportunity to own the official welcome and align your brand with a night built around gratitude, celebration, and genuine human connection. Your brand isn't simply on the stage; it is part of the welcome.



NAMING RIGHTS SPONSOR



SALUTE ON ESPANOLA WAY

Location: Española Way - May 28th

About: Where Miami Beach Meets the American Spirit. On one of Miami Beach's most iconic streets, Española Way transforms the heart of this entertainment district into an unforgettable celebration of our Armed Forces. Military personnel, locals, visitors, and Air & Sea Show guests come together for an evening of live music, dancing, exceptional food, handcrafted cocktails, and Miami Beach hospitality, all set against the vibrant architecture and unmistakable energy of Española Way.

For one signature corporate partner, this is an opportunity to own an authentic Miami Beach experience while standing alongside the men and women who serve our nation.



NAMING RIGHTS SPONSOR



FLIGHT DECK

Location: Beach Club

About: The Flight Deck is the premier oceanfront viewing destination for the very heroes behind the meaning of the Hyundai Air & Sea Show. The Flight Deck brings together the military performers and their families, along with members of the police and fire departments and their guests, for an unparalleled front-row experience of the Show.

For one exclusive corporate partner, the opportunity goes far beyond traditional branding. Naming rights to the Flight Deck allows your company to serve as the host to the people who serve, protect, and dedicate their lives to our communities.



NAMING RIGHTS SPONSOR



VIP CLUB

Location: Beach Club

About: The VIP Club is the ultimate shared space viewing option with premium hospitality to experience at the Hyundai Air & Sea Show. This space seats over 300 guests offering a front-row vantage point, catered meals, specialty cocktails, and air conditioned rest rooms.

For one signature corporate partner, naming rights provide an opportunity to own the Show's premier VIP destination and place your brand at the center of an experience designed for high-value guests, clients, executives, and influential community leaders. It is more than visibility, it is a platform to entertain, reward, build relationships, and associate your brand with an extraordinary Memorial Day experience.



HYUNDAI

NAMING RIGHTS SPONSOR



AIR OPS PLATFORM

Location: Beach Club

About: Where Your Brand Takes Flight. Every breathtaking maneuver in the sky begins with precision on the ground. The Air Ops Platform is the command center behind the Hyundai Air & Sea Show, the nerve center where air operations are coordinated, communications are managed, and pilots receive critical information throughout the performance. From this platform, the teams responsible for the Show work in real time to coordinate the extraordinary precision, timing, communication, and safety required to bring one of the nation's most spectacular aerial events to life.

For the right corporate partner, naming rights to the Air Ops Platform offers a rare opportunity to align your brand with the sophistication, technology and communication infrastructure behind their critical role to the show.



NAMING RIGHTS SPONSOR



PERFORMER APPRECIATION GIFT BAG

About: The Air & Sea Show is brought to life by the extraordinary men and women who take to the skies and behind every breathtaking performance is a pilot and their crew who has dedicated years to mastering the precision, discipline, and skill required to perform at the highest level.

The Performer Appreciation Gift Bags are a personal expression of gratitude presented to every participating pilot and crew as they arrive in South Florida. Each bag is thoughtfully curated with premium gifts and essentials designed to welcome our performers and recognize their contribution to this iconic Memorial Day weekend experience.

For a corporate partner, this is an opportunity to put your brand directly into the hands of the individuals at the center of the Show. Your company becomes part of the personal welcome extended to these elite performers and can demonstrate its appreciation for their service, skill, and commitment.



FOOD COURT

Location: Patriot Display Village

About: The Food Court is a central gathering place in the Patriot Display Village at the Hyundai Air & Sea Show, bringing together thousands of attendees throughout the day to refuel, relax, and enjoy the experience with family and friends.

For a corporate partner, naming rights offer the opportunity to own one of the Show's most highly trafficked and essential destinations. Your brand is present when guests arrive hungry, gather with friends, recharge between performances, and return for more of the action.

Unlike traditional advertising, the Food Court creates repeated, meaningful brand exposure throughout the day with opportunities for branded signage, digital integration, guest engagement, sampling, hospitality, and social content.



KIDS ZONE

SOLD

Location: Patriot Display Village

About: The Kids Zone is a high-energy, family-focused destination designed to keep the youngest Air & Sea Show fans entertained, engaged, and immersed in the excitement. Strategically designed for high family traffic, it gives parents a place to relax while children explore, play, and create their own unforgettable Memorial Day Weekend memories.

For one signature corporate partner, naming rights to the Kids Zone provides a powerful opportunity to own the family experience and connect your brand with parents and children in an environment built for interaction. From hands on activities and entertainment to branded experiences, sampling, photo opportunities, and social content, the Kids Zone offers meaningful engagement.



STANDARD SPONSORSHIP BENEFITS OVERVIEW

All sponsors will receive the following:

- Brand exclusivity
- Official product/service designation of the event
- Content Inclusion in National TV Special, if applicable
- Radio advertisements
- Inclusion in press releases
- Social media posts
- Logo inclusion on the event website with a link to the company website
- Live PA announcements throughout the event
- Logo inclusion on 5'x10' perimeter fence banners
- Opportunity to activate within the Display Village
- VIP Club passes each day
- Invitations to the Dignitary Reception

Sponsorship level determines quantity of:

- Radio advertisements
- Social media posts
- PA announcements
- VIP Club passes
- Additional signage/decor at activation (i.e. feather flags, tent pole banners, etc.)

Each sponsorship package is customized to the sponsors needs and involvement



EXAMPLES OF MEDIA COVERAGE: IMPRESSIONS



10 MILLION+
Digital Boat Billboards



1 MILLION+
Digital Bus Shelters



477,000+
Parking Garage Posters

131 MILLION+
Light Pole Banners



2+ Billion
Total Audience &
295 Pieces of
Coverage



10.6 Million Impressions
5.9 Million Video Views
7.5 Million Overall Reach





"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

