



Fair Director's Guide to Drone Shows

A large, glowing blue jellyfish shape formed by numerous small lights, likely drones, flying in a dark night sky. The jellyfish has a rounded bell and long, trailing tentacles. Below the light show, the silhouettes of four people are visible on a beach, looking out at the water and the sky. The ocean waves are visible in the foreground.

How Modern Fairs Use Drone Light Shows to Increase Attendance,
Impress Crowds & Attract Sponsors

This Guide Will Give You Everything You Need to Evaluate,
Plan, and Book a Drone Show for Your Fair.

The New Era of Fair Entertainment

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Drone light shows are rapidly becoming the **preferred nighttime spectacle** for fairs across the country. They combine cutting-edge technology, crowd engagement, safety, creative storytelling, and sponsor visibility — all without the risks and limitations of fireworks.

For fair directors, drone shows offer:

- Higher attendee satisfaction
- Increased nighttime attendance
- New revenue channels
- More flexibility and control

Why Fairs Are Switching to Drone Shows

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✓ Safer than fireworks

No explosives. No fallout. No fire danger. Drone shows dramatically reduce liability and safety complications.

✓ More creative possibilities

Logos, animals, words, mascots, 3D shapes, animations — all synchronized to music.

✓ Better for animals, veterans & families

Silent or low-noise performances eliminate complaints and safety concerns.

✓ Environmentally Friendly

No debris, no smoke, and minimal environmental impact.

✓ Easier Permitting

Drone shows often require fewer permits than traditional fireworks.

What a Drone Show Includes

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A professional drone light show for fairs typically includes:

- 300–600+ drones (depending on size of fair & budget)
- FAA-certified pilot and crew
- Creative concept and custom animations
- Music synchronization
- Safety maps & geo-fencing
- On-site rehearsal and testing
- Event-night performance
- Weather monitoring & contingency plans

Some companies (including, Specialized Drone Shows) can also provide **sponsor-branded animations**, boosting revenue potential.

How Drone Shows Increase Fair Attendance

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Growing the nighttime crowd

Drone shows draw massive foot traffic and keep guests on the grounds longer.

Social media explosion

Drone shows are extremely shareable — most shows produce thousands of videos and photos posted instantly.

Attracting younger audiences

A tech-forward show brings in Gen Z and families looking for something new.

Multiple nights = multiple draws

Fairs with several showtimes see increased repeat visits.

Sponsorship Opportunities

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Drone shows create powerful, premium branding opportunities by weaving sponsor messaging and visuals directly into the sky.

Examples include:

- Logo formations & animated brand messages
- Sponsored segments (“Tonight’s drone show presented by...”)
- VIP viewing areas
- Social media branding

Sponsors LOVE the visibility — shows often deliver **hundreds of thousands of impressions**.

How to Choose the Right Drone Show Provider

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✓ How many drones can you fly at once?

A professional provider should offer scalable show sizes to match your fairgrounds, audience size, and budget.

✓ What safety procedures do you follow?

Drone shows require strict operational standards, including airspace analysis, geo-fencing, and FAA compliance.

✓ Are your pilots FAA-certified?

Certified pilots ensure proper airspace authorization, safe flight operations, and a smooth show experience.

✓ Can you create custom animations for our fair?

Your fair deserves a show that reflects its unique identity—mascots, themes, local icons, and sponsor branding.

✓ What is your contingency plan for weather?

A trustworthy provider should have clear communication protocols, backup show plans, and weather decision timelines.

✓ Do you offer sponsor integrations?

Drone shows can generate premium revenue for your fair—from logo animations to “presented by” sequences.

Planning Timeline for Fairs

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Here's the standard drone show timeline:

60–120 days before the fair

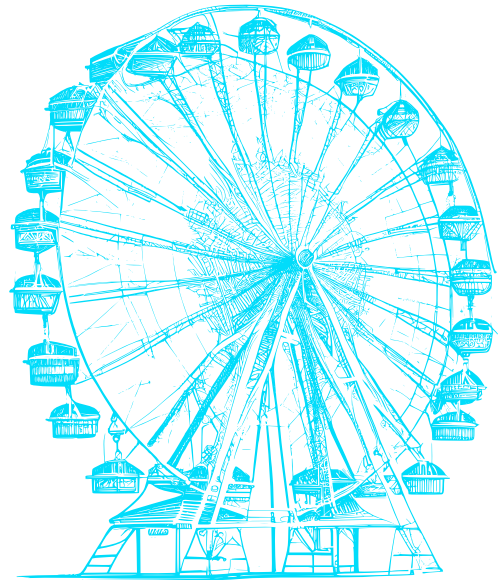
- Select show provider
- Finalize date & drones needed
- Submit FAA notification
- Begin creative design & animation

30–60 days before

- Approve animations
- Coordinate with fair operations & security
- Announce the show publicly
- Secure sponsor(s)

1–30 days before

- Safety checks Pilot site visit
- Marketing push begins
- Weather monitoring



Site Requirements

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Drone shows require specific setup areas. Your fairgrounds must offer:

- A launch zone (clear area where drones take off)
- Controlled safety buffer zones
- No major obstructions
- Reliable GPS and RF environment
- Clear visibility for attendees

Most fairs already have ideal spaces — parking lots, open fields, inside racetracks, etc.

Cost Overview

Ideally, we partner together to unlock new sponsorship revenue that can fully or partially fund the drone show. However, here is a cost estimate for planning purposes.

Drone Quantity	Attendance	Estimated Range
300 - 400	10,000+	\$32.5k – \$37.5k+
500 - 600	20,000+	\$42.5k – \$52.5k+
700 - 800	50,000+	\$56.5k – \$63.5k+

Why Prices Vary

- Event date heavily influences pricing — 4th of July can run 2–3× higher, and some competitors charge up to 5× on peak dates.
- Costs depend on how far your fair is from our nearest drone fleet — less travel means more savings.
- Custom animations, drone count, and show complexity also affect the total investment.

Sample Show Ideas for Fairs

- Fair mascot moving across the sky
- Ferris wheel animation 3D farm animals (perfect for rodeo/fair themes)
- “Welcome to the Fair!” opener
- American flag + patriotic finale
- Sponsor logo transitions
- Firework-style bursts and shapes

Maximizing Value From Your Drone Show

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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

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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