



A PLATFORM FOR SPONSORSHIP & BRAND ACTIVATION

Rather than limiting a partner to traditional signage or static brand placement, a drone show creates opportunities to thoughtfully integrate sponsor identity, campaign themes, and brand storytelling into the broader event experience. The activation can be developed around the event, the audience, and the sponsor's objectives, helping the brand become part of the moment rather than simply appearing alongside it.

This guide provides the six strongest selling points for positioning a drone light show as a valuable sponsorship opportunity. Whether you're making the pitch yourself or handing it directly to a potential sponsor, here's where to start.

SIX POINTS TO RAISE WITH SPONSORS



A PREMIUM EVENT

Become the centerpiece moment within the event experience.



TELL A STORY

Build a memorable story with an arc, reveal, and payoff, not just a single image



CAPTIVATE FANS

Create a brand integration opportunity designed to exist within a shared live audience experience.



VISIBILITY & REACH

Move beyond static placement to where the whole audience is watching, recording, and sharing the moment



CAMPAIGN EXTENSION

Explore how the drone show may complement a sponsor campaign, initiative, launch, or broader event partnership.



BEYOND THE SHOW

Pair with FPP educational programming to support local community, students, and families



HOW FLY POINT PARTNERS BUILDS THE ACTIVATION

EVERY SPONSOR AND EVENT BRINGS A DIFFERENT STORY TO THE SKY

Based on the event objectives, creative scope, and participating brand partner, these are the specific ways we bring a sponsorship to life, shaped by the event, the audience, and what the sponsor wants people to remember.



BRAND IDENTITY MOMENTS

Bring recognizable brand elements into the sky through logos, marks, symbols, iconography, or other approved visual assets.



CAMPAIGN STORYTELLING

Translate a campaign theme, initiative, or key brand message into a visual sequence designed around the broader show narrative.



EVENT INTEGRATION

Connect the sponsor to an event theme, celebration, milestone, or signature moment through purpose-built creative.



PRODUCT & INDUSTRY-INSPIRED CREATIVE

Explore formations and visual concepts inspired by a sponsor's product, service, or industry where creatively and operationally appropriate.



AUDIENCE MOMENTS

Integrate a sponsor into a countdown, reveal, recognition, celebration, or other shared event moment.



PRESENTED-BY INTEGRATION

Position a sponsor or brand partner in connection with the overall drone show experience as part of the client's broader sponsorship strategy.

Want to build a drone show for your event and partners? Schedule a 30-minute discovery call to walk through our process to implement, equip you to pitch sponsors, and see if your venue is airspace compliant.

[CLICK TO LEARN MORE](#)

