



Sponsor Partnership Guide for Drone Light Shows



How modern fairs use drone light shows to increase attendance,
impress crowds & attract sponsors

A presentation tool for fair directors seeking premium
sponsorship revenue

The New Era of Fair Entertainment

01

Drone light shows offer sponsors a modern, high-impact branding platform unlike anything else at the fair.

They deliver a visually stunning experience that draws large crowds, creates viral content, and positions sponsors as innovative community partners.

This guide helps fair directors explain why sponsoring a drone show is a top-tier branding opportunity.

Why Sponsors Love Drone Shows

02

✓ Unmatched Visibility

Sponsor logos, messages, and animations appear directly in the sky, viewed by thousands of attendees at once.

✓ High Emotional Impact

Drone shows create “wow” moments that audiences associate with the sponsoring brand.

✓ Brand Alignment With Innovation

Sponsors gain credibility by aligning with cutting-edge, environmentally friendly technology.

✓ Social Media Explosion

Attendees naturally record and share the show — multiplying sponsor reach organically.

✓ Community Goodwill

Drone shows are safe, quiet, and family-friendly, reinforcing a positive public image.

Sponsor Integration Opportunities

03

Sponsors can be featured in multiple, high-visibility ways:

A. In-Show Drone Animations

- Sponsor logo or symbol
- 3D shapes representing the brand
- Animated transitions
- “Presented by...” brand reveal
- QR code drone formation (new & highly engaging)

B. Pre-Show & On-Site Branding

- Banners and signage at viewing areas
- Branded VIP seating zones
- Announcer acknowledgments
- Branded music intro/outro
- Stage or screen branding

C. Digital & Social Media Exposure

- Sponsor mention in all fair marketing
- Inclusion in teaser trailers and highlight videos
- Viral shareability — huge amplification potential

Audience Reach & Marketing Value

04

Drone shows typically attract the largest single gathering of the night, giving sponsors concentrated impact.

Typical Metrics Fairs Can Offer:

- Total nightly attendance
- Projected viewing audience
- Social media impressions
- Video/photo shares
- Engagement metrics from previous years

These numbers help sponsors clearly see the value.

Below is a structure you can offer fair directors to present to interested sponsors. You can customize levels based on your fair's size:

Platinum Sponsor — “Show Presenter” (Highest Visibility)

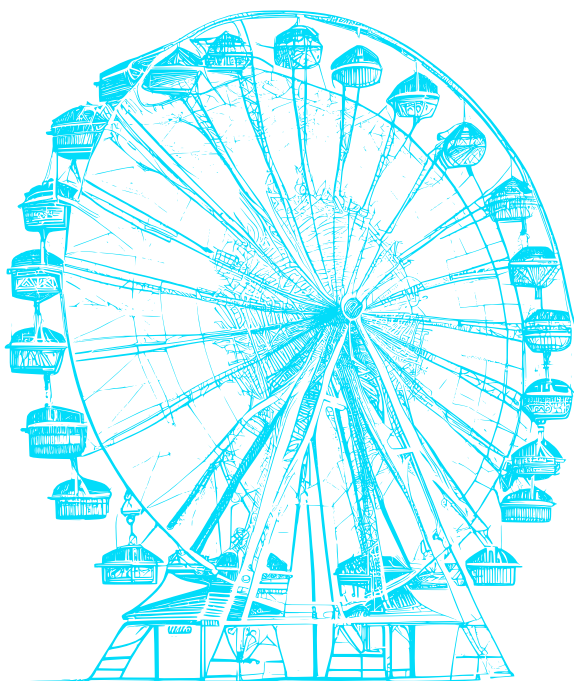
- Exclusive “Presented by” naming rights
- 2–3 custom drone animations of sponsor logo/brand
- On-site signage at prime viewing area
- Logo on all marketing materials
- VIP experience for sponsor guests
- Social media announcement & tagging
- Post-show recap video branded for sponsor
- Free booth or activation space at fair

Gold Sponsor — “Feature Partner”

- One custom drone animation
- Logo featured in the pre-show sequence
- Shared signage at viewing area
- Social media mention
- Sponsor link on fair website

Silver Sponsor — “Supporting Partner”

- Logo included in closing sequence
- Acknowledgment from announcer
- On-site signage
- Website/logo placement



How Sponsors Benefit

06

A. Mass Exposure in a Captive Environment

Thousands of people watch the show at the same time, generating instant brand awareness.

B. A Positive Brand Association

Drone shows are universally loved, making the sponsor part of an emotional, memorable experience.

C. Multi-Channel Visibility

Sponsors get exposure:

- In the sky
- On social media
- In fair advertising
- On-site
- In video recaps

D. Long-Term Content Value

Sponsors receive professional media content they can reuse in their own campaigns.

Why Drone Show Sponsorship Wins

07

Compared to banners, stage logos, or static ads:

Sponsorship Type	Engagement Level	Emotional Impact	Shareability
Banners/Flags	Low	Low	None
Stage Signage	Medium	Medium	Low
Announcements	Low	Low	None
Drone Show	Very High	Very High	Extremely High

Drone shows stand out because they are experiential, immersive, and visually dominant.

How to Present This to Potential Sponsors

08

How to Present This to Potential Sponsors

Fair directors can approach sponsors with this simple pitch:

“Our drone show attracts the largest audience of the entire fair. We can integrate your brand directly into the show with custom animations and premium visibility, creating a one-of-a-kind experience that attendees will remember and share. This is the most modern and high-impact sponsorship opportunity we offer.”

This language is persuasive, simple, and effective.

What Sponsors Receive After the Show

09

Sponsors typically receive:

- **Photos & video content**
- **Metrics package (attendance, impressions, social reach)**
- **A branded recap reel**
- **Thank-you announcement on social media**

This post-event follow-up significantly increases the value of the partnership.

What Sponsors Receive After the Show

10

Drone show sponsorships give fair directors:

- **A premium revenue source**
- **A modern alternative to traditional advertising**
- **A visually stunning show that draws crowds**
- **A turnkey package that's easy to present**

Sponsors receive unmatched visibility, emotional impact, and digital amplification.

Maximizing Value From Your Drone Show

11

To get the most out of the show:

- ✓ Promote early and often
- ✓ Add a sponsor to offset cost
- ✓ Encourage crowds to film and share
- ✓ Host multiple shows per night or multiple nights
- ✓ Set up premium viewing zones
- ✓ Use the show as your fair's "signature moment"

Why a Drone Show Is Right for Your Fair

12

Drone shows deliver unforgettable moments, huge crowd draw, safer operations, and new sponsorship revenue — making them one of the most impactful entertainment investments a fair can make.

Your company can position itself as:

- ✓ More innovative
- ✓ More environmentally friendly
- ✓ More community-friendly
- ✓ More sponsor-attractive
- ✓ More marketable