



® TM

AIR GUITAR WORLD CHAMPIONSHIPS

#MAKEAIRNOTWAR



PARTNER PACKAGES

PACKAGE	BACKSTAGE PARTNER	MAIN PARTNER	PARTNER
Logo/video at the Rotuaari square + livestream		✓	✓
Logo visibility on web site		✓	✓
Logo at the Dark Horses		✓	✓
Backstage partnership	✓	✓	
Social media posts		✓	
Logo at print materials+ judges' tent		✓	
Promotional booth at the Rotuaari square		✓	
Nominate your own favorite		✓	
Social media posts about the collaboration		✓	
Utilization of an air guitarist		✓	
	€ 4,000	€ 15,000	€ 8,000



MAKE AIR NOT WAR

Internationally famous event

The Air Guitar World Championships have been held in Oulu since 1996. This international entertainment brand has spread worldwide through official competitions, a dedicated fan base, and extensive media coverage.

The event annually attracts thousands of live spectators and earns millions of media hits, while also drawing dozens of international TV crews and news agencies to Oulu. Bloggers and travel organizers from around the world also come to attend the competition in person. The event is live streamed with high quality, and at its peak, hundreds of thousands of viewers tune in through media partnerships.

Main partner

15 000 €

Includes for example:

- Logo/video visibility on the screen at the Rotuaari square during the Air Guitar World Championships final
- Logo/video visibility in the international livestream
- Logo visibility on the Air Guitar World Championships website
- Logo visibility in print materials (posters, distribution in the Oulu region)
- Logo visibility in the judges' tent (logo appears when judges display their scores)
- Promotional booth at the Rotuaari square (own stand)
- Logo visibility at the back stage interviews
- Opportunity for rewarding your own favorite (e.g., with company merchandise) in the final
- Social media posts about the collaboration on our social channels (IG, TW, FB) at the desired time
- Utilization of an air guitarist in marketing, e.g., a social media video that can be worked on throughout the year, or in the form of a creative and active air guitar workshop for your own staff or customers in the Oulu area during the year 2024
- Logo visibility at the Dark Horses Qualifying Event and stream



Partner

8000 €

- Logo/video visibility on the screen at the Rotuaari square during the Air Guitar World Championships final
- Logo/video visibility in the international livestream
- Logo visibility on the Air Guitar World Championships website
- Logo visibility at the Dark Horses Qualifying Event and stream

Backstage Partner

4000 €

Backstage partnership (decorations, merchandise, interviews, etc., visible in the broadcast)

1500€ / detail

- Logo visibility on the Air Guitar World Championships website
- Logo visibility at the back stage interviews
- Partnership of highlight moments and slow motions in the live broadcast.
- Interview or performance of a top air guitarist for partners social media material



WANNA **ROCK** WITH US?

Global Network

The Air Guitar World Championships is more than just one of the main events in the Oulu region: the air guitar season kicks off in spring with national competitions held across the globe. The national champions from the ever-expanding air guitar network are sent to Oulu to compete for the world title. The Air Guitar World Championships are part of Oulu August Festivals.

Make Air, Not War

The purpose of the Air Guitar World Championships is to promote world peace. According to the ideology of the competition, wars would end, climate change stop and all bad things disappear, if all the people in the world played the Air Guitar. This is why the whole universe is invited to play the Air Guitar for the world peace at the end of the competition.

Visibility

Audience in Oulu in World Finals: **5 000**
Live stream audience: at its peak **300 000**

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 @airguitarworldchampionships

 @ airguitarworldchampionships

Media:

Finnish national and regional: Yle (Finnish Broadcasting company), IS, IL, Kaleva, HS

International media: Reuter, Associated Press, NBC, CBS, ABC, Time, New York Times, Washington Post, Daily Telegraph, Huffington Post

Products

- competitions
- workshops
- live shows (air guitarists, acrobatics)
- video material

Anything else on your mind?

Contact:

Chenhao(Mirror) Song

chenhao.song@student oulu.fi

tel. +358 41 5770 763