

JERSEY INTERNATIONAL AIR DISPLAY

2024



SPONSORSHIP OPPORTUNITIES

Introduction



Air displays have taken place in Jersey for over 70 years. The first took place in 1933 at Le Quennevais and it has been an annual event at Jersey airport and over St Aubins Bay since 1952 (with two exceptions – the last during the COVID restrictions in 2020).

The Jersey International Air Display has become the Island's premier tourism event and is one of the highlights of the Island's calendar of events. It is watched in person and online by over 50,000 people. All Island children are given the day off school to attend the event and many employers give their employees the afternoon off work to watch the flying display as well. Many others utilize their holiday entitlement to attend.

As the largest free event in the Island, the Air Display is funded by private sponsorship and a small government grant. This means

that all families irrespective of their income can enjoy the flying display over St Aubin's Bay and activities on the Lower Park together.

The air display has been an international event since 1998 and in 2013 it was awarded the Paul Bowen trophy at the European Air Show Convention in Brussels as the best European air display in recognition amongst other things for the range of rare and unique aircraft that regularly take part. It is our intention to return the air display to its 2013 standard following three years of restrictions following the outbreak of COVID.

The event is organized by Jersey International Air Display a.r.l. It is a not-for-profit limited company whose objectives are to support Jersey tourism and various local charities:

- The Royal Air Forces Association (Jersey) Branch who collect donations during the flying display for the national RAFA Wings Appeal charity for disabled and disadvantaged Royal Air Force and ex-Royal Air Force personnel;
- Helping Wings - Whenever possible, we will make direct contributions to Helping Wings, a flying charity that enables disabled and disadvantaged people to experience flight and learn to fly an aircraft at Jersey airport.

We hope you will consider becoming a sponsor of the 2024 display and to enable us to continue to provide one of the foremost events in the Jersey Summer Calendar for Islanders and visitors to the Island to enjoy. All sponsorship and donations, no matter how large or small, will be gratefully accepted.



2024 Preview

The 2024 Jersey International Air Display will (subject to sponsorship) consist of the following elements:

The Airshow Ball

Talks on various aviation (and STEM related) subjects

Pre-airshow reception for sponsors, participants, veterans and public figures

Hospitality marquee to watch the flying display on the Lower Park, St Helier

After show 'Thank You Party' for sponsors, participants and volunteers

Static displays, the Lower Park in St Helier and at Jersey Airport guided tours

A four-hour flying display of rare and different types of aircraft and acts

Sponsorship Opportunities

We are seeking sponsorship for the air display as a whole (Main Sponsor) and/or for each element of the air display: Air Show Ball; Aviation and Stem Talks to the public; Pre-show Reception; Hospitality Marquee; After Show Thank You Party; Aircraft Static Displays at the airport and Lower Park; and individual aircraft taking part in the flying display.

What we can offer sponsors in return:

- Good publicity for sponsoring a long-standing and much-loved free Jersey event.
- Advertising in the printed and electronic versions of the air display souvenir programme and over Liberation Radio and PlanesTV which broadcast the flying display live world-wide over the internet and later on You Tube. Aircraft can also feature your logos and banners may be displayed on the seafront and at Jersey airport.
- Guided tours of the airport static display and the opportunity to go in many of the participating aircraft.
- Flights in aircraft ranging from the Catalina flying boat, warbirds, modern jet trainers and a jet aerobatic display team.
- Hospitality at the pre air display reception and to watch the flying display on the Lower Park and during the Aftershow Party – mixing with the pilots.
- Unique air experience flights in an iconic two-seat Spitfire or Hurricane fighter aircraft as flown in the Battle of Britain.

The packages are all tailor-made for specific sponsors and are all subject to availability and the level of sponsorship.

Mike Higgins
Air Display Organiser



Confirmed Flying display Participants

- Fokker D.XXI
- Saab B17
- Conair Turbo Firecat
- Breguet Alize
- North American OV-10 Bronco
- RAF Avro Lancaster B1
- RAF Falcons Parachute Display Team
- Armee D'La Air (French Air Force) EVAA Extra 330
- Edgely Optica
- Consolidated PB5 Catalina
- Siai-Marchetti SF.260
- Patrouille Trenchant



To be confirmed Participants

(depending upon availability and sponsorship monies raised)

- Messerschmitt Me 262
- Scandinavian Air Force Historic Flight – Saab J29 Tunnan, Saab J32 Lansan, Saab J35
- Draken and Saab J37 Viggen fighters
- Royal Marine Jet Men
- Focke Wulf Fw 190
- Messerschmitt Bf 109
- Grumman Albatross or Widgeon Amphibian
- Fiesler-Storch STOL observation aircraft
- Beechcraft Staggerwing
- De Havilland Vampire



Organising Team

- Mike Higgins
- John Le Fondre
- Jill Ryan
- Linda Pearson

Operational

- Mike Higgins; Group Captain Les Garside-Beattie OBE, RAF Ret'd; Squadron Leader
- Mike Stanway RAF Ret'd; Squadron Leader Neil Airey RAF Ret'd; Squadron Leader Phil
- O'Dell RAF Ret'd; Mr Alan Booth MBE RAF Ret'd; Darren Dupre; Eddie Lempriere;
- Jonathan Vibert; Nigel Vibert; Paul Tucker MBE; Rebecca Porter; Niomi Tucker; Penny Boyd and our many other volunteers.



Contact Details

Please contact Mike Higgins, Event Organiser:

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