



INTERNATIONAL AIR SHOW **TANAGRA**  
AIR BASE  
**SEPTEMBER 14-15**





# THE EVENT

Throughout its eleven years of presence, **more than 680.000 spectators, from around the world** have experienced a unique show conducted by top national and international aviation teams, who demonstrate their flying skills and a lot more than that.

In 2023, more than **80.000 spectators** visited Tanagra Airbase, with at least **6.000** of them coming from abroad. Visitors age range spans between **8 - 60 y.o.** The 2023 Athens Flying Week was named **Airshow of the year** by the international aviation journal **CHECKSIX**.







# THE EVENT DISPLAY

**ATHENS FLYING WEEK** offers the ultimate experience for people of all ages through the three day main event at Tanagra Air base! A view to a new world that makes spectators spend a fun day, full of surprises!

**30** Display teams from **16** countries participated in Athens Flying Week 2023



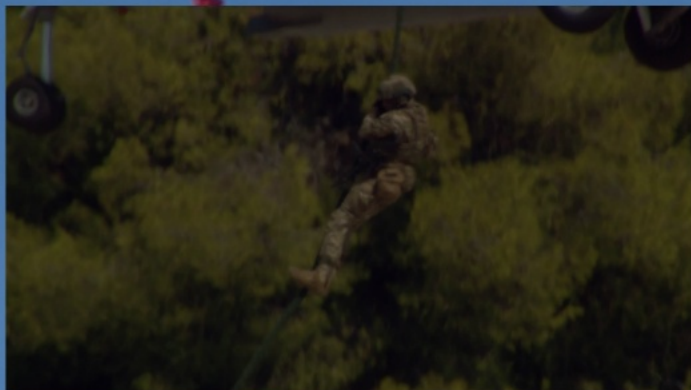


# THE EVENT STATIC DISPLAY





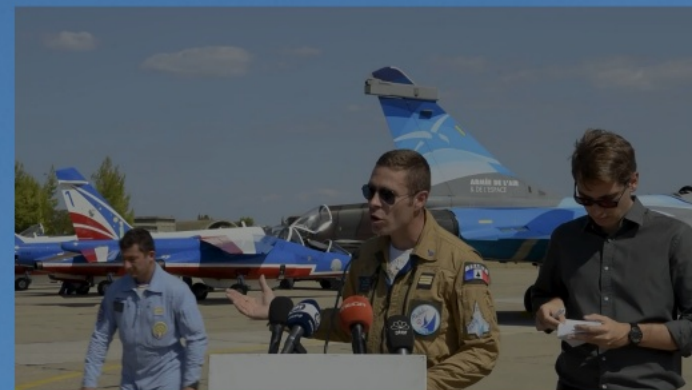
# THE EVENT



**AFW 2023**  
(Official Video)



**AFW 2022**  
(Official Video)



**AFW 2021**  
(Official Video)

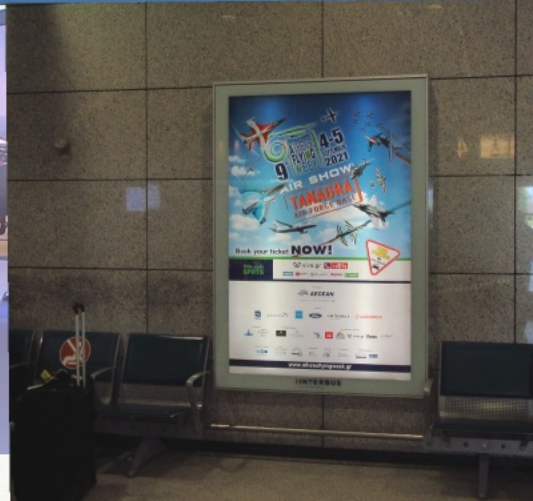
# EVENT MAP





# COMMUNICATION PLAN

## 2023 MEDIA OUTCOME



### TV:

Broadcasted TV spots (ANT1, MEGA, ERT, SKAI, STAR)  
Interviews in TV shows during the days before the event.

### Radio:

Broadcasted radio spots (SKAI, Sport FM)  
Interviews in radio shows during the AFW week  
Radio contests for free tickets (SKAI, Sport FM)

### Print:

>80 articles, column features and pilots' interviews in major newspapers and magazines (Ta Nea, Kathimerini, a.o)

### Outdoor Advertising:

Banners in main streets of Athens and neighboring cities.  
Promotion in Athens International Airport.



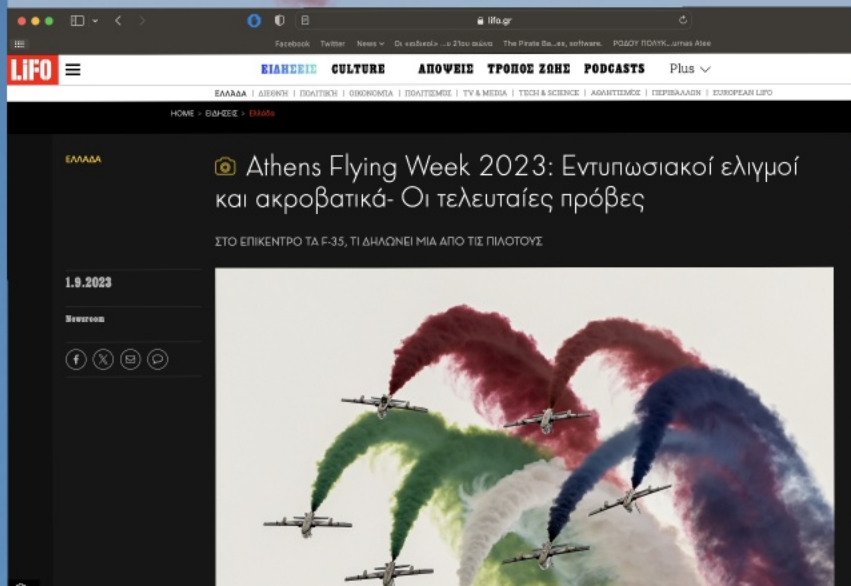
# COMMUNICATION PLAN

## 2023 WEB & SOCIAL MEDIA OUTCOME

### Web & Print Media:

>1000 Articles in websites.

Banners & contests for free tickets in popular news sites (News247, Athens Voice, Newsbomb, Zougla, Ptisi & Diastima a.o.)



### Social Media:

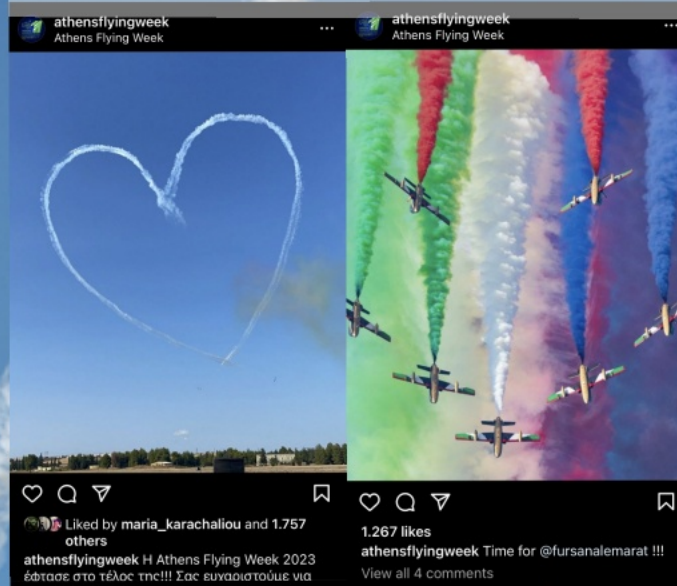


@athensflyingweek

31/08/23 - 30/09/23:

Reach - **104,2k**

Engangement - **75,8k**



### Social Media:



Athens Flying Week

31/08/23 - 30/09/23:

Reach - **2,1M**

Engangement - **77k**





# SPONSORSHIP OPPORTUNITIES





# SPONSORSHIP OPPORTUNITIES

Sponsorship Type	Platinum	Golden	Silver
Communication rights:	"Platinum Sponsor of Athens Flying Week"	"Golden Sponsor of Athens Flying Week"	"Silver Sponsor of Athens Flying Week"
	Right to use the AFW logo in any form of communication		
Provided activation space (In VIP or Public Area):	10m x 15m	9m x 12m	5m x 10m
VIP guests:	Up to 20 per day	Up to 15 per day	Up to 10 per day
Public area guests (parking incl.):	Up to 30 per day	Up to 20 per day	Up to 10 per day
Admission badges with VIP and public area access (parking incl.):	Up to 10 per day	Up to 8 per day	Up to 6 per day
Cost:	80.000€	60.000€	40.000€
All the above packages can be adjusted according to sponsor's needs.			



# SPONSORSHIP OPPORTUNITIES

Sponsorship Type	Bronze	Supporter
Communication rights:	"Bronze Sponsor of Athens Flying Week"	"Supporter of Athens Flying Week"
	Right to use the AFW logo in any form of communication	
Provided activation space (In VIP or Public Area):	5m x 5m	5m x 5m
VIP guests:	Up to 5 per day	Up to 5 per day
Public area guests (parking incl.):	Up to 10 per day	Up to 5 per day
Admission badges with VIP and public area access (parking incl.):	Up to 5 per day	Up to 3 per day
Cost:	30.000€	15.000€
All the above packages can be adjusted according to sponsor's needs.		



# SPONSORSHIP OPPORTUNITIES

## COMMUNICATION BENEFITS

Communication Benefits	
Below The Line	Branding (relevant sponsors' section)
	<ul style="list-style-type: none"> <li>• Press Conference backdrop (if conducted).</li> <li>• Tanagra Air Base entrance banners.</li> <li>• Venue signage.</li> <li>• Venue's fence banners - VIP area included.</li> <li>• TVC and corporate spots in venue's LED Screens (according to air show's schedule).</li> <li>• Sponsor's mentions by event's host (according to air show's schedule).</li> </ul>
Above The Line	Media & Press, Social Media, Out of Home
	<ul style="list-style-type: none"> <li>• Reference TV shows &amp; promotional interviews.</li> <li>• Athens Flying Week newsletters. (HOW MANY RECIPIENTS?)</li> <li>• Athens International Airport banners, street banners, billboards etc.</li> <li>• Logo placement in event's TVC, newspapers &amp; magazine entries.</li> <li>• Logo &amp; hyperlink placement in Athens Flying Week's website.</li> <li>• Dedicated SoMe posts.</li> </ul>
<i>*Logo placement and impressions, SoMe posts, TVC in venue - according to sponsorship package (Platinum, golden etc)</i>	



# 2023 SPONSORS

Platinum Sponsor



Silver Sponsors



Bronze Sponsors



Supporters



Communication Sponsors



ΑΘΗΝΑΪΚΟ - ΜΑΚΕΔΟΝΙΚΟ  
ΠΡΑΚΤΟΡΕΙΟ ΕΙΔΗΣΕΩΝ



Official AV Supplier



Official  
Production Design



Official  
Music Services



Interpretation



Official Catering Supplier



Organizers



Under the Auspices of



ΥΠΟΥΡΓΕΙΟ ΕΘΝΙΚΗΣ ΑΜΥΝΑΣ



See you at...

