



SAVUNMA VE HAVACILIK SANAYİ İHRACATÇILARI BİRLİĞİ

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Ankara, 17/03/2023

SİRKÜLER (2023/Savunma)

Sayın Üyemiz,

T.C. Cumhurbaşkanlığı Savunma Sanayii Başkanlığından alınan bir yazıda, 11 Haziran 2023 tarihinde İspanya'nın Granada şehrinde Motril Air Show'un gerçekleştirileceği belirtilmektedir. Etkinliğe ilişkin ayrıntılı bilgilere Ek'te yer alan dosyadan ulaşılabilmektedir.

Bilgileri ve gereği rica olunur.

Musa DEMİR
Genel Sekreter

EK: Motril Air Show 2023 (28 sayfa)

Ayrıntılı bilgi için: Ezgi Çobanoğlu - Uzman Yrd.

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DOSSIER INFORMATIVO



Informative dossier in reference to the Motril International Air Festival (Spain).

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A.A.A.O

(Orion Andalusian Aeronautical Association)



Who we are and what we do.

The Orion Andalusian Aeronautical Association is based in Motril, (Granada) and is a non-profit cultural organization, born with the spirit of disseminating, promoting and educating in the field of aeronautics.

For effective dissemination, we've created an aeronautical "didactic-museum" in Motril, to support and promote the construction of a heliport, airport or aerodrome. We've also implemented different activities which we can share among a great number of people, from all social and cultural spheres, the spirit of freedom that the development of aeronautics has provided to man, both in private and professional life, and the benefits of this.

Not everything is limited to "conventional activities" and in the A.A.A.O we have taken a step further. For 18 years now, we have been responsible for the organization and development of the Air Festivals held in our town, in order to bring aviation in all its fullness to our land, to MOTRIL.

WHAT IS AN AIR FESTIVAL?

In a simple way, we could say that an air festival is nothing more than a flight exhibition in which aviators demonstrate their skills as pilots, and the potential of their planes. Typically, these shows are public and there are a lot of variations as to how they are organized.



Photo: Farewell parade of the five EC-120 Colibri of the ASPA Patrol at FAIM 2016.

MOTRIL INTERNATIONAL AIR FESTIVAL



An airshow doesn't happen overnight. It is the result of a lot of work and a lot of planning, as well as sacrifice and effort. The one in Motril is no exception.

2006 was the first of our airshow, in which only 3 helicopters participated. After the success of the event, there came much support of institutions, companies and the media. It quickly became evident that it was possible to continue and the following year, the second Festival was a reality.

Going a little further in time, it was in 2013 when one of the most important and outstanding achievements in the history of the Festival was achieved. Thanks to the participation of the French Cartouche Doré Patrol, the Motril Air Festival reached the INTERNATIONAL category, thus placing itself in the European calendar of air festivals. In 2021, the Motril air show reached the 15th annual, having become one of the most referenced Air Festivals in Europe, and of course in Spain, since it is one of the 3 survivors that remains in our country together with Gijón and Barcelona.

Official Poster of the XIV Motril International Air Festival



WHY AN AIR FESTIVAL?

There are larger and more important cities, with greater capacities and greater resources, but very few have an air festival. Motril is priveledged and fortunate to be one of them. And it is thanks to the great advantages and benefits that only aviation, looking at it from an international perspective, can offer.

BENEFITS

Economic and Tourist:

Due to the great interest that this type of event arouses, both nationally and internationally, in the end there are thousands of people who travel specifically to enjoy the air show. That translates into thousands of people who have to make a living, so they spend their capital in the municipality, benefiting the local economy remarkably. And it is not only reduced to the day of the Airshow. It is also a good opportunity to get to know the place and enjoy the tourist offers that exist, such as visiting museums, gastronomy, leisure or others... An event of this caliber does not go unnoticed and causes various companies and institutions to express interest and invest, regardless of how they do it. Either with economic means or other types of support and that, if it were not for this Airshow, it would not be possible.

Collaboration between Institutions:

The Airshow helps build rapport between the different administrations, whether local, regional and/or state, and benefits Motril's citizens. In addition, a close collaboration between civil and military estates.

Military Approach:

Undoubtedly, air shows are one of the events in which military organizations have greater contact.

Culture:

It is opportunity to spread Aeronautical Culture and knowledge. This is achieved through different related activities, whether conferences, contests, or exhibitions.

Sport:

The very nature of aviation "forces" pilots to maintain a reasonably healthy lifestyle. There are even aerial competitions, which makes aviation also an optimal method for promoting sport in another type of modality, less known, but just as valid.

Logistics:

Although Motril is not a big city, it has a great advantage over other places since it is geographically located at a strategic point in terms of transport communications, which greatly facilitates access. The Malaga, Granada and Almería airports are all within close proximity, from these capitals just one hour by highway, (approximately). And we are not forgetting the maritime route, since thanks to the fact that Motril is the point of reference on the Costa Tropical, it is capable of hosting large cruise ships.

Photo: General view of the port of Motril.



INTERNATIONAL IMPACT



Photo Above: F-16 of the Turkish Air Force (Solo Turk) upon arrival at Malaga airport.



Mig-29 Polish Air Force (Motril Airshow 2022)



Solo Turk. Two F-16



Photo Below: A-400M Display of the French Air Force. (2022)

Addition to the whole set of attractions that Motril and the Costa Tropical offer to tourism, the air festival is an extra incentive for thousands of people from all over the world get to know a place like this, which if not that this way, it would never be possible.

This is due to the great interest and love that exists in all places around the world for air shows, causing hundreds of people to travel and move expressly to enjoy them. And it is not by chance... in this matter the following question may arise:
What appeal does an air festival have to mobilize so many people from so many places?

The answer is very simple: Because the public has the opportunity to see what cannot be seen under normal circumstances. In other words. It offers something exclusive and unique.

Hence the importance of the variety of participants. *The more diverse they are, the more people will be interested in attending.* In diversity we refer to both the aircraft model and the country to which they belong and the type of flight they do, since there are many varieties. It is noteworthy that in addition to public attendance, which is undoubtedly one of the most important aspects, not to say the most, there is also the positive consequence that, if said attendance is successful, the press, both national and foreign, will echo the event, thus giving extraordinary publicity to the city.

Currently, the Motril International Air Festival has a reach in more than 15 countries, thanks to the specialized press, the internet and the thousands of people who have

come over the years to see the Festival. USA, France, UK, Hungary, Belgium, Holland, Italy, Germany, Portugal, Turkey or Greece are some of the countries in which the Motril Festival in one way or another has been present in the media and in the It is currently on the European airshow calendar.



FlyPast Presented FREE
with your April 2019 issue

AIRSHOW 2019

YOUR ESSENTIAL 32-PAGE GUIDE TO
THE 2019 EVENT SEASON

Hundreds of events listed
Month-by-month rundown of
displays and shows around the
world

British magazine FlyPast in its special issue of European Air Festivals where it includes Motril.

14 STENDAL, GERMANY: Berlin Airlift 70 - www.berlinairlift70.com

14-15 VOLKEL AB, THE NETHERLANDS: Luchtmachtdagen - www.defensie.nl/onderwerpen/luchtmachtdagen



Above
Swedish aviator Mikael Carlson at the controls of his Thulin A (Swedish-built Blériot XI) at the Hahnweide show. BEN DUNNELL

22-23 ANNECY, FRANCE: AéroLac - www.aerolac.org

25-30 PATRIOT EXPOCENTER, MOSCOW; ALABINO TESTING GROUNDS AND KUBINKA AB, RUSSIA: Army 2019 International Military-Technical Forum - www.rusarmyexpo.com NOTE: Public days June 28-30

29 BEROMÜNSTER, SWITZERLAND: Flüügerchilbi - www.flubag.ch

29 ESLÖV, SWEDEN: Eslöv Airshow - www.flyin.se

29-30 BAI20 CAZAUX, FRANCE: Meeting de l'Air - www.fosa.fr/meetingdelair

29-30 WÜRZBURG, GERMANY: Würzburg Fliegt - wuerzburg-fliegt.de

30 MOTRIL SEAFRONT, SPAIN: Festival Aéreo Internacional Ciudad de Motril - www.motrilairshow.com

JULY

05-07 KAVALA PORT, GREECE: Kavala AirSea Show - kavala-airshow.com

06 KATWIJK SEAFRONT, THE NETHERLANDS: SAR Katwijk - www.sarkatwijk.nl

FLYPAST AIRSHOW GUIDE 2019 27

We consider as very positive the great international reach that the International Air Festival of Motril has acquired in these years. So much so that we have managed to get the air forces and aerobatic teams to offer themselves to make their demonstrations at our Airshow.

Message from the French Colonel, Mr. Philippe Giloupe to Mr. Jose M. Pérez Juárez, President of the A.A.A.O on June 22, 2015:

“Good morning Jose Miguel,

I thank you so much for everything you have done for us. The Cartouche Doré team is very happy and satisfied with their participation. Everything has gone well for them and they hope to return to Motril.

Congratulations for the festival!!!! And the tremendous work you have done for months and that has allowed yesterday's success!!!!”

*A big hug, Philippe
Colonel Philippe Giloupe*

Therefore, we can consider that the fact that an air festival, such as that of Motril, has foreign participation is highly beneficial, in addition to the reasons already mentioned, because it willingly fosters international relations and collaborations between countries and the different Air Forces.

Photo: Reception of the Polish Orlik Team upon arrival in Granada, (LEGR), for their participation in FAIM 2019.



Photo: Exchange of courtesy gifts between the Spanish and Turkish Military teams at the X Motril International Air Festival 2015.



In 2021 foreign participation was from France, which sent one of the most popular aircraft in the world of air shows, the Rafale Demo de la Armée De l'Air. Photos: (Above): Arrival of the Rafale at Malaga International Airport. (Below): Moment of the exhibition on the beaches of Motril.



MOTRIL: SUCCESS AFTER SUCCESS

Like any type of show, none of this would be possible without an interested and committed audience that attends to enjoy it. And the Motril Air Festival is no less... But unlike other similar events, we proudly say that our Festival has been an event that has grown remarkably year after year in every way. But above all, and this is what concerns us at this point, we have grown at the same time in terms of the quality of the participants and consequently in public attendance. It is noteworthy that both things are closely related. The newer a grid of participants is, the more interest it will awaken in the fans and therefore the more people will come to see it.

More than 100,000 people, according to official sources, came to see the Festival in its fourteenth

SUSCRIBETE 900 199 931PROMOCIONES

JUEVES, 5 DE SEPTIEMBRE, 2019

REGISTRATEINICIAR SESIÓN

GranadaHoy

PROVINCIA

GRANADA

PROVINCIA

VIVIR EL VERANO

ANDALUCÍA

PANORAMA

GRANADA CF

ACTUAL

EL FESTIVAL

OPINIÓN

TODAS LAS SECCIONES

PROVINCIA

PROVINCIA

Más de 100.000 personas en el Festival Aéreo de Motril

Fueron cerca de tres horas y media de espectáculo en las que se pudieron disfrutar de maniobras acrobáticas, en algunos momentos muy arriesgadas



Más de 100.000 personas en el Festival Aéreo de Motril / ALBA FEIXAS

ALBA FEIXAS

30 Junio, 2019 - 17:32h



Últimas noticias

Más leído

1



Un grupo de expertos vigilará a los niños afectados por el crecepelo

2



Airbus arremete duramente contra el Gobierno de Pedro Sánchez

3



La Junta calcula el perjuicio del Brexit entre 500 y 1.200 millones de euros

4



Javier Nart se da de baja en Ciudadanos, pero no renuncia al escaño en la Eurocámara

5



El PSOE y Unidas Podemos intentan alcanzar un acuerdo para destascar la investidura de Pedro Sánchez

MÁS INFORMACIÓN

Motril ha demostrado que cuenta con un

Edition.

Below, front page of the newspaper Granada Hoy where this news is reflected.

Below is a representative graph with the evolution of the public over the years at the Motril International Air Festival, reaching more than 100,000 live spectators in 2019 and remaining in 2021.

It should be mentioned that in 2020, due to the health situation, a festival could not be held under normal conditions, but even so, we were pioneers in Spain for having launched the I Virtual Air Festival through the Internet.

PARTICIPANTS

The table below shows the most significant and important teams and aircraft that have participated in the Motril International Air Festival over the years. They are not put in a specific order.

5070 sayılı kanun gereğince güvenli elektronik imza ile imzalanmıştır. ID:4135947802023316161657. Bu kod ile http://evrak.oaib.org.tr/ adresinden doğrulayabilirsiniz.

EQUIPMENT / AIRCRAFT	OPERATOR	COUNTRY
Learjet 35	USAFE	USA
Rafale	Armée de l'air	France
Cartouche Doré	Armée de l'air	France
A-400M Display	Armée de l'air	France
F-16 Solo Türk	Air Force	Turkey
Boeing KC-135	Air Force	Turkey
Saab JAS-39 Gripen	Hungary Air Force	Hungary
Antonov An-2	Hungary Air Force	Hungary
ORLIK Team	Air Force	Poland
Mig-29A Fulcrum	Air Force	Poland
Patrulla Águila	Air Force	Spain
Patrulla ASPA	Air Force	Spain
Patrulla PAPEA	Air Force	Spain
Patrulla PAEEA	Air Force	Spain
Sikorsky S-76	Air Force	Spain
Bombardier CL-415T	Air Force	Spain
Tigre HUD	FAMET	Spain
Boeing Chinook	FAMET	Spain
AV-8B Harrier +	ARMY	Spain
Sikorsky SH-60 Seahawk	ARMY	Spain
CASA C-212 Aviocar	Air Force	Spain
Eurocopter EC-135	Guardia Civil	Spain
AW-109	Maritime Rescue	Spain
AS 355NP Ecureuil 2	DGT	Spain
AB-412 SP	Andalusia Emergency Group (G.E.A)	Spain
Cessna C-172	Air Olé	Spain
Piper PA-28	Royal Flying Club of Malaga	Spain
Zenair CH-101	Patrulla Plus Ultra	Spain
Partenavia P-68	Royal Flying Club of Granada	Spain
CASA Bücker 1-131 Jungmann	Private	Spain
Extra 300	Private	Spain
Extra 200	Private	Spain
Yak-52	Patrulla JACOB 52	Spain
Robinson R-44	Tropicopter	Spain
ELA 07	Private	
Aeroprakt A-22	Private	Spain
MBB-Kawasaki BK117-A3	CUSTOMS	Spain
Eurocopter EC-135	Police	Spain
Jihlavan JA-200 Rapid	Private	Spain
MBB BO-105	Guardia Civil	Spain
Sonex Sonex	Private	Spain
Bellanca 8KCAB Citabria Super Dechatlon	Royal Flying Club of Granada	Spain
Pitts S-2B Special	Private	Spain
Flight Design CT2K	Private	Spain
Mudry CAP 231	Private	Spain
EV97 Eurostar	Private	

		Spain
Zlin 50LS	Private	Spain
DE HAVILLAND CANADA DHC-1B-2-S5 CHIPMUNK	Private	France
Staudacher S-300E	Private	Spain
Extra 300 SC	Mélanie Astles	France - UK
Sadler Vampir	Private	Spain
Súper Skymaster	Private	Spain

RELATIONSHIP BETWEEN PUBLIC AND PARTICIPANTS

Due to the importance of this point, we will deal with it a little more in depth, although we have already mentioned it previously.

In an air festival, the relationship between the public and the participants who fly acquires, if possible, a greater importance than in other shows of a similar nature, since its "survival" or, in other words, for it to be successful, must be essential. that causes interest in fans big enough for them to take the trouble to travel, even from abroad, expressly to see and enjoy it. This is achieved by bringing the best and most varied aviators possible. Therefore, the formula is easy in theory:

MORE AND BETTER PLANES = MORE AUDIENCE.



Photo: Guardia Civil helicopter on static display, where the public took the opportunity to get to know the device and take photos with it, as well as learn from the professionals who operate it at the 2017 Motril International Air Festival.

SPONSORS, SPONSORS AND COLLABORATORS

The Motril Air Festival has five advertising categories for companies and entities that want to support the project. These are: Premium Sponsor, Special Sponsor, Sponsors, Sponsors and Collaborators. In practice, the difference consists in the advertising reach that each acquires. In other words, each category has the right to a certain diffusion through various media and each of these channels has a certain public reach, in addition to the time in which the company's advertising is visible.

Official poster of the twelfth F.A.I.M where the different categories of advertising are appreciated.



PLATINUM SPONSOR: €16.000
(Maximum)

GOLD SPONSOR: €6.000

It is the highest category that the F.A.I.M offers at the advertising level, so it is also the one that offers the most advantages. You will have the right to place an official Stand, banners, flayers and photocall of the company. Tasting of the product in the VIP area. Large size in main photocall and high and preferential place in official signage, Advertising of the logo in our RR.SS for 12 months. Possibility of placing 4 vinyls on a participating aircraft (wings - fuselage), of the brand logo. Possibility of "sponsoring" a promotional video on our YouTube channel, also projected on our social networks.

PREMIUM SPONSOR: €3.000

In addition to the conventional advertising of the F.A.I.M in its different channels, both physical and online, the placement of a 6 X 6 meter physical tent of the brand, pennants or banners, is granted to offer products or advertising. Advertising of the logo in our social networks for 10 months. Possibility of placing 2 vinyls in a participating aircraft (fuselage).

SPECIAL SPONSOR: €1.500

Physical placement of the 3 X 3-meter tent of the brand to offer product or advertising. Size of the company logo in the corresponding section on billboards and photocalls. Advertising of the logo in our social networks for 8 months. In addition, not only is its diffusion guaranteed, but it is given a prominent position over the rest of the lower category companies.



Photo: *Partial view of the Commercial Zone of the F.A.I.M*





ADVANTAGES OF ADVERTISING IN THE F.A.I.M

We are aware of the importance of good advertising for a company and even more so in a world as competitive as ours. That is why the F.A.I.M has and offers one of the best advertising showcases that can exist, since due to the very nature of the event it has a scope that other media do not have. Below is a list of the benefits a business can gain by advertising with us.

ECONOMIC ADVERTISING.

EFFECTIVE ADVERTISING.

GUARANTEED MINIMUM ADVERTISING.

DIFFERENT DEGREES OF ADVERTISING, ADAPTING TO THE NEEDS AND/OR POSSIBILITIES OF EACH ADVERTISER.

REACH TO ALL AUDIENCE.

IMMEDIATE VISIBILITY AND PRESENCE OF THE BRAND.

INTERNATIONAL SCOPE.

ADVERTISING EXPOSED FOR LONGER TIME.





The president of AAAO interviewed by Spanish State Television (TVE).



Photos: A.A.A.O & Rafamateos.

Very few shows can boast the great media impact that we have in every way, thanks to the ability to reach so many people with so many means. The images above are a sample of this. Below, we leave some Links

<https://www.canalsur.es/noticias/andalucia/motril-se-convierte-en-capital-de-las-acrobacias-aereas/1453061.html>

<https://www.ideal.es/granada/costa/apoteosis-festival-aereo-20190630115030-nt.html>

<https://www.facebook.com/watch/?v=409383166327703>

<https://www.facebook.com/tropic.coast.videos/videos/476494549585969/UzpfSTEwMTI1MjE2OTU6MTAyMTU4NTM0NjAyNjIwNzU/>

<https://www.facebook.com/watch/?v=2102455026530225>

https://www.youtube.com/watch?v=aHQVp5BC7nk&ab_channel=JoseM

<https://www.lavanguardia.com/local/sevilla/20150621/54432438986/miles-de-espectadores-presencian-el-x-festival-aereo-de-motril-granada.html>

https://www.cope.es/emisoras/andalucia/granada-provincia/motril/noticias/xiv-festival-aereo-internacional-motril-espera-batir-record-espectadores-proximo-domingo-20190626_445051

<http://www.hispaviacion.es/viii-festival-aereo-internacional-de-motril/>

https://www.youtube.com/watch?v=svIGPRrJLWM&ab_channel=TeleMotrildeMotril

<https://www.facebook.com/1012521695/posts/10215862459447049?s=1012521695&sfns=mo>

<https://granadaescultura.com/festival-aereo-motril/>

<https://www.piccavey.com/motril-air-show-costa-tropical/>

<https://www.theseasidegazette.com/2022/04/87578/motril-air-show-2022/>

<https://www.motrilturismo.com/es>

<https://www.motrilturismo.com/es>



OFFICIAL ADVERTISING CHANNELS OF THE F.A.I.M

Important Note: The list shown below reflects the means available to the F.A.I.M so that a company can have a presence in it, but it does not mean that it automatically appears in all of them. That will depend on the degree of advertising you hire.

Festival Official Website

Social Media: Facebook, You Tube, Instagram, Twitter and Telegram

Official Poster of the Festival

Festival Advertising Posters, flyers, photo call

Official Videos of the Festival (1)

Pennants (2)

Tarps and Banners

Teams (3)

The company that wishes can sponsor the Official Videos of the F.A.I.M

The flags are an advertising space that are placed on the beach on the day of the airshow.

If any company is interested, it has the possibility of sponsoring a Team throughout the Air Festival. And if conditions permit, the logo of that company can be placed on a plane.



Patrulla Aguila & Orlik Polish Team



Photo: Example of advertising at FAIM, where the main sponsoring companies have their place in events related to the Festival. In the image, moments before the signing of the posters of the pilots and teams. Below, Jorge Macías' plane with vinyl from the sponsoring company.





Patrulla Aguila of the Spanish Air Force and Space. Formed participation in Motril AirShow 2023.

17 EDICIÓN

**FESTIVAL AÉRO INTERNACIONAL
CIUDAD DE MOTRIL**

11 JUNIO 2023
PLAYA PONIENTE
MOTRIL - GRANADA
WWW.MOTRILAIRSHOW.COM

¿ESTÁS PREPARADO PARA LO QUE VIENE ?

SÍGUEMOS:

Are you prepared for what is coming? 17th Motril AirShow. June 11, 2023.

Thank you very much for your attention.



CONTACT

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