



INTERNATIONAL AWARD WINNING AIR SHOW



# CORPORATE OPPORTUNITIES



# 4 Wing & CFB Cold Lake Command Team Message

4 Wing and Canadian Forces Base (CFB) Cold Lake are proud to be preparing for the return of the Cold Lake Air Show, taking place July 18–19, 2026. This signature two-day event will bring together families, aviation enthusiasts, and supporters from across Canada and around the world to witness the incredible skill and capability of the Royal Canadian Air Force and our industry partners.

The Cold Lake Air Show has earned a reputation as one of the most memorable and professionally executed military air shows in North America. In 2024, we had the privilege of welcoming attendees from four continents and nearly every Canadian province and territory, highlighting the show’s growing international profile and Cold Lake’s unique position as a global destination for aviation enthusiasts. As we prepare for 2026, we remain committed to offering an experience that truly welcomes the world to our northern Alberta home.

We were deeply honoured in 2024 to be selected as the recipient of the Dick Schram Memorial Community Relations Award by the International Council of Air Shows. This prestigious award, which recognizes outstanding community engagement by military air shows, has only once before in its 35-year history been awarded to a Canadian air show. It is a reflection of the extraordinary bond between 4 Wing and CFB Cold Lake and the surrounding Lakeland Region; one built on mutual support, shared pride, and a longstanding commitment to collaboration.

Our team is hard at work planning an unforgettable experience for all who attend. From thrilling aerial demonstrations to engaging static displays, family-friendly attractions, and top-tier VIP hospitality, the Cold Lake Air Show continues to raise the bar.

The proceeds from this event are reinvested directly into the military community through programs and services that support the well-being of Canadian Armed Forces members and their families at 4 Wing and CFB Cold Lake. Your partnership and sponsorship will make a lasting impact where it matters most.

We invite you to be part of something special. Together, let’s make the 2026 Cold Lake Air Show another world-class event, and a celebration worthy of those who serve.



COLONEL MARK HICKEY



CWO CARLOS OLIVEIRA

COLONEL MARK HICKEY  
COMMANDER  
4 WING & CFB COLD LAKE

CHIEF WARRANT OFFICER (CWO) CARLOS OLIVEIRA  
WING AND BASE CHIEF WARRANT OFFICER  
4 WING & CFB COLD LAKE

2026 COLD LAKE AIR SHOW

# 2024 Cold Lake Air Show at a Glance

## Over 30,000 Attendees!

### Welcoming the World!

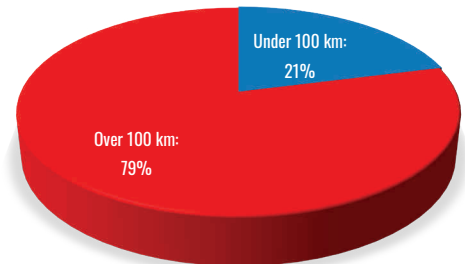
- » 4 Continents
- » 9 Countries
- » In Canada - 9 Provinces and 2 Territories

## Direct Economic Impact\*

Based on industry standard calculations, the 2024 Cold Lake Air Show—with just over 30,000 attendees—generated an estimated direct economic impact of approximately \$8.18 million for the region.

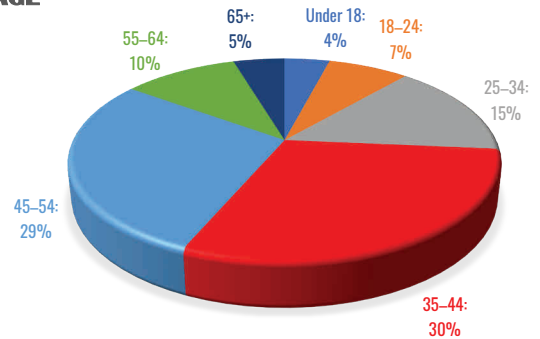
\*Direct Impact – the impact generated in businesses that provide goods and services directly to travelers, i.e. restaurants, hotels, gas stations, retail, etc.

DISTANCE TRAVELLED



Data based on information taken from ticket sales reports

AGE



Data based on information taken from 2024 Cold Lake Air Show Attendee Survey

### Here's what some of our guests had to say about the 2024 show:

I've NEVER been to such a well organized event. Unbelievable! Everyone, to a person was smiling, couldn't do enough for you, was generally concerned you were having a great experience. Tough weather this year and whether it was a scramble on Saturday, or all back up plans that got pulled out of the binder, well done! To add to the statics and have all of the teams participate in that is a little mind blowing. It's hard to go to the best, and not expect 5 Star everywhere else. Congratulations to the entire 4 Wing team! - Garrett

Honestly, the whole thing was amazing, unfortunately we went Saturday and the smoke grounded all flights. But my kids didnt stop smiling the entire day at all the static displays!! So well done making it still so memorable! Definitely will come back in 2yrs if you put on another one!! - Joanna

Hats off to the Cold Lake Air show committee, the men and women in uniform and everyone else involved in the planning and execution of the air show, fantastic job done by all. Mother Nature had other plans sadly but the event was still a success - Michelle

# Event Sponsorship

## AIR SHOW SPONSORSHIP BENEFITS

Sponsorship of the 2026 Cold Lake Air Show (CLAS) offers numerous branding opportunities for your business, as well as increased visibility in the community. For years, the Cold Lake Air Show has grown to become a premiere event, showcasing a wide variety of air and static displays, combined with a classic car show, kids' zone, a wide variety of food vendors and more, to become an event worth attending. Most importantly, your generosity will directly strengthen Canadian Armed Forces morale and welfare programs in Cold Lake.

On the next page, you will see some of our various sponsorship options available that come with many great benefits.

### Benefits may include:

- **Tickets to a VIP chalet**  
(more details on chalets can be found on page 6)
- **Access to the Wing Commander's VIP chalet**  
(this access is **ONLY** available with a high level sponsorship package)
- **Corporate logo on Air Show items**
- **Advertisement in the official Air Show Souvenir Guide**  
(more details can be found on page 7)
- **Various media and advertising to include logo on Air Show website, on-site recognition, your own display area to promote your organization, etc.**
- **...and so much more!**

"Sponsoring the 2024 Cold Lake Air Show was a natural extension of our longstanding relationship with 4 Wing Cold Lake and the Royal Canadian Air Force. As a premier sponsor, Cenovus was honoured and proud to support the celebration of the RCAF's 100th anniversary, recognizing a century of excellence, courage, and innovation. The event offered a meaningful opportunity to reinforce our longstanding partnership with 4 Wing Cold Lake and reaffirm our commitment to supporting resilient communities."  
- Cenovus Energy

"Partnering with the Cold Lake Air Show has always been a fantastic experience. The professionalism, organization, and community spirit the team brings to every event make it an easy decision to support. It's also a strong weekend for business, as the increased traffic and visibility consistently translate into real revenue for our hotel and motel. Beyond that, the Air Show brings a noticeable boost to the city, energizing local businesses and creating a great atmosphere throughout Cold Lake. We're proud to be part of something that has a positive impact." - Lakeland Inn Hotel

**We look forward to  
developing the perfect  
sponsorship package  
for your business.  
Please contact our Corporate  
Sponsorship lead at  
wandler.janae@cfmws.com  
or 780-840-8000 ext 6907857  
for further details.**

# Sponsorship Packages\*

## Premier (\$150,000 plus GST)

Limited availability.

- Gold VIP Chalet
- Flight with civilian performer
- Event app advertisement
- Recognition in radio advertisements
- VIP Tour of 4 Wing for 12 people
- 10 tickets to Wing Commander's VIP Tent and Dinner
- Logo on event tickets
- 20' x 10' display space
- A performer announcement video
- 100 general admission tickets

## Event Experience (\$100,000 plus GST)

Limited availability.

- Gold VIP Chalet
- Flight with civilian performer
- Event app advertisement
- VIP Tour of 4 Wing for 10 people
- 8 tickets to Wing Commander's VIP Tent and Dinner
- 20' x 10' display space
- A performer announcement video
- 2 people to attend Air Boss morning brief
- 50 general admission tickets

We design custom packages to meet the needs, goals, and key marketing objectives of our sponsors. Examples of sample packages are listed here.

Cash sponsorship starts at a minimum of \$10,000.

## Engagement (\$75,000 plus GST)

Limited availability.

- Gold VIP Chalet
- Event app advertisement
- VIP Tour of 4 Wing for 8 people
- 6 tickets to Wing Commander's VIP Tent and Dinner
- 20' x 10' display space
- Name association with exclusive Air Show video
- 2 people to attend a performer brief

## Safety (\$50,000 plus GST)

Limited availability.

- Silver VIP Chalet
- Event app advertisement
- VIP Tour of 4 Wing for 6 people
- 4 tickets to Wing Commander's VIP Tent and Dinner
- Logo on event swag to be determined (minimum 300 pieces)
- 20' x 10' display space

## Hosting (\$37,500 plus GST)

Limited availability.

- Silver VIP Chalet
- VIP Tour of 4 Wing for 4 people
- 4 tickets to Wing Commander's VIP Tent and Dinner
- Logo on event swag to be determined (minimum 200 pieces)
- 15' x 10' display space

## Entertainment (\$25,000 plus GST)

Limited availability.

- Bronze VIP Chalet
- VIP Tour of 4 Wing for 2 people
- 2 tickets to Wing Commander's VIP Tent and Dinner
- Logo on event swag to be determined (minimum 100 pieces)
- 15' x 10' display space

## Common Benefits For All Levels

- |                         |                                                         |                                                     |                                       |
|-------------------------|---------------------------------------------------------|-----------------------------------------------------|---------------------------------------|
| • Logo on event website | • Recognition and advertisement in event Souvenir Guide | • Mention in Courier News and social media coverage | • Recognition by PA Announcer at show |
| • Logo on event app     | • Newsletter recognition                                | • Use of Air Show logo                              | • Post event sponsorship reception    |
| • On-site recognition   |                                                         |                                                     |                                       |

We look forward to developing the perfect sponsorship package for your business. Please contact our Corporate Sponsorship lead at [wandler.janae@cfmws.com](mailto:wandler.janae@cfmws.com) or 780-840-8000 ext 6907857 for further details.

**\* To guarantee the availability of all package deliverables, agreements must be in place by 31 March 2026.**

# VIP Chalets

## Available Packages\*

Enjoy the Cold Lake Air Show in style in one of our VIP chalets. This is an excellent opportunity to say "Thank You" to your clients, employees, suppliers, family or friends!

Each VIP chalet package includes:

- VIP seating in a tented area at the heart of the action
- Continental breakfast
- Lunch buffet and afternoon bite
- All inclusive bar
- Host Team
- Patio
- VIP Washrooms
- VIP parking passes

### GOLD PACKAGE \$15,000 + GST

- 60 people in one VIP chalet for one day or 30 people per day in a shared chalet
- 60 Official Air Show Programs and 60 Air Show Coins

### SILVER PACKAGE \$8,500 + GST

- 30 people in a shared VIP chalet for one day or 15 people per day in a shared chalet
- 30 Official Air Show Programs and 30 Air Show Coins

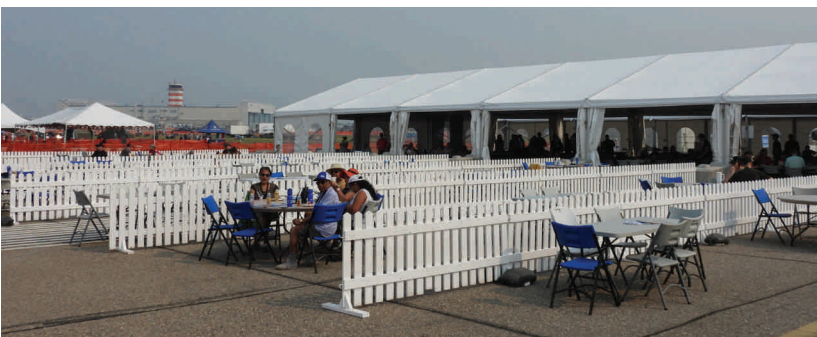
### BRONZE PACKAGE \$4,500 + GST

- 15 people in a shared VIP chalet for one day
- 15 Official Air Show Programs and 15 Air Show Coins

### FRIENDS PACKAGE \$1,950 + GST

- 6 people in a shared VIP chalet for one day
- 6 Official Air Show Programs and 4 Air Show Coins

\* The sale of VIP chalets shall NOT be considered a sponsorship agreement. VIP chalet sales do not include sponsorship deliverables as listed on page 5.



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# Souvenir Guide

## Official Cold Lake Air Show Program Guide/Calendar

This glossy colour 8 1/2" x 11" program guide will feature photos and information on all performers, 4 Wing & CFB Cold Lake, and also include a 2026/27 calendar. Five thousand copies will be printed for sale and distribution - an excellent way to highlight your company. Complimentary copies of the program guide will be available at the Wing Commander's VIP tent and Corporate Chalets. The general public may purchase them from our authorized souvenir provider.

Book early to secure your spot. Deadline for advertising is 1 May 2026. To book space, contact our Corporate Sponsorship group at 780-840-8000 ext 6907857 or [wandler.janae@cfmws.com](mailto:wandler.janae@cfmws.com).

### PROGRAM/ CALENDAR ADVERTISING RATES

| Size                      | Rates         |
|---------------------------|---------------|
| Back Outside Cover* ..... | \$5,000 + GST |
| Front Inside Cover* ..... | \$3,500 + GST |
| Back Inside Cover* .....  | \$2,500 + GST |
| Full Page .....           | \$2,000 + GST |
| 1/2 Page .....            | \$1,200 + GST |
| Calendar Banner .....     | \$1,000 + GST |
| 1/4 Page .....            | \$800 + GST   |

All advertising space is first come, first served, based on availability.

\*Cover pages may not be available until after 31 March 2026.

**These rates have been locked in since 2014!**



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# Business Opportunities

**Become a part of the Cold Lake Air Show 18-19 July 2026.  
We have some great Business Opportunities available:**

- Wireless ATMs
- Rental vehicles
- Hotel rooms
- Transportation services
- Portable refrigeration storage
- Ground amusement experiences (i.e. monster truck rides)
- Interactive exhibits (i.e. simulators)

**Want to be more involved and gain exposure to a large audience? Why not consider a sponsorship! We can work with you to customize a sponsorship package to help you reach your objectives. See page 4-5 for details.**

**Please contact [wandler.janae@cfmws.com](mailto:wandler.janae@cfmws.com) for more information.**



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