

2022 ANNUAL REPORT

SHE *Flies*

WITH HER OWN WINGS

ALL FEMALE AIR SHOW
HILLSBORO, OR

MAY 20-22, 2022

HILLSBORO AIRPORT | HILLSBORO, OREGON

UNITED STATES AIR FORCE

Thunderbirds

AUGUST 19-21, 2022

McMINNVILLE AIRPORT | McMINNVIILE, OREGON

OREGON INTERNATIONAL

Air Show

BENEFITING LOCAL CHARITIES SINCE 1988

EXECUTIVE SUMMARY

For 34 years, the Oregon International Air Show has been a pinnacle in the production of high quality, family-friendly, aviation entertainment. The last three years have created some specific challenges we had not encountered since our show's existence. But even in tough times, growing our market reach and fan base has been an extraordinary adventure.

Our first challenge was in 2019 with the issue of increased development around the Hillsboro Airport, causing a permanent inability to host certain jet teams at this location. In addition, construction of a major runway at the Hillsboro Airport temporarily halted shows altogether until finished. We were determined to keep the show going, though, so we relocated in 2019 to McMinnville and successfully hosted the RAF Red Arrows for the first time ever in Oregon. Unfortunately, another challenge followed right after - COVID-19. After canceling the 2020 show, we successfully carried out a 2021 show in McMinnville, pivoting to an all Drive-In format for safety reasons.

Through all of these redirections and setbacks, we were overwhelmed by the continuing support from our Hillsboro and McMinnville communities and their desire to press on through all obstacles. The growth of our team and the support from our community, our partners, and our volunteers these past few years have culminated in a comeback in 2022 that was more successful than we could've ever thought possible. And what a comeback it was because - for the first time ever - we hosted two air shows in the same year!

In May of this year, the Oregon International Air Show returned to Hillsboro for the first time since 2018. We aimed to make our return something extra special and found the perfect theme to do just that. Knowing that less than 7% of airline pilots are female, we set out to support and engage the local community in an adventure that has not been seen since March 1947 - an all-female air show! While knowing this idea had potential, nothing could have prepared us for the incredible support and positive feedback we received before, during, and after the event. The show was a sellout all three days and far exceeded our attendance goals.

Major Kristin "Beo" Wolfe from the F-35A Lightning II Demo Team, Captain Aimee "Rebel" Fiedler from the F-16 Viper Demo Team and Lt. Amanda "Stalin" Lee from the F/A-18 Super Hornet Rhino Demo Team headlined the show. The show also featured an incredible line-up of world-class aerobatic acts, authors, and additional military aircraft displays.

In August - less than three months after the Hillsboro show - we kicked off the Oregon International Air Show in McMinnville, headlined by the USAF Thunderbirds and the USAF F-35A Lightning II Demo Team. We were able to return our seating and grounds to a traditional format, but also - by popular demand - brought back a Drive-In option. Our amazing fans showed their support once again, as we sold out all three days.

Supporting our communities is an essential part of our organization, so we were incredibly proud to be able to contribute more than \$14 million in economic impact to the greater Portland, Salem, and SW Washington regions. Also, in 2022, we have given over \$700,000 in in-kind and cash donations to local non-profits organizations and schools.

In 2023, we look forward to engaging and supporting our local communities in new ways, and taking hold of opportunities that await us as part of our 35th anniversary.



AIR SHOWS BY THE NUMBERS

MEDIA TOTALS

IMPRESSIONS

18,340,479

VALUE

\$374,711

ATTENDANCE TOTAL

80,400

ECONOMIC IMPACT

\$14,973,852

GIVING TOTAL

\$716,001

VOLUNTEER TOTALS

VOLUNTEER GROUPS

17

VOLUNTEERS

990

HOURS

15,081

VALUE

\$451,673



FROM OUR FANS

HERE'S WHAT SPECTATORS ARE SAYING ABOUT THE AIR SHOW:

HILLSBORO

"Hillsboro was an amazing Show, and I thoroughly enjoyed the single-ship demos. Totally worth traveling from Florida to see. Thank you for everything you did to showcase women in aviation!"

"Great Show!! It was very well put together and managed, with an amazing lineup of awesome pilots and performances. I'm a pilot and I found it very inspiring and a wonder for my daughter to see."

McMINNVILLE

"Such a blast, so many great performers - so much fun this year"

"Thanks for an awesome airshow. It was worth the drive and a great experience to see a lot of performers. It was really fun. Thank You."



MARKETING SUMMARY

This show was well-attended and garnered strong marketing impressions for the show and our partners. Paid and trade advertising programs, social media, e-mail marketing and a robust public relations effort put the show in front of many consumers.

IMPRESSIONS

EDITORIAL
12,462,506

SOCIAL
5,365,434

EMAIL
512,539

**OVERALL TOTAL
IMPRESSIONS**
18,340,479

VALUE

EDITORIAL
\$240,628

SOCIAL
\$118,034

EMAIL
\$15,376

**OVERALL TOTAL
PUBLICITY VALUE**
\$374,711



MARKET REACH

CITIES

- ★ HILLSBORO
- ★ McMINNVILLE
- PORTLAND
- SALEM



KGW8

IMPRESSIONS

1,133,642

CALCULATED PUBLICITY VALUE

\$77,344

HILLSBORO: \$38,781 - 842,406

McMINNVILLE: \$38,563 - 291,236



KATU 2 abc
On Your Side

IMPRESSIONS

342,516

CALCULATED PUBLICITY VALUE

\$8,232

HILLSBORO: \$1,583 - 138,354

McMINNVILLE: \$6,649 - 204,162



KOIN 6
Watching out for you

IMPRESSIONS

2,568,106

CALCULATED PUBLICITY VALUE

\$50,957

HILLSBORO: \$13,834 - 1,015,288

McMINNVILLE: \$37,123 - 1,552,818

MARKET REACH



KPTV - FOX 12
PORTLAND, OREGON

IMPRESSIONS

695,604

CALCULATED PUBLICITY VALUE

\$50,935

HILLSBORO: \$35,975 - 541,430

McMINNVILLE: \$14,960 - 154,174



PortlandTribune

IMPRESSIONS

790,549

CALCULATED PUBLICITY VALUE

\$6,090

HILLSBORO: \$3,480 - 520,320

McMINNVILLE: \$2,610 - 270,229



OREGONLIVE
The Oregonian

IMPRESSIONS

6,167,856

CALCULATED PUBLICITY VALUE

\$19,716

HILLSBORO: \$14,787 - 4,625,892

McMINNVILLE: \$4,929 - 1,541,964

EMAIL TARGET MARKETING

The Oregon International Air Show has built a fan base of nearly 35,000 email subscribers who have opted to receive emails for first access to tickets and special performer announcements from the Air Show. For the 2022 Hillsboro and McMinnville shows:

35,309 subscribers reaching **158,891** people (via Constant Contact) received **70** email ads

Email open rate of **27 PERCENT**

Email marketing is cost-effective, continues to grow the show's fan base and will be valuable to the future of the show.



WINGMEN UNITE!

SHE Flies
WITH HER OWN WINGS

Thank you for attending our 2021 air show! As a Wingman, you will now have **FIRST ACCESS** to tickets to our Oregon International Air Show in Hillsboro - She Flies With Her Own Wings!

You will be granted a window of **24 HOURS** to utilize your exclusive links for 2022 Hillsboro tickets **BEFORE ANYONE ELSE**.

This once-in-a-lifetime event will feature women in every prime role of the show - performers, announcers and air boss - and will be headlined by the F-35A and F-16 Demo Teams!

Your exclusive Wingman access will arrive by email, hitting your inbox Friday, December 17th at 8am PST. We'll see you then!

SHOP TICKETS NOW

OREGON INTERNATIONAL
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MAY 20-22, 2022 | HILLSBORO
AUGUST 19-21, 2022 | McMINNVILLE

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HILLSBORO AIR SHOWS ARE BACK!

AT NIGHT!

It's been nearly 4 years since we've been able to hold an air show at the Hillsboro Airport. Our annual tradition that first began in 1988, starts-up again on May 20-22!

We're elated to be bringing aviation excitement back to Hillsboro - a place that has been so important to this event for so many years.

Adding to the excitement, our return event will be extra-special! We're putting on a once-in-a-lifetime air show where we will have **WOMEN IN EVERY MAJOR ROLE** (performer / announcer / air boss).

So come join us in Hillsboro as we soak in the history of over 30 years of air show entertainment, while also inspiring the future of aviation.

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TURN 'N BURN!

The USAF F-35A Lightning II Demo Team is **BACK!**

You don't want to miss this amazing pilot and her aircraft bolt through the sky at the Oregon International Air Show, August 19-21 at the McMinnville Airport.

MEET THE COMMANDER AND PILOT

Major Kristin "Bee" Wolfe is the Team Commander and pilot of the F-35A Lightning II Demo Team. Since joining the USAF in 2011, she's gained more than 800 flying hours. In March of 2020, Major Wolfe joined the F-35A Lightning II Demo Team, after previously being a F-22A instructor pilot.

ABOUT THE F-35A

The F-35A Lightning II is a fifth-generation fighter, with the latest advancements in aviation technology. It will eventually replace the F-16 Falcons and the A-10 Thunderbolt II's as the primary fighter aircraft for the U.S. Air Force.

U.S. AIR FORCE F-35A LIGHTNING II TECHNICAL SPECIFICATIONS

- EMPTY WEIGHT: 22,000 POUNDS
- MAX TAKEOFF WEIGHT: 33,000 POUNDS
- LENGTH: 55 FT 11 IN
- CARRIER AIRCRAFT: F-35A
- WINGSPAN: 35 FT 11 IN
- WING AREA: 2,800 SQ FT

Join us in August to see this amazing performance by the F-35A Demonstration Team and more!

TICKET OPTIONS

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THUNDER STRUCK

The Thunderbirds are back and ready to headline the Oregon International Air Show at the McMinnville Airport on August 19-21!

ABOUT THE THUNDERBIRDS

The Thunderbirds were officially activated on June 1, 1953, as the 3600th Air Demonstration Team at Luke AFB in AZ. In 1965, they moved to their current base, Nellis AFB.

The Thunderbirds have flown a variety of aircraft including the F-84G Thunderjet, F-84F Thunderstreak, the F-100 Super Sabre, F-105 Thunderchief, F-4E Phantom and the T-38 Talon before officially transitioning to the F-16s in 1983.

The Thunderbirds squadron is composed of eight pilots (including six demonstration pilots), four support officers, three civilians, and more than 130 enlisted personnel. They travel the country showing millions of fans the pride, professionalism, and skills of Airmen serving the U.S. Air Force.

U.S. AIR FORCE F-16C FIGHTING FALCON TECHNICAL SPECIFICATIONS

- THRUST: 27,000 POUNDS
- EMPTY WEIGHT: 19,000 POUNDS
- MAXIMUM TAKEOFF WEIGHT: 37,500 POUNDS
- SPEED: 1,500 MPH (MACH 2.1 AT ALTITUDE)
- CREW: 1 PILOT

Join us August 19-21st to see an amazing performance by the Thunderbirds and more!

TICKET OPTIONS

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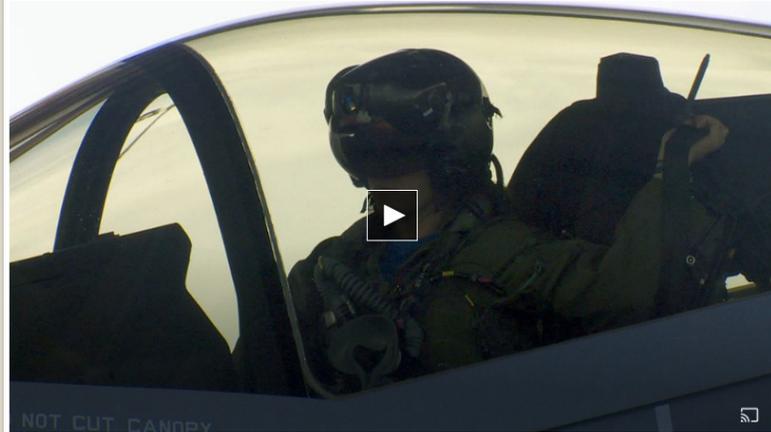
OREGONAIRSHOW.COM

EARNED MEDIA

HILLSBORO

Oregon International Airshow features all-women pilots

by KATU Staff | Friday, May 20th 2022



(KATU)



HILLSBORO, Ore. — It's a show you don't want to miss.

Friday is the start of The Oregon International Airshow.

Oregon International Air Show in Hillsboro features a historic first

The Oregon International Air Show kicks off this weekend and for the first time all of the pilots are women.



Author: Bryant Clerkey (KGW), Katherine Cook

Published: 8:19 PM PDT May 20, 2022

Updated: 11:25 PM PDT May 20, 2022



McMINNVILLE

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Jet engines roar above the skies of McMinnville for OR Intl. Airshow



By Adrian Thomas

Published: Aug. 19, 2022 at 8:41 PM EDT



McMINNVILLE, Ore. (KPTV) - Some of the most talented pilots in the country took to the skies south of Portland Friday afternoon. The Oregon International Airshow began Friday afternoon at McMinnville Airport and features fighter planes from past and present and an impressive group of acrobatic pilots as well.

Oregon International Air Show returns to McMinnville

by KATU Staff | Friday, August 19th 2022



KATU/Thumbnail

Charitable Giving

The Oregon International Air Show
Supports the Communities it Serves



**Inspiring
the Future**
Honoring the Past
2,496
tickets were
donated

Each ticket
allowed those
from local
youth programs,
veterans'
communities,
and non-profit
fundraiser winners
to watch the Air
Show for free!

\$451,673

VALUE OF OUR VOLUNTEERS

TICKET DONATIONS BENEFITED

Veterans	\$117,850
Youth	\$45,410
Partners	\$30,274
Fundraisers	\$1,944

\$203,478

VOLUNTEERS & NONPROFITS RECEIVED

Nonprofit Volunteer Groups	\$49,250
Comp Booth Space	\$19,600

\$68,850

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