



17 - 21 November 2025

DWC, Dubai Airshow Site

# Sponsorship Products

**Elevate your brand at Dubai Airshow 2025**

The future **is here**

[www.dubaiairshow.aero](http://www.dubaiairshow.aero)

#DubaiAirshow      



# Dubai Airshow in Numbers

As we look to the horizon, Dubai Airshow 2025 is set to redefine the boundaries of aviation, space, and defense. This year's event will not only celebrate cutting-edge advancements but also pioneer new pathways in sustainable aviation, inspiring the industry toward a more connected, innovative, and eco-conscious future.

## Record-breaking 2023 numbers:



1,400+

Exhibitors from 98 Countries



192

Aircrafts on Display



135,053

Total Attendance



93

Startups



493

Official Delegations from 97 countries



\$101.48bn

Total orders booked

“How great was the Dubai Airshow this year! The aviation mega-event has truly made its place on the market, globally! Dubai Airshow is now truly global reinforcing the event's role as an integral platform to drive collaboration and technological advancement.”

**Sohail Ali**  
**Senior Vice President Operations Middle East, Africa and Asia Pacific, British Airways**



# Why Sponsor?

The most cost-effective way to reach your target audience at scale with lasting impact.

Our packages offer comprehensive solutions designed to:

- Make your brand **stand out**
- Boost your brand's **visibility**
- Provide **access** to valuable **business and networking** opportunities
- Be **tailored** to align with your objectives and fit your budget



Reach millions of Aerospace professionals



Generate new leads



Interact with decision makers



Build your brand awareness



Build relationships



Increase your website traffic



Benefit from multi-media exposure



Be associated with a global brand



Reinforce positive image





# Impact Partnerships

Media Centre Sponsor  
The Studio Headline Sponsor  
Sustainability Partner  
Water Filter Sponsor  
Renewable Electricity/Power Sponsor  
Waste Diversion Sponsor  
Charge-Up Partner  
Gifting Opportunities





# Media Centre Sponsor

The Media Centre at Dubai Airshow serves as the central hub for global and regional media covering the event. The Media Centre hosts hundreds of journalists, broadcasters, and content creators, ensuring seamless coverage of the latest innovations, announcements, and deals from the aviation and aerospace sectors.

- Informa to provide refreshments to members of the Press within the Press Room itself – these will include water, juices, cookies, coffee, tea and sandwiches
- A desk will be made available to the sponsor within the Press Room, for their exclusive use
- Sponsors logo will be prominently displayed on all signage for the Press Room
- Sponsor will have the opportunity to provide the Press with equipment or gifts for their use
- Sponsor will have the opportunity to provide promotional material to the Press
- Sponsor has exclusive rights to brand the media center inside and out including the staircase
- Sponsors logo will be prominently displayed on all media badges
- Sponsor has first right to 3 free of charge press conference room slots
- Social media announcement & re-sharing of company news on the Dubai Airshow Social channels





# The Studio Headline Sponsor

The Studio at Dubai Airshow is an innovative, aquarium-like live broadcast space that brings content to life. This dynamic feature provides a visually striking, socially shareable centerpiece at the event, where attendees can engage with live interviews, discussions, and exclusive content in a truly immersive way.

Sponsoring The Studio offers your brand a powerful platform to engage with the aviation and aerospace community, while leveraging cutting-edge content creation and global digital exposure to cement your industry leadership

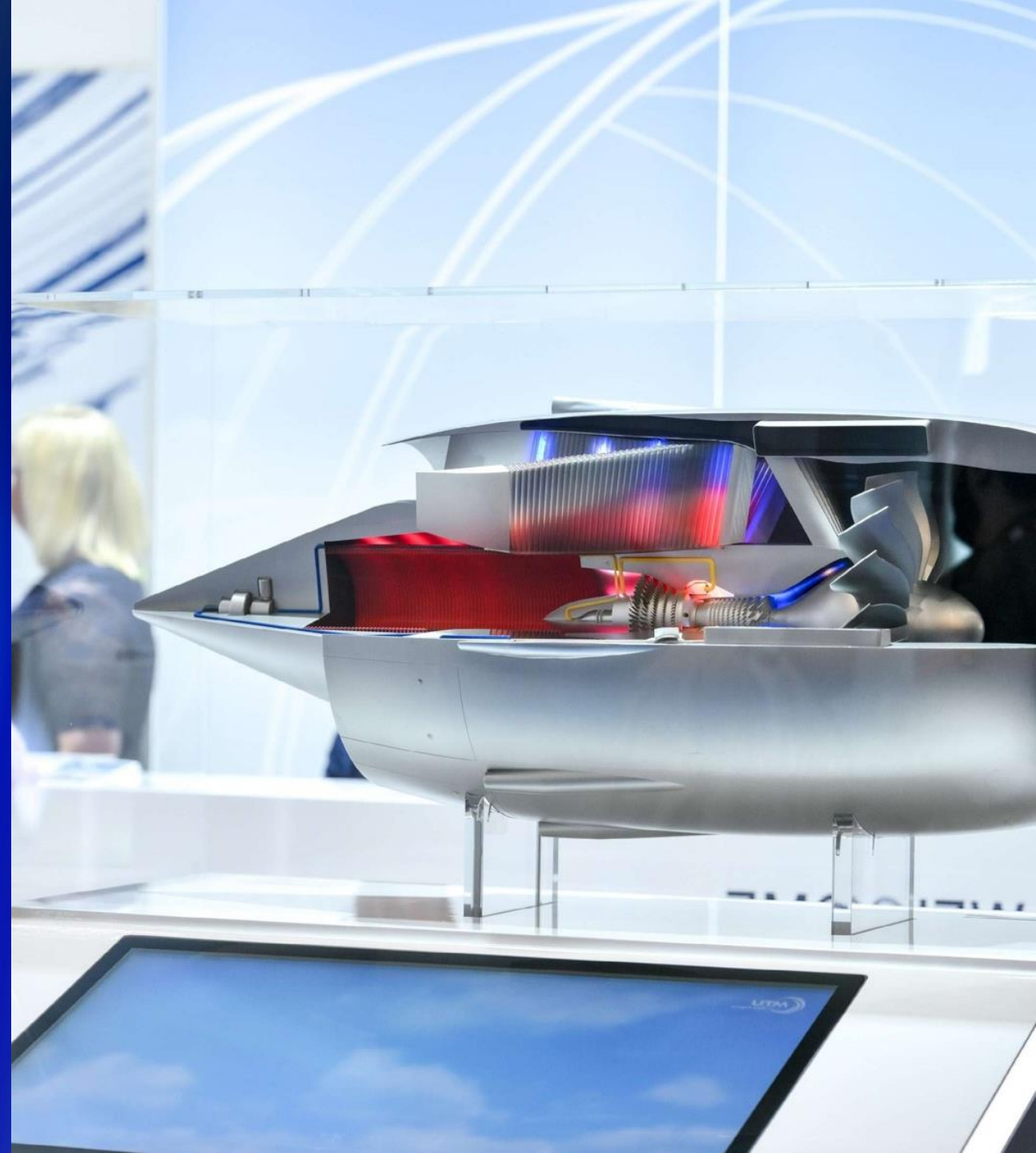




# Sustainability Partner

Opportunity to partner with Dubai Airshow and be our exclusive Event Sustainability Partner. It is an opportunity to align your brand with the sustainability initiatives of the industry and showcase your company as a leader in the field. As Event Sustainability Partner you will support the Dubai Airshows commitment to reducing emissions during the organisation and delivery of the show.

- Logo on the partners page of the Dubai Airshow website
- Company to be associated with all sustainability initiatives taking place throughout the event
- Logo included on digital screens where sustainability initiatives mentioned
- Opportunity for sponsor to offset emissions \*to be organised by sponsor and promoted by Dubai Airshow
- Inclusion in the post show sustainability report
- Full page advert in the digital show guide
- 1 x written executive interview (provided by sponsor)
- Social media announcement on Dubai Airshow Show Social channels



# Water Filter Sponsor

Dubai Airshow will be partnering with the Department of Economy and Tourism (DET) to support the “Dubai Can” sustainability initiative. The DET will supply the Airshow with water filling stations across the show floor, we’re making it easier for attendees to stay hydrated while reducing plastic waste at Dubai Airshow 2025.

Sponsorship would include:

- Branded filling stations strategically placed throughout the show floor
- Multiplatform marketing campaign
- Featured section on event mobile app and/or show guide.
- Locations and branding feature on show map
- Can be paired with branded bottle giveaway
- 5 branded water filters placed throughout the venue
- Full page advert in the digital show guide
- 1 x written executive interview (provided by sponsor)
- Social media announcement on Dubai Airshow Show Social channels

Keeping attendees and exhibitors hydrated will help them stay active on the show floor for longer. This could benefit the sponsor by:

- Increased brand awareness amongst attendee base.
- Improved brand image and reputation.
- Brand alignment with healthy lifestyles





# Waste Diversion Sponsor

The event industry is known as one of the most wasteful industries in the world. To mitigate the impact from the waste we generate, we can collaborate with a sponsor to improve our overall waste diversion.

A sponsored waste diversion program would include:

- Additional branded recycling bins on-site
- Back of house waste sorting by cleaning team
- Donation outlet for specific items
- Multi-platform marketing campaign
- Featured section on event website to highlight sponsorship
- Post-show waste report highlighting results
- Front of house waste ambassadors

Effectively managing our waste can improve carbon footprint and save us money on our waste bill. In addition to this benefit to us, this opportunity could provide benefits to the sponsor such as:

- Increased brand awareness amongst attendees
- Improved brand image and reputation
- Brand alignment with environmental causes
- Significant opportunity for business development for waste management companies





# Charge-Up Partner

Branding charging stations at the venue (2)

Deliverables

- Multi-platform marketing campaign
- Featured section on event website to highlight sponsorship





# Gifting Opportunities

Sponsoring the official show bags or reusable water bottle offers your brand high impact visibility not only during the event but long after, as attendees continue to use these eco-friendly, reusable bags or water bottles in their daily lives. This sponsorship provides a prime branding opportunity, ensuring your logo is prominently displayed across the venue and beyond.

## Show Bags

5,000 Branded Eco-Friendly Reusable Bags

- Your logo featured prominently alongside the Dubai Airshow (DAS) logo
- Distributed at key entry points to all attendees

Exclusive Branding Hanging Stand

- Positioned at the show bag collection point
- High-traffic visibility ensuring maximum exposure



## Water Bottles

1,000 Branded Reusable Water Bottles

- Your logo featured prominently alongside the Dubai Airshow (DAS) logo
- Distributed at key entry points to all attendees or priority guest



## Hats

2,000 Branded Hats

- Your logo featured prominently alongside the Dubai Airshow (DAS) logo
- Distributed at key entry points to all attendees or priority guest





# Activations

Delegation Lounge Sponsor  
Golf Day Sponsor Guided tour Sponsor  
RIKASHospitality Packages  
Sky Bites Bar Sponsor (Exclusive)  
Aerospace Executive Club  
Airshow After Dark <sup>\*NEW\*</sup>  
Party on the Runway <sup>\*NEW\*</sup>  
Wingwalkers  
Drone Show  
Skyview

# Delegations Lounge Sponsor

## Deliverables

- Logo on all onsite delegation's lounge signage
- Social post across DAS channels announcing sponsorship of delegation's lounge
- Logo included on delegation's website page
- Opportunity to provide company literature in the lounge
- Included in lounge branding
  - Welcome desk
  - Wall behind welcome desk
  - Inside walls
  - Frosted Glass
- Sponsor content in loop on delegation's lounge TV
- Dedicated seating for 6 pax





# Golf Day Sponsor

The Dubai Airshow Golf day, run by DSV is a premier networking event designed to connect industry leaders, decision-makers, and key stakeholders in a relaxed, yet engaging environment. Held at one of Dubai's world-class golf courses, this exclusive activation combines the spirit of the sport with unparalleled business opportunities, making it a highlight of the Airshow week.

Sponsoring the Dubai Airshow Golf Day is more than just an investment in visibility; it's a strategic opportunity to deepen relationships, strengthen your market presence, and stand out as a key supporter of the aerospace and aviation sectors

- Up to 100 player spots on a first come basis
- Beverages on course & dinner with alcohol package beers , wine etc
- 120 logo golf shirts – Airshow Logo & Partner on event
- 600 x logo golf balls – Airshow Logo & Partner on event
- 180 bags of logo golf tees – Airshow Logo & Partner on event
- Golf night company branding – Logo banners for golf holes / logo tee box signs etc
- Coach transfer provided from show site to golf course

Date: 19 November 2025

Venue: Emirates Golf Club, Faldo Course

Time: 6pm – 10pm

By Invitation



# Guided Tours Sponsor

The Guided Tours at the Dubai Airshow offer a curated experience for attendees, providing an in-depth look at the latest innovations, cutting-edge technologies, and key exhibitors across the exhibition floor. Tailored for industry professionals, these hourly tours ensure focused exposure and meaningful engagement for participating brands.

Sponsoring the Guided Tours is a strategic opportunity offering on the move branding, whilst aligning your brand with the most innovative and influential aspects of the Dubai Airshow, all while creating meaningful touchpoints with key industry players.

- Daily feature on the app during the guided tour announcements
- Guaranteed stop on guided tour route
- Sponsor has exclusive branding on tour agenda
- Sponsor has exclusive branding on the tour guide stick, tshirts and meeting area of start and finish point





# RIKAS Hospitality Packages

Experience the epitome of culinary excellence at the Dubai Airshow with the exclusive RIKAS Hospitality, showcasing 13 acclaimed homegrown fine dining concepts.

Elevate your presence at the Dubai Airshow with sponsorship opportunities within RIKAS Hospitality.

Located at the heart of the action, this exclusive space provides a sophisticated VIP environment to entertain clients, hold high-profile meetings, or relax with industry peers in a luxurious setting hosting tables of 4 to 6.

## Dedicated Table Of 4 Pax

5 Day Show Booking

3 Day Show Booking

\*no daily bookings available

### Deliverables:

- Light bites and Beverage served during the show hours for 4 pax at time + 1 x sitting of lunch for 4 pax
- Basic house alcoholic beverage package is included (wine, spirits, beer and soft beverage)
- Branded cushions and table top
- Additional consumption will be charged extra and can be ordered from the a la carte menu onsite

### Note :

- We are only providing the platform, the sponsors are responsible to invite the guests
- No additional branding in the lounge



# RIKAS Hospitality Packages

## Networking reception between 3pm – 6pm (any day)

25 pax : Per Hour charge @ USD 7,000 + VAT. For all 3 hours

50 Pax : Per Hour charge @ USD 14,000 + VAT. For all 3 hours

### Deliverables:

- Light bites and Beverage served during the networking hour(s) and for the number of pax booked
- Basic house alcoholic beverage package is included (wine, spirits, beer and soft beverage)
- Additional consumption will be charged extra and can be ordered from the a la carte menu onsite
- The networking reception will be around their bar and open area and there will be other guests in the restaurant seating area. This networking area accommodates 50 pax (additional capacity could be possible)

### Note :

- We are only providing the platform, the sponsors are responsible to invite the guests
- No additional branding in the lounge

## Networking reception / Airshow after dark 5.30pm – 9pm/Nov 18<sup>th</sup>

Basic Beverage Package

Premium Beverage Package

### Deliverables:

- Sharing food set menu served for the number of pax booked (5.45 – 8.45pm)
- Basic beverage package includes red, white & rose wines, sangrias & selected cocktails
- Premium beverage package add-on Mimosa, Bubbly Sangrias, Moët & Chandon Champagne, Gin Mare
- Additional consumption will be charged extra



# Sky Bites Sponsor

The Sky Bites is a recreational space designed for networking and relaxation. Conveniently located in the heart of the DAS25 Sky Bites, accessible throughout the show times, providing a private space, perfect for one-on-one meetings with clients and colleagues. The Sky Bites features an array of international beverage options to help you unwind during a busy show schedule.

Sky Bites also features exciting branding opportunities that will increase your company's visual with DAS25 international audience.

## Deliverables

- Your company logo on Sky Bites page on the Dubai Airshow website
- Lightbox
- Branded Reception Desk
- Additional promotional collaterals on sponsored day\*:
- Rollup banners
- Table top flags
- Promotional gifts
- Multipurpose space on the show floor e.g:
- Team meetings
- Networking function
- Brand activation
- Branded T-shirt with the sponsor logo for the Sky Bites Staff and May I Help You Staff\*
- Social media promotion:
- Push notifications
- Newsletter banner
- Promotional vouchers





# Aerospace Executive Club

The Aerospace Executive club which will be launched at the 2025 edition of Dubai Airshow aims to build a community of high-level CEOs in the aviation, space and defence sectors that will come together on a regular basis to network with peers, discuss the latest trends and developments and seek out potential areas for collaboration. The programme will help to increase C level engagement and encourage higher level attendance across the aerospace family of events.

The exclusive club will provide members access to a range of meet ups throughout the year ensuring we continue to be a part of the conversation and in addition to taking place at each of the family events will include breakfast briefings, round table discussions and a dedicated facility for their use during our events.

Packages available on request.

Tuesday 9am – Rikas hospitality





# Airshow After Dark

**\*NEW\***

## Tuesday, 18<sup>th</sup> November

Debuting at Dubai Airshow 2025, Airshow After Dark redefines networking by extending the show experience into the evening. On Tuesday, the Airshow will stay open late, transforming into a vibrant hub of networking events, social gatherings, and entertainment. This unique feature invites attendees to connect in a dynamic, relaxed atmosphere beyond the traditional exhibition hours, fostering deeper engagement and creating new opportunities for collaboration.

## Headline Sponsor

Receives brand association with the full Airshow After Dark multi-channel campaign. Headline sponsor will be included in the digital light up activation branding. As headline sponsor a company can choose an activation, they have full ownership of, suggested opportunities include:

- Catering Village after dark takeover
- Rikas Hospitality networking cocktail reception
- Evening entertainment sponsor
- LED Wristbands for guestlist allocation

## Drone Show Sponsor

15 minutes show, 1,000 drones with 8 different images and transitions in a world class display.

DAS will work closely with Cyberdrone to create the storyline and align the concept with their creative team including Drone show partner's logo being incorporated into the performance.





# Airshow After Dark Aircrafts on Static Packages

## Headline Sponsor

Receives brand association with the full Airshow After Dark multi-channel campaign. Headline sponsor will be included in the digital light up activation branding. As headline sponsor a company can choose an activation, they have full ownership of, suggested opportunities include:

- Catering Village after dark takeover
- Rikas Hospitality networking cocktail reception
- Evening entertainment sponsor
- LED Wristbands for guestlist allocation

## Drone Show Sponsor – USD 200,000

15 minutes show, 1,000 drones with 8 different images and transitions in a world class display.

DAS will work closely with Cyberdrone to create the storyline and align the concept with their creative team including Drone show partner's logo being incorporated into the performance.

## Premium package

- 25sqm Space
- LED rope and pole
- Logo included on digital signage
- Listed as after dark sponsor on DAS website
- Enhanced listing as after dark sponsor in digital show guide
- Pre event push notifications
- Social post announcing after dark sponsorship
- Included in After dark activations map in digital show guide
- Video content captured and shared for social campaigns

\* Exclusive of catering costs

## 2025 Enhanced Aircraft Networking area

- 25sqm Space
- LED rope and pole
- Listed as after dark sponsor on DAS website
- Listed as after dark sponsor in digital show guide



# Party on the Runway Sponsorship Packages

## Marketing & PR

|   | Headline Sponsor | Co-Sponsor | Drone Show Sponsor |
|---|------------------|------------|--------------------|
| Logo on Party on the Runway (POTR) website                          | ▲                |            | ▲                  |
| Logo on Sponsors & Partners page of the DAS website                 | ▲                |            | ▲                  |
| Social Media Post On DAS Channels                                   | ▲                | ▲          | ▲                  |
| Logo in POTR email campaigns  | ▲                | ▲          | ▲                  |
| Mention in marketing & comms promotions for POTR (where applicable) | ▲                |            | ▲                  |
| Logo on invitations for POTR  | ▲                | ▲          | ▲                  |
| Sponsor in show guide and event app                                 | ▲                | ▲          | ▲                  |
| Access to DAS matchmaking & badge scanning app                      | ▲                | ▲          | ▲                  |

## Onsite Branding

|  |   |  |   |
|--|---|--|---|
| DAS Party on the Runway                  | ▲ |  | ▲ |
| Logo inclusion in the Drone Show at POTR |   |  | ▲ |

## Other

|  |    |    |    |
|--|----|----|----|
| Invites to POTR  | 75 | 10 | 50 |
| Dedicated VIP area within the DAS POTR – exclusive use | 8  |    |    |
| Exclusive  | ▲  |    | ▲  |

# Wingwalkers

Dubai Airshow is partnering with a world-renowned aerobatic company, to offer Wingwalker Experience see [Wingwalkers Breitling example](#)

## Aerosuperbatics display

The air display is 15 min long and the wing walking experience 8 min. The maneuvers include loops, rolls, stall turns and inverted flight, reaching speeds of up to 150mph.

## Sponsorship Benefits

Companies receive branding on the plane, inclusion in marketing campaigns, and have the opportunity to nominate who gets to fly over the Dubai skyline and landing in front of Airshow spectators. The lucky person could be selected through a competition helping create engaging social campaigns.

## Full week Sponsorship

- 5x Wingwalker experiences
- Sponsor mention during live commentary during daily ariel display
- Sponsor Logo displayed on aircraft and Wingwalker uniform (Upgraded aircraft branding option for exclusive sponsor package)
- Wingwalker Social Media Content (optional)
- Supporting DAS digital and social media campaign
- Sponsor name checked in DAS PR campaign

## Daily Sponsorship

- 1x Wingwalker Experience
- Sponsor mention in commentary during ariel display on day of sponsor
- Sponsor Logo displayed on aircraft and Wingwalker on day of sponsor
- Supporting DAS digital and social media campaign
- Sponsor name checked in DAS PR campaign





# Drone Show

## 1000 drone show

1,000 drones, for a 15 minutes show with 8 different images and transitions. DAS will work closely with Cyberdrone to create the storyline and align the concept with their creative team.

## Sponsorship

Drone show partner – 1000 drones will perform a 15minute world class display which includes a sponsor's logo being incorporated into the performance





# Skyview

Get ready for a five-day adrenaline-fueled festival, that is Skyview 2025, where Dubai Airshow opens its doors to the public!

From jaw-dropping aerial displays to interactive experiences, there's something for everyone.

When:

17 – 21 Nov (Mon-Fri)

Where:

Grandstand, Dubai Airshow Site, DWC

Who:

15,000 visitors expected  
perfect for families, aviation enthusiasts, and tourists



Meet & Greet  
pilots and  
astronauts



Educational  
workshops, live Q&As,  
and brand activations



Flying Displays



Street Food Alley



Military Displays



VIP Area





# Sponsorship Opportunities

## Skyview Headline Partner

**USD 60,000**

**Naming Rights:** Exclusive recognition as “Skyview Headline Partner”

**Brand Visibility:** Logo on all event collateral, including signage, tickets, entrance arch, main stage screen, and perimeter branding (subject to approval).

**Online and Media Presence:** Dedicated webpage, inclusion in press releases, and feature in the DAS25 Newsletter.

**Onsite Engagement:** 5x5 activation space with tent and power, plus branding opportunities such as flags on the grandstand.

**VIP Access:** Allocation of 50 VIP tickets.

**Marketing Campaign:** Participation in pre-event, live-event, and post-event marketing, including email outreach and social media coverage with wrap-up video.

**Lead Generation:** Opt-in lead capture on the registration page for future promotions.

**Competitions and Giveaways:** Opportunity to run radio competitions and stage giveaways with MC mentions.

## Skyview Partners & Sponsor

**USD 15,000**

**Brand Visibility:** Logo on all event collateral, including signage, tickets, entrance arch, main stage screen, and perimeter branding (subject to approval).

**Online and Media Presence:** Dedicated webpage and inclusion in press release mentioning SkyView relaunch

**Onsite Engagement:** 5x5 activation space with tent and power.

**VIP Access:** Allocation of 10 VIP tickets.

**Marketing Campaign:** Participation in pre-event, live-event, and post-event marketing, including email outreach and social media coverage with wrap-up video.

**Competitions and Giveaways:** Opportunity to run radio competitions and stage giveaways with MC mentions.

## Exhibiting Options

### Option1– Stand Only

USD 300 per sqm

A dedicated area within Skyview to activate your brand

### Option2– Fullpackage

USD 3,800 for 3x3

USD 5,000 for 3x4

USD 6,500 for 4x4

A dedicated area within Skyview to activate your brand including tent and power.

# Other Opportunities

Digital Marketing & Social Media



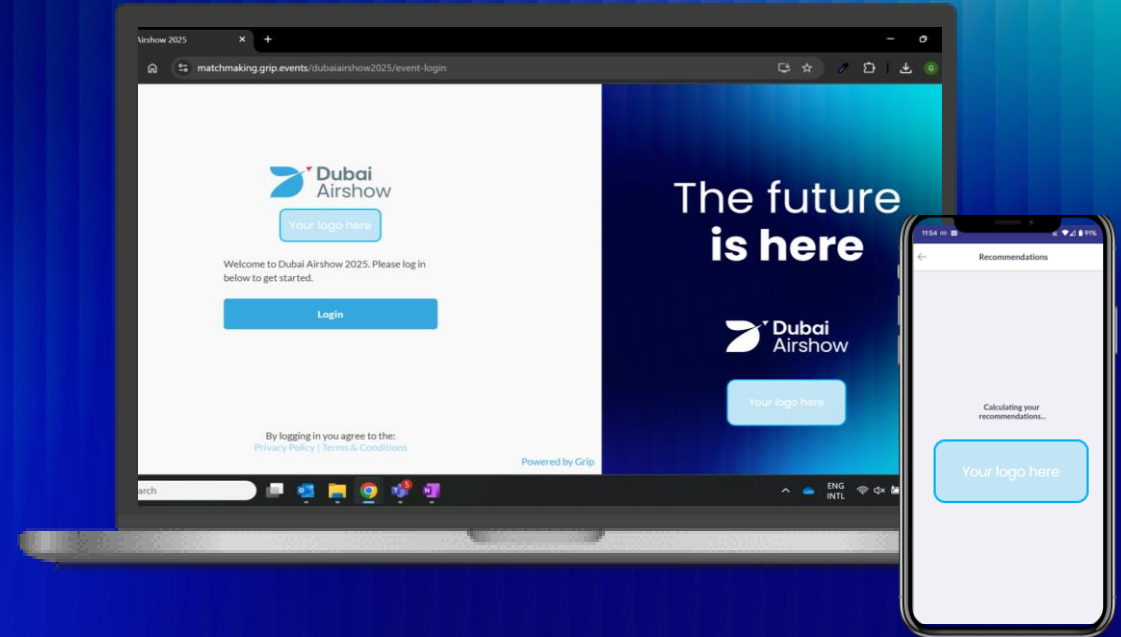
# Digital Marketing & Social Media

# Mobile App Sponsor

The Dubai Airshow Mobile App is a key tool for attendees and a great way to get your brand at the forefront. Takeover the app to increase brand awareness, ensure traffic is directed to your stand and generate new leads.

## Deliverables:

- Sponsor logo (with a clickable link) will be featured in the App Menu under the "Featured" section.
- Banner advertisements will be placed on both the mobile and web versions of the app.
- Two push notifications per week will be sent starting two weeks prior to the show.
- Additionally, one daily push notification will be sent from November 17 to November 21, 2025. (Content to be provided by the Sponsor.)
- The sponsor will have exclusive branding linked to any mention of the Dubai Airshow app.





# Digital Marketing & Social Media

## Standard Banner and Social Package

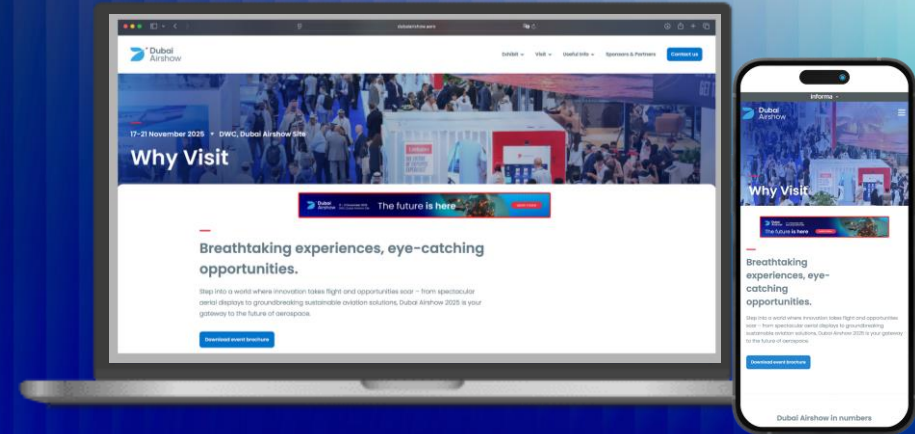
|                                      |   |
|--------------------------------------|---|
| 1 week super leaderboard             | ✓ |
| Banner on DAS Newsletter (1 Edition) | ✓ |
| Post on Das social channels          | ✓ |
| 1x Twitter                           | ✓ |
| 1x LinkedIn                          | ✓ |

## Enhanced Banner and Social Package

|   |   |
|---|---|
| 2 weeks super leaderboard                             | ✓ |
| Banner in middle position DAS Newsletter (2 Editions) | ✓ |
| Post on Das social channels                           | ✓ |
| 1x X  | ✓ |
| 1x LinkedIn   | ✓ |
| 1x Instagram  | ✓ |
| 1x Facebook   | ✓ |

## Premium Banner and Social Package

|   |   |
|---|---|
| 3 weeks super leaderboard                             | ✓ |
| Banner in higher position DAS Newsletter (3 Editions) | ✓ |
| Post on Das social channels                           | ✓ |
| 1x X  | ✓ |
| 1x LinkedIn   | ✓ |
| 1x Instagram  | ✓ |
| 1x Facebook   | ✓ |
| 1x TikTok   | ✓ |



Amplify your brand through strategic digital exposure on Dubai Airshow's global platforms.



3,59M+  
Das Website Views



170K+  
Networking Actions



88.8K+  
Followers



38K+  
Followers



32K+  
Followers



17K+  
Followers



10.1K+  
Followers



5.1K+  
Subscribers

# Contact details

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