



# 2026 SEASON NATIONAL STOL SERIES

Reach 600,000+ aviation fans · Bring 2,000+ to your community · October 9–10, 2026.



## MUSIC CITY *STOL* 2026 PARTNERSHIP GUIDE



## WHY SPONSOR MUSIC CITY STOL?

**Music City STOL is one of the most engaged outdoor sports audiences in the country — and one of the few that combines national broadcast reach with intimate, on-the-ground community impact.**

### **MASSIVE REACH**

**611,000+ social media followers** and **267 million impressions** across our 2025 season — delivered through a live broadcast that reaches viewers nationwide.

### **PREMIUM AUDIENCE**

Aviation enthusiasts, pilots, families, and travelers — **77% drive 100+ miles** to attend and **55% bring children**. They engage with brands they see at our events.

### **GROUND ACTIVATION**

Vendor space, banner placement, and direct PA mentions put your brand in front of a captive crowd for an entire weekend — not a 30-second flash.

Sponsors return year after year because Music City STOL delivers what most events can't: a high-engagement national platform combined with deep local impact in a growing Tennessee community. Whether you're a national brand looking for broadcast exposure or a local business wanting to be seen by every spectator at the gate, there's a tier built for your goals.

**The pages that follow show exactly what your sponsorship gets you, who you'll reach, and how to claim your spot before they sell out.**





# WHAT IS NATIONAL STOL?

**National STOL is the country's premier short take-off and landing competition series — where pilots showcase precision flying in a high-energy, sport-style format that's part airshow, part motorsports, and 100% American aviation.**

Founded in 2020, our series has grown rapidly from four competitions in 2021 to ten events plus a National Finals in 2024 and 2025. For 2026, National STOL hosts ten events from coast to coast — culminating in the National Finals in Texas.

**What sets us apart:** live broadcasts of every major competition, a relentless social media engine that has built the largest aviation-sport audience in North America, and a partnership-first approach with our host communities that turns a weekend competition into a regional economic event.

Music City STOL is one of our flagship stops — held in **Lebanon, Tennessee**, just outside Nashville, drawing pilots and spectators from across the country into a region defined by its hospitality, music heritage, and growing aviation community.



**National STOL events don't just visit a town — they fill its hotels, pack its restaurants, and put its name in front of a national audience.**

Each Music City STOL weekend brings hundreds of out-of-town visitors to Lebanon and surrounding Wilson County. They stay in local hotels, eat in local restaurants, and spend in local shops. Our professional announcers recognize many of our event sponsors on the PA system and live broadcasts — so local businesses get visibility well beyond the runway fence.

Repeat events have historically grown attendance by **nearly 200% in their second year**. As Music City STOL settles into Lebanon for the long term, we expect the same compounding impact — and the businesses who get on board now will be the names tied to that growth.



### **TESTIMONIAL**

**"Swamp STOL has greatly impacted our local economy. This competition brings in countless guests who stay in our local hotels, dine in our restaurants, and visit our tourist destinations."**

***Kyler Royer,  
Director of Tourism,  
Jefferson Davis Parish***

**14,500+**

IN-PERSON ATTENDANCE  
ACROSS SERIES

**759K+**

LIVE-STREAM VIEWS  
PER SEASON

**267M**

TOTAL IMPRESSIONS  
(2025)

**77%**

TRAVEL 100+ MILES  
TO ATTEND

**55%**

ATTEND WITH  
CHILDREN & FAMILY

**29**

STATES & TERRITORIES  
REPRESENTED

**145+**

COMPETING TEAMS  
ANNUALLY

**500+**

AVIATION-LOVING  
VOLUNTEERS

**200**

AVG. HOTEL NIGHTS  
BOOKED PER EVENT





# SOCIAL MEDIA REACH

Statistics as of 12/30/25

National STOL has built one of the largest aviation-sport audiences in North America. Sponsors get tagged, mentioned, and featured across this network throughout the year — not just during their event weekend.

## INSTAGRAM

**113K** followers

**5.3M** page reach (2025)

## YOUTUBE

**112K** subscribers

**25.6M** impressions (2025)

## FACEBOOK

**350K** followers

**304K** hours watched (2024)

## TIKTOK

**36.8K** followers

*Fastest-growing platform*

TOTAL FOLLOWING

**611.8K**

2025 IMPRESSIONS

**267.5M**





NATIONAL  
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# SPONSORSHIP AT A GLANCE

Compare tiers, find your fit

| Sponsorship Tier              | <div> <div>SOLD</div> <div>ONLY 3 LEFT</div> <div>SOLD</div> </div> |         |              |         |         |           |         |
|-------------------------------|---------------------------------------------------------------------|---------|--------------|---------|---------|-----------|---------|
|                               | PRESENTING                                                          | RUNWAY  | FAT TIRE     | VISION  | ARMBAND | COMMUNITY | LOCAL   |
| Investment                    | \$25K                                                               | \$12K   | \$7.5K       | \$7.5K  | \$5K    | \$2.5K    | \$1.5K  |
| Spots Available               | 1                                                                   | 1       | <del>3</del> | 1       | 1       | Open      | Open    |
| Event Title Naming Rights     | ✓                                                                   | —       | —            | —       | —       | —         | —       |
| Branded On Runway             | —                                                                   | ✓       | —            | —       | —       | —         | —       |
| Broadcast Commercial / Spot   | ✓                                                                   | ✓       | ✓            | —       | —       | ✓         | —       |
| LED Wall Video Spot           | ✓                                                                   | ✓       | ✓            | —       | ✓       | —         | —       |
| LED Wall Banner               | —                                                                   | —       | —            | ✓       | —       | —         | —       |
| PA Mentions                   | ✓                                                                   | ✓       | ✓            | ✓       | ✓       | ✓         | ✓       |
| Vendor Space                  | 10'x30'                                                             | 10'x20' | 10'x20'      | 10'x10' | 10'x20' | 10'x10'   | 10'x10' |
| GA Tickets                    | 25                                                                  | 15      | 10           | 10      | 10      | 10        | 5       |
| VIP Tent Passes               | 10                                                                  | 5       | 5            | —       | 2       | —         | —       |
| Saturday Night Dinner Tickets | 10                                                                  | 5       | 2            | —       | 2       | —         | —       |
| Custom Social Media Posts     | ✓                                                                   | ✓       | ✓            | —       | ✓       | —         | —       |
| Dedicated Press Release       | ✓                                                                   | —       | —            | —       | —       | —         | —       |

All tiers include event-specific listing on [nationalstol.com](http://nationalstol.com). Customization available on every tier — contact us to design the right package for your goals.



## **EVENT PRESENTING SPONSOR**

**\$25,000 PER EVENT • 1 AVAILABLE**

### **OWN THE EVENT. OWN THE STORY.**

Your company name becomes part of the event itself — every announcement, every press release, every broadcast mention carries your brand. This is the highest level of visibility we offer, and only one is available per year.

#### **WHAT YOU GET:**

- **Event title naming rights** — "Music City STOL, presented by [Your Company]" used across all event materials, broadcasts, and press
- **25 complimentary GA tickets** + 10 VIP Tent passes + 10 VIP Saturday Night Dinner tickets — host clients, partners, and team in style
- **10'x30' premium vendor space** in the highest-traffic location at the event
- **Branded banner flags at public entrance and high-traffic areas** — your name visible from every angle, on the broadcast and in person
- **Featured commercials and underwritings** on the live broadcast, plus continuous PA recognition throughout the weekend
- **Dedicated press release** announcing your sponsorship to the aviation press
- **Custom social media campaign** across all National STOL channels (611K+ combined following)

***Additional elements available — let's design the right package together.***





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## RUNWAY SPONSOR

\$12,000 PER EVENT • 1 AVAILABLE

### YOUR NAME ON THE RUNWAY ALL WEEKEND.



Every aerial, not every broadcast cut-away, every photo from above shows the runway — and yours is the name on it. This is guaranteed repeated visual exposure that no 30-second commercial can match.

#### WHAT YOU GET

- Your name displayed prominently on the competition runway for the full weekend — visible in every broadcast, photo, and aerial shot
- 30-second commercial OR underwriting on the broadcast stream, aired at least 3 times during the live broadcast
- Continuous LED wall display at the event plus broadcast mentions in sponsor segments
- Listed as event-specific sponsor on [nationalstol.com](http://nationalstol.com)
- 15 GA tickets, 5 VIP Tent passes, 5 VIP Saturday Night Dinner tickets
- 10'x20' vendor space at the event
- PA recognition throughout the weekend in sponsor listings
- Custom social media post on National STOL channels
- Customizable extras: upgraded vendor space, banner placement, additional tickets, in-kind activation

NATIONALSTOL.COM



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**FAT TIRE SPONSOR**

**\$7,500 • ~~5~~ 3 AVAILABLE PER EVENT**

**ONLY  
3 LEFT**

## ***CUSTOMIZE YOUR WEEKEND. BUILD YOUR PRESENCE.***

Our most well-rounded tier — broadcast spot, LED video, vendor space, and tickets in one package. Get serious LED wall airtime, broadcast commercials, and a premium footprint on the ground — all customized to match your activation goals.

### **WHAT YOU GET:**

- **30-second video spot on the LED wall** at the event (you provide the footage, we put it in front of the crowd)
- **30-second commercial OR underwriting on the broadcast stream**, aired at least 3 times during the live broadcast
- **10'x20' premium vendor space** in a high-traffic area
- **10 GA tickets, 5 VIP Tent passes, 2 VIP Saturday Night Dinner passes**
- **Frequent PA mentions** throughout the weekend in sponsor listings
- **Custom social media post** on National STOL channels
- **Add-ons available:** in-kind activations (sponsor a pilot meal, contribute prizes), banner placement, additional tickets



**NATIONALSTOL.COM**



## **SPONSOR VISION**

**\$7,500 PER EVENT • 1 AVAILABLE**

### ***YOUR BANNER ON THE LED WALL. ALL WEEKEND LONG.***

The LED Wall is the visual anchor of every Music City STOL event — where every spectator looks for live scores, replays, sponsor spots, and event content. Sponsor Vision puts your branded banner physically on the wall itself, giving you sustained, can't-miss visibility every time a fan looks up.

#### **WHAT YOU GET:**

- **Dedicated branded banner attached to the LED Wall** for the entire weekend — your name lives on the visual centerpiece of the event, where every score, replay, and sponsor spot is shown
- **10'x10' vendor space** at the event
- **10 GA tickets** to the sponsored event
- **PA recognition** throughout the weekend in sponsor listings
- **Listed as event-specific sponsor** on [nationalstol.com](http://nationalstol.com)

***Only one Sponsor Vision spot per event — first come, first served.***



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## ARMBAND SPONSOR

**\$5,000 • 1 AVAILABLE PER EVENT**

**YOUR NAME ON EVERY WRIST. EVERY ATTENDEE. ALL WEEKEND.**



Every ticket holder, every non-profit, every volunteer, every staff member at the gate gets your branded armband. This is the only tier where your logo physically lives on every single attendee for the entire weekend.

### WHAT YOU GET:

- **Your company name** and logo on every armband issued at the gate to every attendee, competitor, volunteer, and staff member
- **Logo / link** on the event's **social website page** and email blasts
- **10'x20' vendor space** at the event
- **10 GA tickets** plus 2 VIP front passes and 2 Saturday Night Dinner passes
- **PA recognition** and **LED wall sponsor listing** throughout the weekend
- **Broadcast mentions** in sponsor segments
- **Custom social media post** on National STOL channels



## COMMUNITY SPONSOR

**\$2,500 PER EVENT**

### **FOR SMALL BUSINESSES READY TO BE SEEN.**

- **Priority placement** as event-specific sponsor on nationalstol.com and social media thank-you posts
- **PA + broadcast mentions** at the sponsored event
- **10 GA tickets** + display of your flag/banner in the spectator area
- **10'x10' premium vendor space** closest to the action
- **:30 second underwriting OR commercial** on the broadcast
- **Upgrade options:** larger vendor space, longer ad spot, more tickets — for a small fee



## LOCAL SPONSOR

**\$1,500 PER EVENT**

### **A FOOT IN THE DOOR FOR LOCAL BUSINESSES.**

- Listed as event-specific sponsor on nationalstol.com
- One social media / newsletter thank-you the week of the event
- PA / broadcast mention(s) at the sponsored event
- 5 GA tickets to the sponsored event
- Complimentary 10'x10' premium vendor space close to the event area

#### **WHY UPGRADE TO COMMUNITY?**

For an extra \$1,000, Community Sponsors get a guaranteed broadcast commercial, priority website placement, banner display rights, and 5 more tickets — plus the option to upgrade further. For most small businesses, the broadcast spot alone is worth more than the price difference.



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# RESERVE YOUR SPOT

2026 Schedule + Next Steps

## READY TO SPONSOR? HERE'S HOW.

1. Email [chad@boldaviation.org](mailto:chad@boldaviation.org) with your tier of interest
2. We send a confirmation within 48 hours
3. Sign + return to lock in your spot

**Deadline: All sponsorships must be finalized by September 1, 2026.**

## 2026 NATIONAL STOL SERIES SCHEDULE

### SWAMP STOL

Louisiana • April 10–11

### APPALACHIAN STOL

Pennsylvania • May 8–9

### PONY EXPRESS STOL

Missouri • May 29–30

### SODBUSTERS STOL

Wisconsin • July 17–18

### ROCKY MOUNTAIN STOL

Wyoming • August 14–15

### TBA EVENT

Oregon • August 28–29

### ★ MUSIC CITY STOL

Lebanon, Tennessee • October 9–10

### LONESTAR STOL

Texas • October 29–30

### NATIONAL FINALS

Texas • October 31

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## QUESTIONS? LET'S TALK.

[chad@boldaviation.org](mailto:chad@boldaviation.org) • [nationalstol.com](http://nationalstol.com)

**SEE YOU IN LEBANON, OCTOBER 9–10, 2026.**

BOLD Aviation, the promoter and host of Music City STOL, is a registered 501(c)(3) nonprofit organization.  
Sponsorship contributions may qualify as tax-deductible — please consult your tax advisor.