

AVALON

AUSTRALIAN INTERNATIONAL AIRSHOW

SPONSORSHIP PROSPECTUS

25-30 MARCH 2025 | AVALON AIRPORT, VICTORIA, AUSTRALIA

airshow.com.au



AIR FORCE



ORGANISER



Avalon Australian International Airshow is presented by AMDA Foundation Limited, an Australian not-for-profit corporation established to promote the development of aviation and Australia's industrial, manufacturing and information/communications technology resources in the fields of aviation, aerospace, maritime, defence and security.

AMDA achieves this goal by delivering Australia's most prominent and respected world-class industry expositions and events as platforms for interaction between industry, Defence, Government and academia.



OVERVIEW

The biennial Avalon Australian International Airshow is the largest event of its type in the Southern Hemisphere and the premier gateway to the civil and defence aviation, aerospace and space markets of Australia and the Indo Pacific region.

With strong commitment from the Royal Australian Air Force and a substantial Asian, European and United States industry presence, Avalon provides an interface between Australian, regional and international industry on every level, from Defence Force customers to prime contractors, small to medium enterprises and start-up companies.

Every Avalon includes:

- An international industry exhibition (794 companies in 2023)
- A topical relevant conference program
- Structured networking events and functions
- Formal industry and delegation meeting request systems
- An Innovation Awards program
- STEM and Skilling programs
- Spectacular air displays featuring airshow performers and military, civil and vintage aircraft

WHO ATTENDS AVALON

Avalon comprises three industry-only days, followed by a combined industry/public day and a two-day weekend public airshow.

91.1%
AUSTRALIA
8.9%
INTERNATIONAL

MORE THAN
248,000
ATTENDANCES
ACROSS THE
SIX-DAY EVENT

MORE THAN
48,000
ATTENDANCES
ACROSS
INDUSTRY DAYS

*Statistics from
2023 event.

TRADE VISITOR INDUSTRY CATEGORY

26.25% Other*

1.76% Space

1.95% Unmanned and Autonomous Systems

2.73% Communication and Electronics

5.64% Government

7.46% Engineering Services and MRO

25.61% Defence

11.99% Commercial /
General / Business Aviation

8.84% Training and Education

7.86% Manufacturing

*Other includes industry categories such as:
Emergency Services, Airports and Infrastructure, Intelligence, Surveillance and Reconnaissance, and Simulation



281

Official Delegations
from 38 nations



22

Chiefs and 14
Representatives
including Australian
Chief of Air Force



11

US Dignitaries,
including US
Ambassador to
Australia



6

National
Armament
Directors



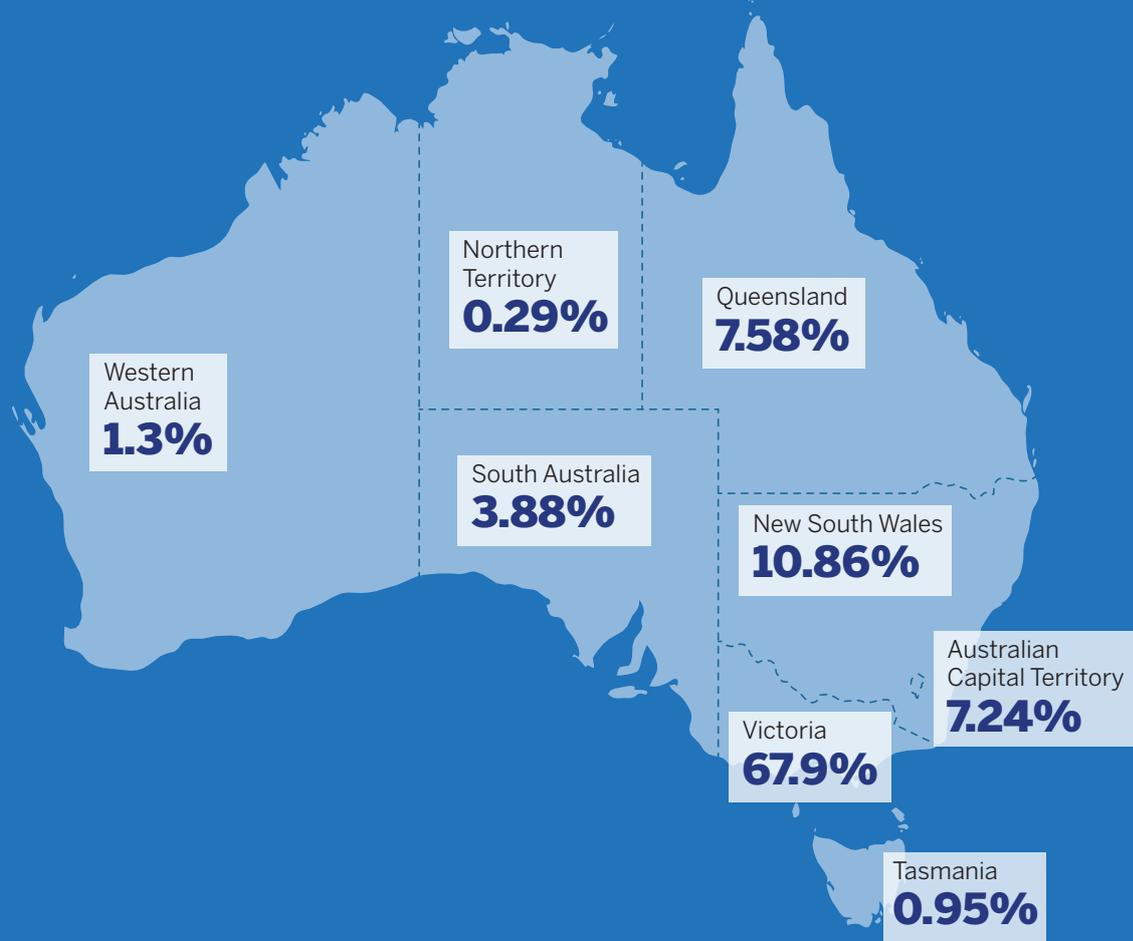
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Space
Commanders

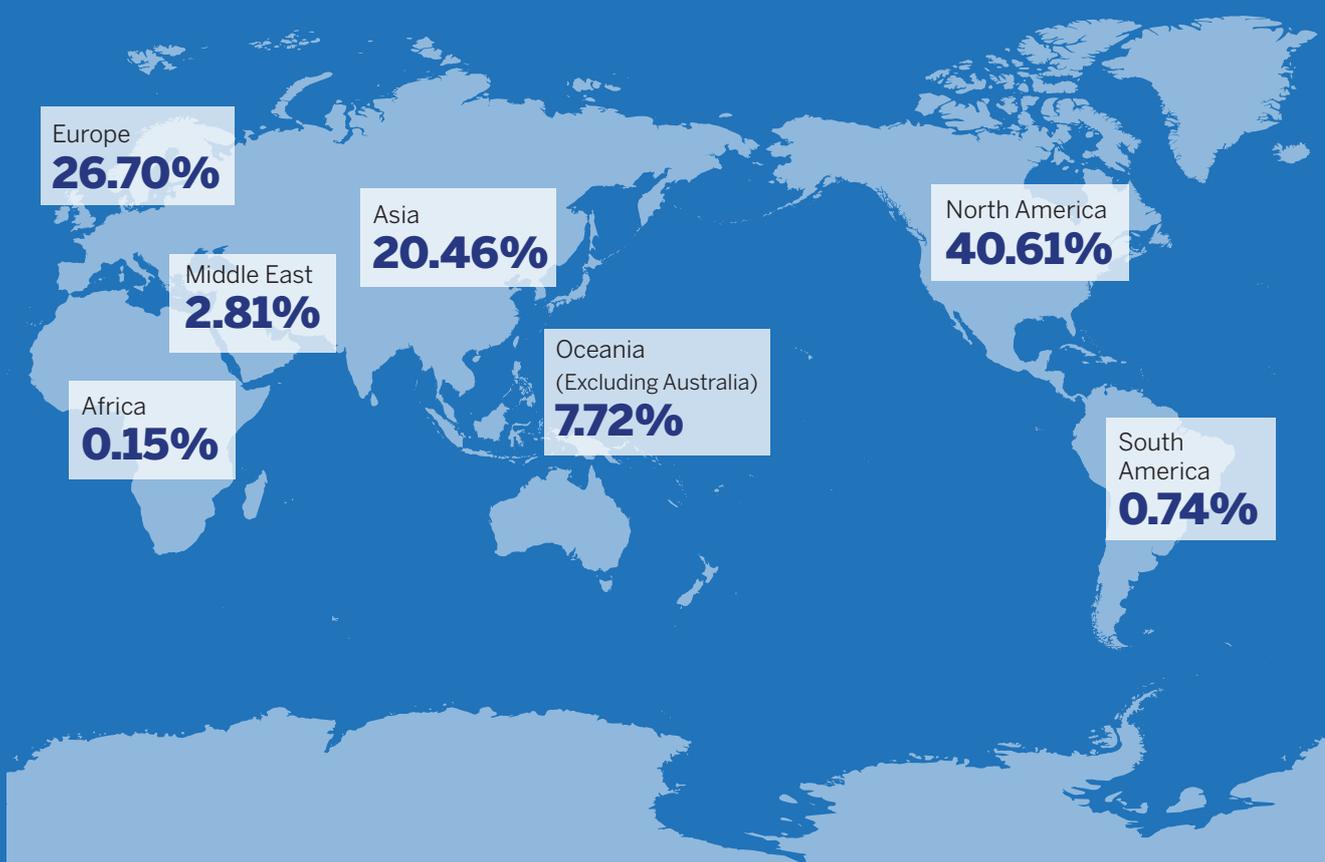


Australian Minister
for Defence and
Minister for Defence
Industry

AUSTRALIAN INDUSTRY PARTICIPATION



INDUSTRY PARTICIPATION FROM 45 NATIONS



WHO EXHIBITED

794

PARTICIPATING COMPANIES FROM 28 COUNTRIES

23

INDUSTRY SPONSORS

2023 PRINCIPAL SPONSOR



2023 MAJOR INDUSTRY SPONSORS



CONFERENCES

59

CONFERENCES, SYMPOSIA AND PRESENTATIONS FROM CONVENORS INCLUDING:



Australian International Aerospace Congress



MEDIA ATTENDANCE

11

MEDIA PARTNERS

MORE THAN **2700**

MEDIA REPORTS AND ARTICLES

AUDIENCE REACH OF **47.7m** PEOPLE

EQUIVALENT ADVERTISING VALUE OF

\$15.64m



PROMOTIONAL CHANNELS

Organiser AMDA Foundation Limited's mission is to promote Australian industry via its suite of events.

We extend these activities via our online platforms, website, industry e-newsletters, social media, with a primary focus on exhibitor industry news.

WEBSITE

WWW.AIRSHOW.COM.AU

EVENT PROMOTION PERIOD

November 2022 – 31 March 2023

1.05m

PAGE VIEWS

588,000

WEBSITE USERS FROM TOP FIVE COUNTRIES:

1. AUSTRALIA
2. UNITED STATES
3. UNITED KINGDOM
4. GERMANY
5. NEW ZEALAND



310,565
IMPRESSIONS

WHY SPONSOR?

1. DISPLAY INDUSTRY SUPPORT

Prominently and outwardly display your support of the Australian and wider defence industry.

2. BRAND EXPOSURE

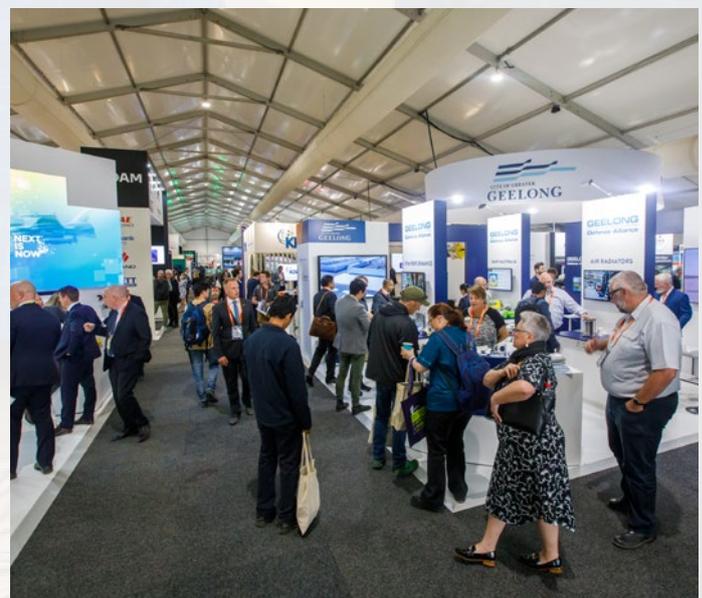
Expose your company brand to a wide cross section of defence and industry participants.

3. ENHANCE PRESENCE AT AVALON 2025

Create a multi-touchpoint presence at the event by supplementing exhibition space with sponsorship to drive exposure across digital and physical mediums.

4. BUSINESS ENGAGEMENT & NETWORKING OPPORTUNITIES

Sponsorship gives unrivalled access to a myriad of opportunities to connect with fellow industry, defence and potential buyers in both formal and informal settings.



SPONSORSHIP BENEFITS

All sponsors of Avalon 2025 receive the following benefits in addition to their specific sponsorship product entitlements:

- Sponsor listing & Logo in the Official Event Guide
- Sponsor listing & Logo in the Official App
- Logo and company bio on event website
- Logo displayed on sponsor recognition boards throughout the event
- Official Sponsor Badges
- Sponsor announcement in event eNews

Please note all prices quoted are in Australian dollars (A\$) and include Australian Goods and Services Tax (GST).

	MAJOR INDUSTRY SPONSOR	DELEGATION LOUNGE SOLD	LANYARDS	CONFERENCE CENTRE	REGISTRATION	EVENT GUIDE SOLD	EVENT APP SOLD	TOTE BAG	PLATINUM DINNER	DINNER
INVESTMENT	\$45,000	A\$38,000	A\$35,000	A\$30,000	A\$30,000	A\$22,000	A\$20,000	A\$24,000	A\$38,000	A\$22,000
OPPORTUNITIES AVAILABLE	8	1	1	1	1	1	1	1	1	4
PRE-EVENT RECOGNITION										
Logo and Company Bio on Website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
LinkedIn Posts	3	1	2	1	2	2	2	2	2	1
Sponsorship announcement in e-News	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Feature in e-News	2	1	2	2	1	1	1	1	1	1
ON-SITE RECOGNITION										
Sponsor listing & logo in Event Guide	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor listing in Event App	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Sponsor boards	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Major Signage Opportunities	2	-	-	-	-	-	-	-	-	-
Colour Advertisement in Event Guide	1	-	-	1	-	Back cover	-	-	-	-
TICKETING										
Official Sponsor Badges	4	4	4	4	4	4	4	4	4	4
Invitations to Defence & Industry Dinner	10	-	-	-	-	-	-	-	10	2

MAJOR INDUSTRY SPONSORSHIP

The most prominent offering available for Avalon 2025, Major Industry Sponsorship delivers the most significant opportunities for brand awareness, business engagement and networking. The Major Industry Sponsorship has been established to provide enhanced benefits for major supporting companies in the lead up to Avalon 2025 and throughout the event.

BENEFITS:

- Acknowledgements in key addresses across the exposition
- Priority access to key local and visiting delegations
- Three (3) LinkedIn posts via AMDA and Avalon 2025 channels
- Three (3) EDM feature articles
- Official Sponsor Badges with Delegations Lounge access
- VIP Parking Passes
- VIP Invitations to organiser and major stakeholder events
- One (1) VIP Table of 10 at Defence & Industry Dinner
- Major branding opportunities across event site



INVESTMENT: A\$45,000

DELEGATION LOUNGE **SOLD**

Hosting official defence and industry delegations, the Delegation Lounge is a key meeting point and place for respite where the most influential visitors to Avalon 2025 gather throughout the event. Sponsoring the Delegation Lounge ensures your company's branding is exposed to visiting senior military and government representatives as well as key industry figures.

BENEFITS:

- Branding opportunities within facility
- Recognition when Delegation Lounge is referenced on all signage and collateral
- Opportunity to use meeting spaces, subject to timing and availability



INVESTMENT: A\$38,000

LANYARDS

Lanyards are worn daily by Delegates, Exhibitors and Trade Visitors, presenting the most highly visible branding opportunity of the event. The lanyard sponsorship is traditionally the most sought-after sponsorship product for key industry events.

BENEFITS:

- Logo and preferred colour on all lanyards distributed to exhibitors and trade visitors
- Worn by all attendees across industry days
- The most visually prominent opportunity to demonstrate industry support



INVESTMENT: A\$35,000

CONFERENCE CENTRE

Hosting a wide range of key industry conferences and programs, the conference centre becomes a hub of thought leadership, innovation, and ideas during the exposition. A myriad of defence and aviation industry leaders, entrepreneurs, academia, and the next generation in STEM attend a vast array of sessions across the event period.

BENEFITS:

- Prominent branding opportunities on entry
- Recognition when Conference Centre is referenced in signage and collateral
- A key sponsorship opportunity which openly displays support of the conference component of Avalon 2025



INVESTMENT: A\$30,000

REGISTRATION

The Registration Sponsorship presents a significant opportunity for brand exposure across the online registration process and at the Registration area onsite. By taking this opportunity you'll be reaching significant industry professionals attending Avalon 2025.

BENEFITS:

- Logo recognition on Registration web pages
- Logo recognition on signage at Registration areas
- Branding opportunities in Registration area
- Opportunity to provide branded pens for Registration area
- Visibility of sponsor brand to all exhibitors, trade visitors and delegates via the registration and entry process



(Example only)

INVESTMENT: A\$30,000

EVENT APP **SOLD**

The Avalon 2025 App allows maximum visibility and is available to all Delegates, Exhibitors and Trade Visitors. Being the central point for event information, the app contains exhibiting company details, floor plans and the conference and events program.

BENEFITS:

- Logo on App tile, Homepage and Loading Screen
- Logo on 'Download our App' page in Event Guide
- Logo on 'Download our App' signage throughout event spaces



(Example only)

INVESTMENT: A\$20,000

EVENT GUIDE **SOLD**

The Avalon 2025 Event Guide encompasses an Exhibitor Directory and Site Plan as well as other key information and advertising opportunities. The guide is available to all Delegates, Exhibitors and Trade Visitors and will be distributed throughout the event site.

BENEFITS:

- Logo on front cover of Avalon 2025 Event Guide
- Full-page back cover advertisement
- Stand highlighted on floor plan in Event Guide (for applicable exhibiting sponsors)
- Highlighted listing in Event Guide



(Example only)

INVESTMENT: A\$22,000

EVENT TOTE BAG

A high exposure item to be distributed to attendees upon entry, this opportunity allows your brand to be seen by thousands across the exposition.

BENEFITS:

- Co-branded with Avalon 2025 and sponsor logo
- Minimum 10,000 bags produced
- Openly and prominently demonstrate industry support
- Include 1 x piece of collateral or promotional item within bag



(Example only)

INVESTMENT: A\$24,000

DEFENCE & INDUSTRY DINNER

The Avalon Defence & Industry Dinner, to be held at a premium venue in Melbourne CBD is attended by key military personnel, VIP delegates and industry representatives. Representatives from the Royal Australian Air Force, State of Victoria, States and Territories and the Australian Government will attend this exclusive event, offering a professional engagement opportunity for senior leaders within defence, government and industry from Australia and overseas



PLATINUM DINNER SPONSOR

Exclusive opportunity to one business only.

BENEFITS:

- One (1) prominently located Table of Ten (10)
- Company logo holding slide
- Verbal recognition by MC
- Opportunity to provide promotional item on tables
- Key opportunity for networking and business engagement

INVESTMENT: A\$38,000

DINNER SPONSOR

BENEFITS:

- Two (2) Invitations to the Defence & Industry Dinner
- Company logo recognition at dinner
- Verbal recognition by MC
- An opportunity to demonstrate industry support

INVESTMENT: A\$22,000

CONTACT

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AMDA FOUNDATION DELIVERS THE INDO PACIFIC REGION'S PREMIER INDUSTRY EXPOSITIONS:



airshowsdownundershellharbour.com.au



airshow.com.au



iods.com.au



indopacificexpo.com.au



landforces.com.au



rotortech.com.au

Each exposition is conducted in collaboration with relevant Defence, Government and industry, including:

- Australian Department of Defence
- Australian Defence Force
- State and Federal governments
- Aviation, aerospace, maritime and defence industries
- Industry associations



AMDA FOUNDATION LIMITED (ABN 63 091 147 787) is an Australian not-for-profit corporation established to promote the development of aviation and Australia's industrial, manufacturing and information/communications technology resources in the fields of aviation, aerospace, maritime, defence and security. AMDA achieves this goal by delivering Australia's most prominent and respected world-class biennial industry expositions as platforms for interaction between industry, Defence, Government and academia.

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