



Aerostars 2007 Sponsorship Summary

2007 was a busy season for the Aerostars, beginning last November at the International Council of Air Shows (ICAS) convention in Las Vegas. This is the industry gathering place to plan the upcoming year's events, discuss air show issues and bring organizers and performers together. We knew we had a busy year ahead because the team left the convention with a record number of bookings!

Immediately following the convention, the team began the disassembly, inspection and repair of our aircraft. Though nearly new, each aircraft must be thoroughly examined as a precaution and in preparation for the upcoming flying season. Preventative maintenance pays dividends, both in safety and in show completion rates. This year was our third consecutive year completed without missing an event!

The flying portion of the season begins with training. After an extended layoff from performing, the team regains proficiency through a concentrated, progressive training program, typically lasting four to six weeks. The benchmark for completion is when each team member reaches a level of proficiency they and their teammates are satisfied with. Every practice session is filmed to assist with debriefing and to maximize the training value. Season workups started earlier this year for two reasons. We added two new maneuvers to our performance that required extra training and, our first show was in March, a full two months earlier than the start of our 06 season.

New this season was our night performance. The decision was made to develop this because of an industry trend; many shows now include evening/night performances as part of their event. For us, this meant investing in additional training to meet the FAA's certification requirements and, developing a system for illuminating our smoke to create the illusion of flames emanating from each aircraft. Based on the feedback we've received, it was worth the investment.

This year, the team also invested in on-board video equipment. Though expensive, we felt the footage it would provide would be well worth it. People are now able to “ride with us” and “see what we see” while performing. Our “in-cockpit” video can be viewed at _____.

With on-board equipment, the team now has complete surface and in-flight video capability enabling us to produce very high quality, custom video, quickly and economically.

In 2007, the Aerostars flew in excess of 30 performances at 12 shows throughout the eastern United States. We were originally scheduled to fly 13 shows, however one cancelled their event. States we covered include, Florida (2), Pennsylvania(1), Michigan(1), Illinois(6), Iowa(1) and Texas (1). We were honored to be invited to perform at this year’s Sun N Fun gathering. It was our great privilege to fly in front of the men and women serving in the U.S. military at three separate and prestigious events; Pittsburgh Air Reserve Base, Sheppard Air Force Base and Tyndall Air Force Base. The total combined attendance for all of the shows in which we performed in 2007 was _____.

Significant this year was the increase in media coverage the team received. Most notably, the Aerostars were a feature article in World Air Show News and, early in the year, a photograph of the team adorned the cover of Trade a Plane magazine (global circulation 120K). Several television interviews were given with news stations having major network affiliations. The team did radio interviews and appeared in significant measure in local newspapers covering an event. Please refer to the attached media summary for a complete list of media events.

What’s ahead for 2008.

This summer, the team started receiving bookings for the 2008 show season! A first for us and further indication we are gaining industry recognition. We currently have plans to fly approximately 12 shows during the 2008 season. This level of participation strikes a balance between our air show responsibilities, full-time jobs and family commitments. By comparison, full-time civilian air show performers typically do 16-20 shows per year. We hope to be invited back to Sun N Fun and also to perform for the first time at EAA’s Airventure, in Oshkosh, WI. We’ve been in contact with both of these shows and look forward to speaking with their representatives at the ICAS convention in December.

The idea for an online store was conceived this year. Over the next few months, we will be working hard to get that fully up to speed.

We are constantly looking at revising our show with the goal of improving its entertainment value. For next year, we hope to have perfected a new maneuver that no civilian team anywhere in the world performs.

We were very pleased with the significant increase in media exposure the team realized in 07 over 06. That said, we've started a project that has great potential for a significant spike in overall media impression values. We are very excited about this opportunity but, for competitive reasons, that's all we can say right now.

In 2007, the Aerostars were pleased to welcome four new sponsors; Sennheiser, Byron Bank, Citizen's Finance and XeVision. We also began working with Champion to trial a new spark plug they developed for the M-14PF engine. In 2008, we will continue to build on the successes of this year through the pursuit of larger events and expanded media coverage. We would like to thank each of our sponsors for their support and we look forward to working together in what promises to be an exciting 2008 season.