Supplement to
Agenda Item No. 14(A)(2)

Homestead Air Force Reserve Base

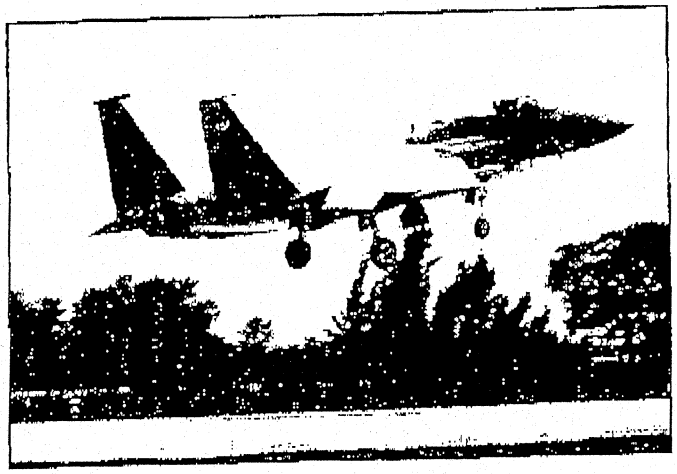
Air Show & Open House
November 8-9, 2008

Title Sponsorship Package (cont)

On-Site Benefits:

- On-site Display space at Air Show (both days)
- On-site Display space and promotional opportunities for Kids/Media Day (Friday)
- Corporate Hospitality Chalet for both days, with VIP Parking (on-base)
- Invitations to all VIP and Media events
- Banners prominently displayed throughout event site
- Prominent partner mentions throughout the show via public address announcements
- Exposure opportunities with all other associated events

Title Sponsor Total Investment
$600,000



For more information about this sponsorship opportunity, please contact Johnny Williams at 954-467-3555

Homestead Air Force Reserve Base

Air Show & Open House
November 8-9, 2008

We are currently planning an Air Show and Open House at the Homestead Air Force Reserve Base on Veteran's Day Weekend 2008, the first of its kind since Hurricane Andrew. In doing so we will have the opportunity to showcase the personnel and assets of Homestead Air Force Reserve Base for their contributions to the local community and salute the men and women of our military for their tireless efforts in protecting our country.

Title Sponsorship Package

Brand Exposure Benefits:

- Category Exclusivity
- Logo incorporated into Event Logo
- License to use Event Logo
- Event Logo to be prominently displayed on all promotional materials (posters, brochures, stationary, specialty merchandise, event credentials, etc)
- Event Logo to be prominently displayed in all event signage
- Full-page color ad in event program
- Opportunity to develop cross-promotions with other sponsors and local media

Media Related Benefits:

- Title partner of pre and post event TV broadcasts (opening/closing billboards and commercial spots)
- Prominent inclusion in extensive media campaign (print, radio and TV)
- Prominent inclusion in Media Relations Campaign
- Inclusion in event announcement
- Logo and link on event website
- Independent Audit outlining event exposure and partner return on investment

MEMORANDUM

Agenda Item No. 6(A)(2)(A)

TO: Hon. Chairperson and Members
Board of County Commissioners

DATE: July 13, 1999

FROM: Robert A. Ginsburg
County Attorney

SUBJECT: Feasibility study for a Miami-Dade air show similar to Paris air show

The accompanying resolution was prepared and placed on the agenda at the request of Commissioner Dennis C. Moss

Robert A. Ginsburg
County Attorney

RAG/bw

Override _____

OFFICIAL FILE COPY
CLERK OF THE BOARD
COUNTY COMMISSIONERS
DADE COUNTY, FLORIDA

RESOLUTION NO. R-762-99

RESOLUTION DIRECTING THE COUNTY MANAGER TO DO A FEASIBILITY STUDY FOR A MIAMI-DADE AIR SHOW SIMILAR TO THE PARIS-LE BOURGET AIR SHOW

WHEREAS, the Paris-le Bourget Air Show is the world's most prestigious and important aerospace industry show held every two (2) years in Paris, France; and

WHEREAS, approximately 1,860 exhibitors from 46 countries participate in the Paris Air Show attended by 286,037 visitors including 121,908 Trade visitors from 147 countries and 2,970 Journalist from 56 countries; and

WHEREAS, the Paris Air Show is also attended by top foreign government officials, including heads of states, leaders of all U S and international regulatory agencies and aviation industry representatives from around the world; and

WHEREAS, Miami International Airport participates and showcases the dynamics of our airport system; the vitality of Miami-Dade County's tourism industry; the uniqueness of the community and the attractive prospect and advantages offered to investors and travelers alike; and

WHEREAS, Miami-Dade's proximity to the Western Hemisphere, its easy accessibility to the entire subcontinent, its multilingual workforce, together with the booming economic leadership it has taken in the region both in the field of Aviation and the service industry, makes it the perfect venue to hold a similar event as the Paris Air Show; and

WHEREAS, this Board finds that conducting a feasibility study for the purpose of exploring the possibility of holding such an Air Show will be a great benefit to our community and will have a direct positive economic impact for all of Miami-Dade's industries,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board directs the County Manager to conduct a study for the purpose of determining the feasibility of holding an Air Show in Miami-Dade County similar to the one held in Paris at the le Bourget Airport and authorizes expenditure for said study from Aviation Department Promotional funds.

The foregoing resolution was sponsored by Commissioner Dennis C. Moss and was offered by Commissioner Dennis C. Moss, who moved its adoption. The motion was seconded by Commissioner Gwen Margolis and upon being put to a vote, the vote was as follows:

Dr. Miriam Alonso	aye	Bruno A. Barreiro	aye
Dr. Barbara M. Carey-Shuler	aye	Miguel Diaz de la Portilla	aye
Betty T. Ferguson	aye	Gwen Margolis	aye
Natacha Seijas Millan	aye	Jimmy L. Morales	aye
Dennis C. Moss	aye	Pedro Reboredo	absent
Dorrin D. Rolle	aye	Katy Sorenson	aye
Javier D. Souto	aye		

The Chairperson thereupon declared the resolution duly passed and adopted this 13th day of July, 1999. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: KAY SULLIVAN
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency. RPW