

2015 RECAP REPORT



Truckee Tahoe AirShow & Family Festival Recap Report August 26, 2015

Tim LoDolce, Air Show Chairman

Margaret Skillicorn, Air Show & Family Festival Media Director; Paragon PR

Why our event is different...



- **What we focus on:** Family, Fun and Free!
 - Inspiring youth
 - Promoting the Airport as an exceptional community asset
 - Giving back to the community
 - Educating all ages
 - Appreciating/Promoting Veterans and Aviation Volunteers (i.e. Young Eagles Program)

Why *else* is our event different...



- We bring world-renowned aerobatic talent to Truckee as a gift to our community.
- Parking and admission are free.
- We have one of the most beautiful back drops compared to any other air show..., or most any other event.
- Kids can fly for free the following day.
- We have a family/children specific area – Family Festival!

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**And, we have a stupendous
committee! All volunteers!**



Tim LoDolce

Ken Aronson

David Love

Victor Hernandez

Norm Justesen

Bard Wilmar

John Manocchio

Norm Nichols

Ken Aronson

Jen Parker

Victor Hernandez

Jack Armstrong

Lisa Krueger

Paul Fast

Amanda Smith

Event Highlights!

















Another successful year!



- Estimated attendance: 15,000
- Show Cost – \$137,846 (Budget \$160,000)
- Total amount earned for local youth in 2015: \$40,446.20
- **Total amount earned to date for local youth (includes 2012, 2013, 2014 and 2015): \$185,181.20**



Monetary Results



	2015	2014	2013
Sponsorship	\$22,500	\$20,850	\$26,079
Total Vendors	44	51	48
For Profit Vendors	30	24	29
Non Profit Vendors	14	27	19

2015 Non-Profit Vendors



- Truckee Optimist Club
- Civil Air Patrol
- Tuskegee Airmen Inc.
- TFHD- Nutrition Coalition
- Embry-Riddle Aeronautical University
- Tahoe Truckee Community Foundation
- Tahoe Truckee Future Without Drug Dependence
- Red Cross
- Truckee Open Art Studio Tour
- VA Health Care
- US Forest Service
- Nevada County Sheriff's Search and Rescue
- Truckee Police Department
- California Highway Patrol

Media Recap Report



Editorial Coverage – not related to advertising

- **Broadcast:**
- **News 4 (NBC) Reno** (consistent media partner for 4 years);
- **Around Tahoe TV**
- **Print/Online :** (appeared in both print and/or online)
- **Sierra Sun** – 2 news articles and 3 performer profile articles
- **Tahoe Daily Tribune-North Lake Tahoe Bonanza** – Ran articles that Sierra Sun ran
- **Moonshine Ink** – AirShow & FF overview release ran
- **The Weekly** – AirShow& FF overview release ran
- **Inflight USA Magazine** – Ran two articles on the AirShow & FF
- **Connected Truckee Tahoe Airport Newsletter** – AirShow & FF Article ran
- **Airport Pilot News** – Featured an AirShow overview article

Media Recap Report



Editorial cont'd.

- Nevada County website – AirShow & FF news announcement posted
- Tahoe Donner News – Ran AirShow & FF <http://redrockrunningcompany.com/groupruns> overview article
- Northstar HOA – Ran AirShow & FF overview article
- Numerous local realtors ran our event info. on their sites.
- Some other websites that ran coverage: AirSpace Magazine, TahoeCulture.com, Aviatio <http://redrockrunningcompany.com/groupruns> Photographers of SoCalifornia
- **Total estimated value (what this space might have cost if we bought it): \$10,000 +**

Media Recap Report



- **Online Calendar Listings** – Included numerous local and regional publications:
 - Moonshine Ink, Lotus Radio Group, Lake Tahoe News, GoNorth.com, Sierra Heritage Magazine, Truckee Donner Chamber, EAA, Sacramento Bee, Sierra Heritage Magazine, Marin Magazine.
- **Other** – Sponsors and local supporters promoted the AirShow in their eblast:
 - Tahoe Mountain Resorts Foundation; Glenshire/Devonshire, “The Shire”, Mountain Area Preservation, Kelly Brothers, Mountain Home Center.

2015 Media Sponsors



PUBLICATION/MEDIA OUTLET	DONATION
Sierra Sun/North Tahoe Bonanza	\$3,730
Moonshine Ink	\$1700
The Weekly	\$800
Squaw Valley Times	\$800
Feather River Publishing	\$383
Tahoe Donner News	\$800
Airport Connected Newsletter	\$1,000 +
Airport Pilot News	\$500 +
Lotus Radio Reno	\$7500
KTKE Radio	\$495
Suddenlink - TV	\$24,000
Charter Media - TV	\$1700
TOTAL In-Kind	\$44,008

Paid Advertising



PUBLICATION	COST
The Weekly	\$550
Sierra Sun/North Lake Tahoe Bonanza	\$3500
North Lake Tahoe Visitor Guide	\$730
Squaw Valley Times	\$250.75
Inflight USA Magazine	\$403
Feather River Publishing	\$309.80
Red Star Pilot Association Magazine	\$180
Moonshine Ink	\$680
Lotus Radio Group	\$1275
KTKE Radio	\$255
Charter Media - TV	<u>\$850</u>
TOTAL PAID	\$8,983.55

What we've heard



“Everything seemed like it went perfectly from the parking to the actual show. We had no parking delays, and the air show was continuous. My children love the family/kid area.”

“I liked the vendor booth set-up this year. It was so easy to just walk around and see everything.”

“This show just keeps getting better. My kids love it.”

“Although I live in Roseville, I’ve heard a lot about your air show. I’m going to try to make it to the 2016 event.”

THANK YOU AIRPORT BOARD FOR
ANOTHER FREE AIR SHOW
& FAMILY FESTIVAL!

WE LOOK FORWARD TO 2016.

