

2023 ANNUAL REPORT

MAY 19 - 21, 2023

HILLSBORO AIRPORT | HILLSBORO, OREGON

UNITED STATES NAVY

Blue Angels



35 YEARS
OREGON INTERNATIONAL
Air Show
BENEFITING LOCAL CHARITIES SINCE 1988

SEPT 29 - OCT 1, 2023

MCMINNVILLE AIRPORT | MCMINNVILLE, OREGON

EXECUTIVE SUMMARY

This past year, we had the incredible honor of celebrating 35 years of air shows in Oregon!

Since 1988, the Oregon International Air Show has been producing high quality, family-friendly, aviation entertainment. This would not have been possible without the ongoing, dedicated support of our incredible fans, partners, local Hillsboro and McMinnville communities and volunteers.

In 2023, we once again were able to host two air shows, one in Hillsboro and the other in McMinnville. Collectively the shows garnered crowds of 82,000!

In Hillsboro, we welcomed the USAF F-35 Demonstration Team, the USN Growler Demonstration Team, classic warbirds and world-class aerobatic performers. This show was an all-around success and showed us that our air shows at Hillsboro continue to be a beloved tradition in the hearts of our fans.

At the McMinnville show, we had the honor of welcoming the U.S. Navy Blue Angels back to Oregon for the first time in eight years! This was also their first Oregon appearance in their F/A-18 Super Hornets, which they transitioned to in 2020. We also welcomed the USAF F-16 Viper Demonstration Team to McMinnville for the first time!

Overall, both Hillsboro and McMinnville were complete successes this year! These shows not only allowed us to bring together aviation enthusiasts from across Oregon, but also helped us continue to support our local communities, which are an essential part of our organization.

One example of that community support was our effort to better connect with the amazing diversity found in the great city of Hillsboro. By partnering with organizations like Bustos Media, Telemundo, Central Cultural, Adelante Mujares, and several local schools, we were able to provide over 6,000 tickets to the Latin X community. In addition to providing tickets, we also implemented a Spanish narration via a livestream on our Spanish language Facebook account.

These community driven efforts are a huge part of the mission of our show. To date, we are incredibly proud to have contributed more than \$24 million in economic impact to the greater Portland, Salem, and SW Washington regions. Also, in 2023, we gave over \$980,000 in in-kind and cash donations to local non-profits organizations and schools.

In 2024, we look forward to engaging and supporting our local communities in new ways and taking the show to new heights.



AIR SHOWS BY THE NUMBERS

MEDIA TOTALS

IMPRESSIONS

12,704,992

VALUE

\$228,468

ATTENDANCE TOTAL

82,000

ECONOMIC IMPACT

\$10,815,822.30

GIVING TOTAL

\$989,000

VOLUNTEER TOTALS

VOLUNTEER GROUPS

44

VOLUNTEERS

1,262

HOURS

14,960

VALUE

\$448,052



FROM OUR FANS

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

HILLSBORO

"Friday night's show was awesome and so were the fireworks. My son went all 3 days and spent a lot of time talking to the men and women who serve to keep our freedoms. He has decided to get ahold of a recruiter, looking air force or navy. Thank you!!"

"Another incredible airshow for Hillsboro and the Portland area. Congratulations!"

MCMINNVILLE

"Thank you for a great weekend. Amazing sights, sounds and experience. Thank you to the participants, volunteers, and staff."

"Thanks to all who worked so hard putting this awesome event together."



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, email marketing and a robust public relations effort put the show in front of many consumers.

IMPRESSIONS

EDITORIAL
10,886,523

SOCIAL
1,043,767

EMAIL
774,702

**OVERALL TOTAL
IMPRESSIONS**
12,704,992

VALUE

EDITORIAL
\$184,352

SOCIAL
\$20,875

EMAIL
\$23,241

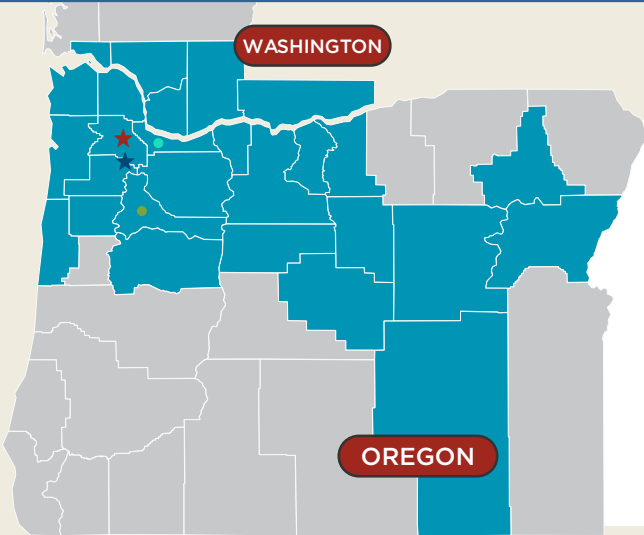
**OVERALL TOTAL
PUBLICITY VALUE**
\$228,468



MARKET REACH

CITIES

- ★ HILLSBORO
- ★ McMINNVILLE
- PORTLAND
- SALEM



KGW8

IMPRESSIONS

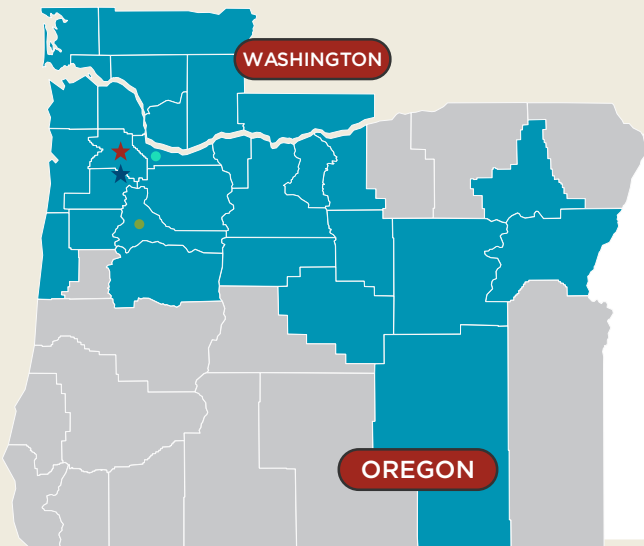
497,681

CALCULATED PUBLICITY VALUE

\$19,677

HILLSBORO: 227,820 - \$5,866

McMINNVILLE: 269,861 - \$13,811



KATU 2 abc
On Your Side

IMPRESSIONS

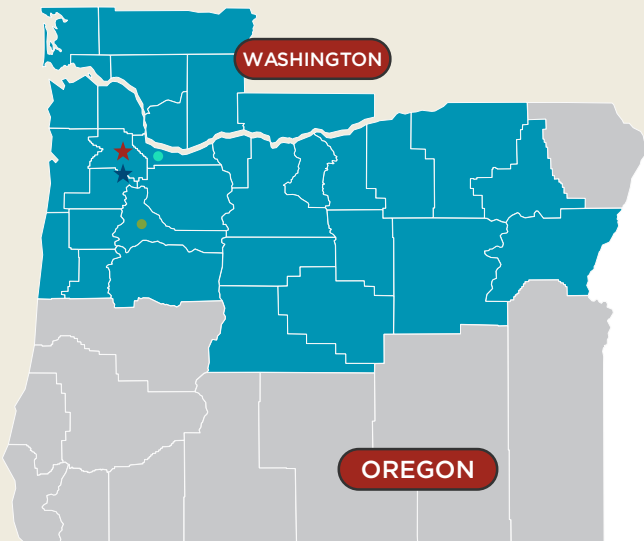
1,252,651

CALCULATED PUBLICITY VALUE

\$12,561

HILLSBORO: 593,754 - \$11,208

McMINNVILLE: 658,897 - \$1,353



KOIN 6
Watching out for you

IMPRESSIONS

1,915,557

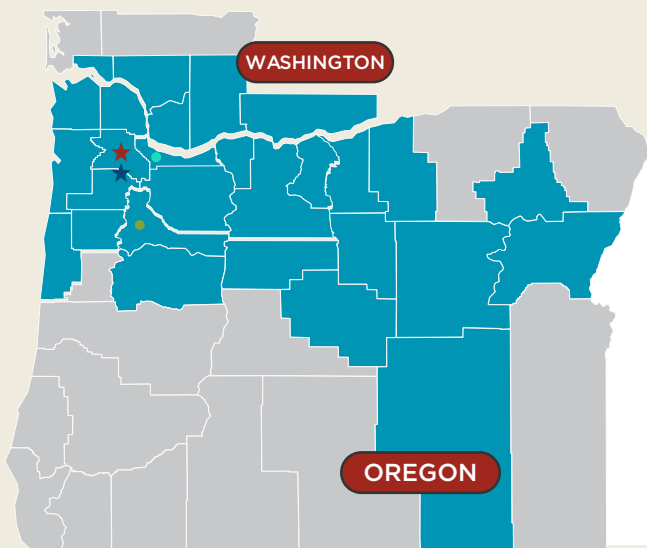
CALCULATED PUBLICITY VALUE

\$36,011

HILLSBORO: 702,796 - \$23,629

McMINNVILLE: 1,212,761 - \$12,382

MARKET REACH



KPTV - FOX 12
PORTLAND, OREGON

IMPRESSIONS

876,967

CALCULATED PUBLICITY VALUE

\$75,324

HILLSBORO: 253,268 - \$12,655

McMINNVILLE: 623,699 - \$62,669



PortlandTribune

IMPRESSIONS

790,549

CALCULATED PUBLICITY VALUE

\$6,090

HILLSBORO: 130,080 - \$870



OREGONLIVE
The Oregonian

IMPRESSIONS

6,167,856

CALCULATED PUBLICITY VALUE

\$19,716

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

MARKET REACH



IMPRESSIONS

12,300

CALCULATED PUBLICITY VALUE

\$703

Hillsboro Only



IMPRESSIONS

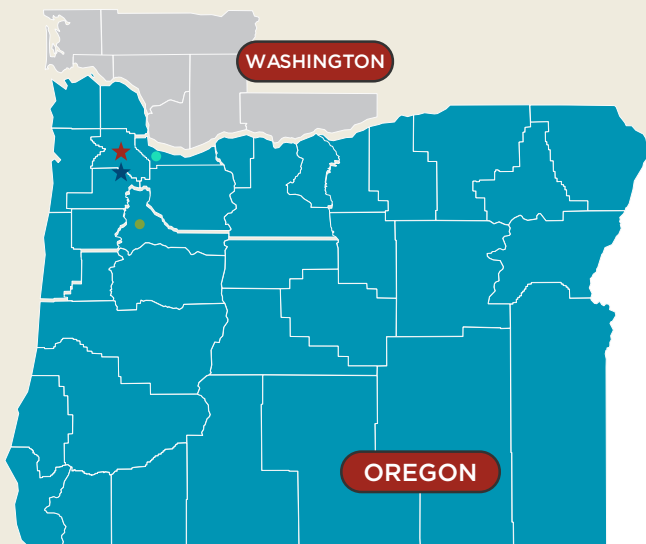
11,960

CALCULATED PUBLICITY VALUE

\$507

HILLSBORO: 5,980 - \$249

McMINNVILLE: 5,980 - \$258



IMPRESSIONS

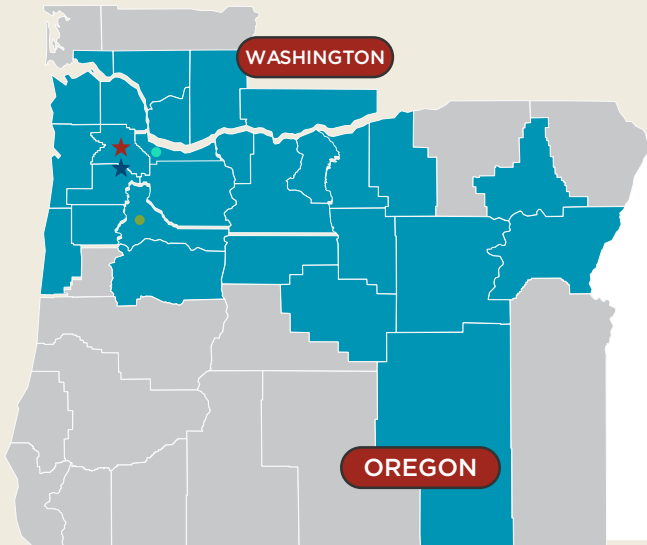
7,209

CALCULATED PUBLICITY VALUE

\$664

McMinnville Only

MARKET REACH



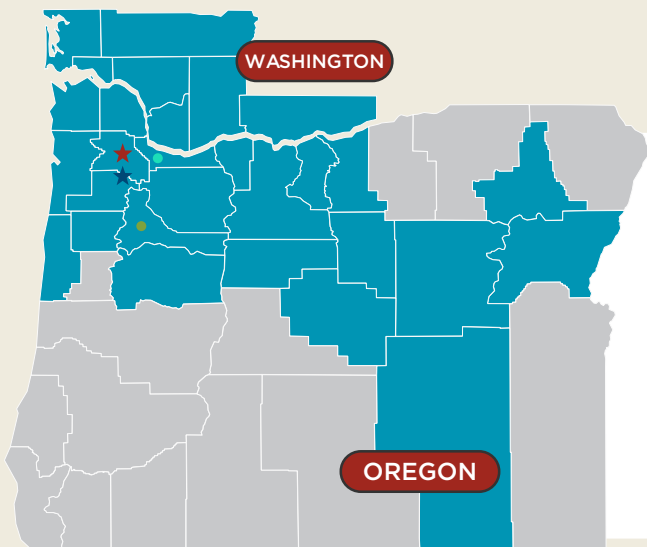
IMPRESSIONS

58,106

CALCULATED PUBLICITY VALUE

\$5,408

McMinnville Only



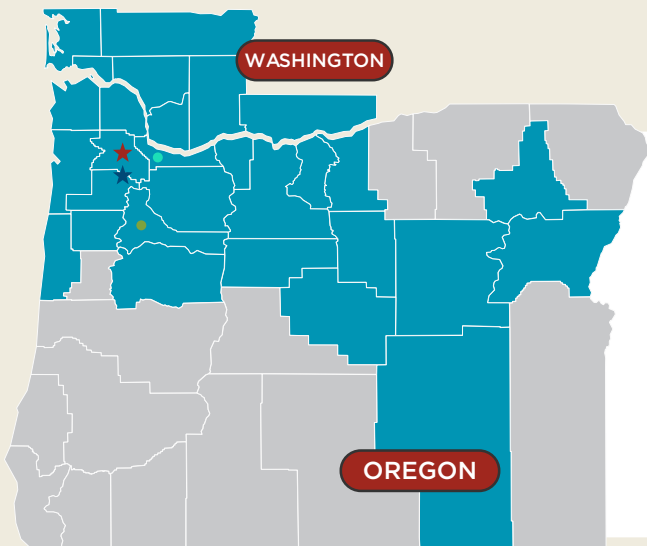
IMPRESSIONS

9,064

CALCULATED PUBLICITY VALUE

\$624

McMinnville Only



IMPRESSIONS

236,405

CALCULATED PUBLICITY VALUE




\$17,216

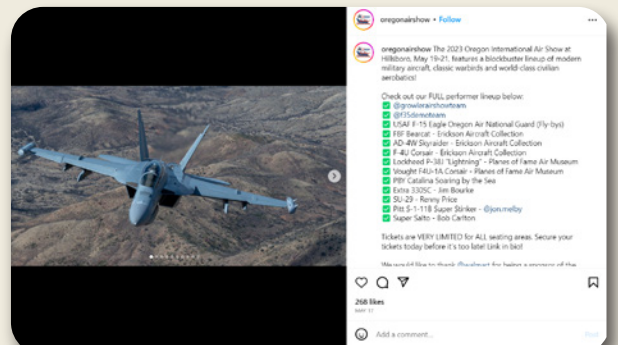
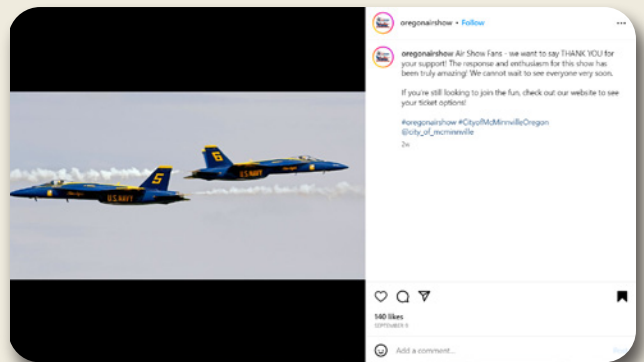
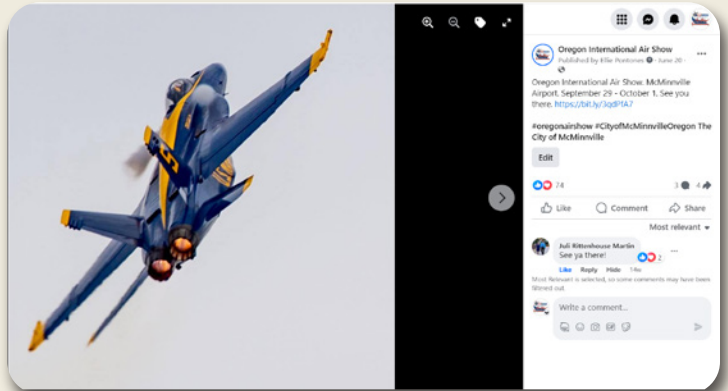
HILLSBORO: 47,949 - \$5,355

McMINNVILLE: 188,456 - \$11,861

SOCIAL MEDIA SUMMARY

Facebook, Twitter, and Instagram are a critical part of the Air Show's marketing mix. These powerful outlets are used to engage with Air Show fans before, during, and after the show and to support relationships with our sponsors.

	21,000 Followers
	20,140 Page Likes
	721,461 Impressions
	1,643 Twitter Followers
	78,318 Impressions
	4,714 Instagram Followers
	243,988 Impressions



EMAIL TARGET MARKETING

The Oregon International Air Show has built a fan base of nearly 37,111 email subscribers who have opted to receive emails for first access to tickets and special performer announcements from the Air Show. For the 2023 Hillsboro and McMinnville shows:

37,111

subscribers reaching

774,702

people (via Constant Contact) received

67

email ads

39%

Email open rate

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



WHEELS UP!

Tickets are now on sale to the general public for the 2023 Oregon International Air Show at McMinnville Airport on Sept. 29 through Oct. 1!

Don't miss the US Navy Blue Angels, the USAF F-16 Viper Demo Team and many more exciting aircraft taking flight. More performer announcements will be coming soon as we plan to make this a show to **REMEMBER!** Grab your tickets below.

TICKET OPTIONS

OREGONAIRSHOW.COM



THEY'RE BACK


The Oregon Air National Guard is coming back to the Oregon International Air Show with exciting flybys in their F-15 Eagles!

The Oregon Air National Guard has been part of our show since the beginning, even headlining the 1989 show with their F-4s before transitioning to the F-15 Eagles later that year. Being able to have our local Air National Guard come out is always so special to us.

Air Show Fans - You are not going to want to miss your hometown heroes flying by in their F-15s September 29 - October 1!

PURCHASE TICKETS

OREGONAIRSHOW.COM



TRIPLE THREAT!

We are thrilled to announce the addition of the U.S. Navy EA-18G Growler Demo Team to the 2023 lineup for the Oregon International Air Show at Hillsboro!

This variant of the F/A-18 family of aircraft combines the proven F/A-18F Super Hornet platform with a sophisticated electronic warfare suite.

It's an exciting addition to pack into our headliner group with the USAF F-35A Lightning II Demo Team and the USAF A-10 Thunderbolt II Demo Team!

Early ticket sales were strong and will only get stronger with this growing lineup, so go get yours today and we'll see you May 19-21 at the Hillsboro Airport!

TICKET OPTIONS

US NAVY EA-18G GROWLER DEMO TEAM
GENERAL CHARACTERISTICS

PRIMARY FUNCTION:
AIRCRAFT ELECTRONIC ATTACK (AEA)

CONTRACTOR:
BOEING COMPANY

PROPELLSION:
7003 400-20-400 TURBOFAN ENGINES, 22,000 POUNDS (9,979 KG) STATIC THRUST PER ENGINE

LENGTH:
60.5 FEET (18.4 METERS)

HEIGHT:
16 FEET (4.87 METERS)

WINGSPAN:
43.9 FEET (13.38 METERS)

OREGONAIRSHOW.COM



LIGHTNING IS STRIKING

We are pleased to announce that the USAF F-35A Lightning II Demonstration Team is returning to the Oregon International Air Show at Hillsboro!

Commander of the team is fan favorite - Major Kristin "Beo" Wolfe! She'll again be piloting the F-35A and leading the Demo Team to show off the incredible capabilities of the Air Force's most advanced 5th generation multi-role stealth fighter.

The USAF F-35A Lightning II Demonstration Team is joining the U.S. Air Force A-10C Thunderbolt II Demonstration Team at the Hillsboro Airport on May 19-21. You're not going to want to miss these spectacular performers brighten up the Hillsboro sky.

Stay tuned for some exciting ticketing announcements and updates coming VERY SOON!

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

PRIMARY FUNCTION:
MULTIROLE FIGHTER

PRIME CONTRACTOR:
LOCKHEED MARTIN

POWER PLANT:
ONE F135-AW-100 F135-PW-100 TURBOFAN ENGINE

THRUST:
43,000 POUNDS

WINGSPAN:
25 FEET (7.62 METERS)

HEIGHT:
51 FEET (15.7 METERS)

LENGTH:
147 FEET (44.8 METERS)

WEIGHT:
14,000 POUNDS (6,350 KILOGRAMS)

MAXIMUM TAKEOFF WEIGHT:
20,000 POUNDS (9,072 KILOGRAMS)

FUEL CAPACITY (INTERNAL):
18,000 POUNDS

RANGE:
MACH 1.6 @ 1,000 MPH

MAJ KRISTIN "BEO" WOLFE
COMMANDER, 48TH FSX, 48TH FSX
F-35A LIGHTNING II DEMO TEAM

OREGONAIRSHOW.COM

EARNED MEDIA

KGW8 News Weather Sports VERIFY KGW8+

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Oregon International Air Show kicks off 35th year



LIVE

FLYING HIGH AT THE OREGON INT'L AIR SHOW

The Oregon International Air Show kicks off at the Hillsboro Airport. Devon Haskins got a preview of

KPIC NEWS WEATHER SPORTS OUTDOORS GAME CENTER WATCH

Blue Angels return to Oregon this weekend over the McMinnville skies

by KATU Staff | Mon, September 25th 2023, 5:25 PM EDT




The U.S. Navy Blue Angels soar over Lake Washington during the Boeing Senior Airshow on Friday, August 4, 2023. Jeremy Bernhardt, KOMO News

News Weather Video Sports All Events Everyday Northwest Community More

Kohr Explores: Planes, new and old, in McMinnville for the OR International Air Show

by Kelly Becker
Updated: Sept. 20, 2023, 1:43 PM EDT



PORTLAND, Ore. (KOIN) — Friday afternoon, planes will take to the sky around McMinnville as the Oregon International Air Show reboots.

The air show is celebrating its 35th year and features the return of the Blue Angels for the first time in eight years.

KOIN 4 News' Kelly Becker visited the Aurora State Airport to check in as crews prepare for the exciting weekend.

Watch the full video in the player above for more information.

OREGON LIVE
The Oregonian


Advertisement

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LIVING

Oregon International Air Show puts the 'medio ocho Cubano' in Spanish live narration

Updated: May 21, 2023, 10:43 p.m. | Published: May 21, 2023, 7:00 a.m.



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Learn more

Charitable Giving

The Oregon International Air Show
Supports the Communities it Serves



**Inspiring
the Future**
Honoring the Past
7,050
tickets were
donated

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

\$448,052
VALUE OF OUR VOLUNTEERS

TICKET DONATIONS BENEFITED

Veterans	\$114,125
Youth	\$286,200
Partners	\$45,449
Fundraisers	\$5,712

\$451,486

VOLUNTEERS & NONPROFITS RECEIVED

Nonprofit Volunteer Groups	\$50,320
Comp Booth Space	\$19,350

\$69,670

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