



# ArkanSTOL

Ozark Backwoods Challenge

## 2023 Sponsorship Opportunities



September 27 – October 1, 2023

Byrd's Adventure Center - Ozark, Arkansas - 51AR

*Thank you for your support of the 4th annual 2023 ArkanSTOL “Ozark Backwoods Challenge”!*

## What is the “Challenge”?

Located along the scenic Mulberry River, [Byrd’s Adventure Center](#) in northwest Arkansas, will once again be the place to witness some of the most incredible backcountry flying you can find anywhere in the world. The ArkanSTOL “Ozark Backwoods Challenge” is a new type of motorsport where talented pilots apply backcountry flying techniques while competing against each other in a test of skill and judgment. Spectators and pilots alike can learn more about the professional attitude, discipline, and equipment required in backcountry flying from many on-site vendors and a multitude of other pilots in attendance. ArkanSTOL is dedicated to providing a fun gathering for anyone interested in aviation and the outdoors—and having a great time. Bring anything with wings or wheels, an RV or tent, banjo or harmonica, and certainly a good appetite. See y’all there!

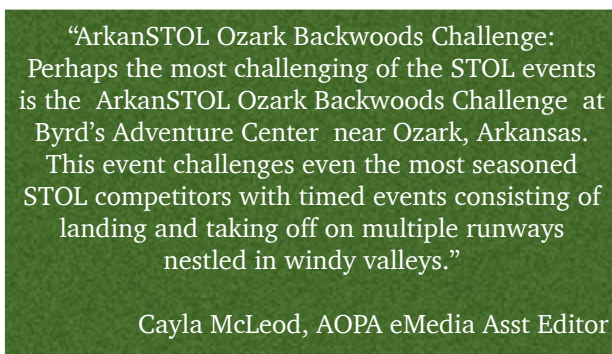
— *John Young, Co-Founder*

## Our Goals

- ✈️ Build a community of pilots who desire a more challenging test of their skills and to share experiences, exchange knowledge, and promote the backwoods/backcountry/bush flying lifestyle.
- ✈️ Showcase the Ozark region as a unique destination in the middle of the country with incredible flying venues including Byrd’s Adventure Center.



**EAA Event Video Coverage**  
*Click for Video*



**AOPA “Must-Attend STOL Events for 2022”**  
*Click for Full Article*

# Your 2023 ArkanSTOL Sponsorship Opportunities

## **Diamond Level - \$5500:**

- A 30 x 80 booth space.
- River Runway banner spot.
- Two (2) company/product video posts (sponsor responsible for video).
- On-going photo video posts on social media.
- Linked presence on ArkanSTOL website.
- Your logo presence on T-shirts and other printed media.
- Five (5) all access credential packets; includes meal tickets for Friday & Saturday evening dinners.
- 2 competition pilot slots.

## **Platinum Level - \$3500:**

- A 30 x 40 booth space.
- Company/product video posts (sponsor responsible for video).
- On-going photo video posts on social media.
- Linked presence on ArkanSTOL website.
- Your logo presence on T-shirts and other printed media.
- Three (3) all access credential packets; includes meal tickets for Friday & Saturday evening dinners.
- 1 competition pilot slot.

## **Gold Level - \$1750:**

- A 20 x 30 booth space.
- Company/product video posts (sponsor provide video).
- On-going photo video posts on social media.
- Linked presence on ArkanSTOL website.
- Your logo presence on T-shirts and other printed media.
- Two (2) all access credential packets; includes meal tickets for Friday & Saturday evening dinners.
- 1 competition pilot slot – based upon pilot slot availability.

## **Silver Level - \$800:**

- A 15 x 30 booth space.
- On-going photo video posts on social media.
- Linked presence on ArkanSTOL website.
- Your logo presence on T-shirts and other printed media.
- One (1) all access credential packet; includes meal tickets for Friday & Saturday evening dinners.

### Notes:

1. *Booth space sizes are approximate. “Pop-ups” or tents are the responsibility of the sponsor/vendor. Due to the remote location portable generators are required for electricity. If this is a requirement, please reach out to Jack Klein, your Sponsorship Coordinator.*
2. *For “Like-kind” sponsorship opportunities please contact Jack Klein, your Sponsorship Coordinator.*



# Additional Branding Opportunities

**Saturday Awards Banquet - \$4000:** Your generous sponsorship of our awards banquet will include a professionally printed banner with your company's logo posted in full view at the dinner. After giving thanks you will have a speaking opportunity and/or sponsor supplied video. Social media exposure of your company is also provided.

**Friday "Volunteer Dinner" - \$3000:** Your kind sponsorship of this dinner will include a professionally printed banner with your company's logo posted in full view at the dinner. After giving thanks you will have a speaking opportunity and/or sponsor supplied video. Social media exposure of your company is also provided.

**Musical Entertainment - \$2500:** This is the sponsorship of the band and stage. The stage will have your company's logo displayed on a professionally printed banner. Recognition of your company's sponsorship will be made each evening. Social media exposure of your company is also provided.

**Remote Runway Sponsor - \$1200:** An excellent method of getting your logo in the camera/video viewfinders. Your logo is displayed on a large 12' x 4' printed banner adjacent to the remote runway of your choice ("Traveler" or "Driftwood") in full view of the spectators and photo/videographers.

**River Runway Banner - \$800:** This banner gets your logo in the camera/video viewfinders at the busy start-finish line. This 8' long x 2.5' high banner (2 sided) with your logo is purposely designed low as to not impede spectator viewing/photo-taking while keeping your logo in their field-of-view.



*The River Runway Banner located immediately adjacent to the start-finish lines.*

**Volunteer Tent - \$750:** This is the sponsorship of the amenities required to support the +75 volunteers who are so critical to the success of ArkanSTOL. Your sponsorship includes the display of a printed banner with your logo at the volunteer tent and social media exposure.

**Event Shuttles - \$500 each:** Our event shuttles are on the move constantly shuttling spectators between the main runway & remote runway viewing areas. Your sponsorship supports this shuttle service. Your company is recognized by your logo affixed to each vehicle as well as your logo displayed at each scheduled shuttle stop.

**Dinner Adult Beverages:** To complement our evening dinners, most participants prefer to enjoy and adult beverage or two. Your sponsorship would be recognized and much appreciated by our competitors, volunteers and spectators. In recognition of your sponsorship, a printed banner with your logo will be displayed at the bar along with social media exposure.

Thursday Evening \$300 - Friday Evening \$300 - Saturday Evening - \$400

**IMPORTANT:** For your name & logo to be applied on the appropriate clothing, banners, social media, etc., we need your logo & financial commitment on or before Aug 18, 2023.

***...AND the sooner you sign... the more exposure you get!***



*2022 ArkanSTOL Vendor Display Area - Show Center*

# Highlights

- ✈️ The customer can be taken from your vendor booth to the cockpit in minutes.
- ✈️ The value of the equipment being flown to or competing at ArkanSTOL ranges from \$30,000 to over \$400,000—in many cases they own other aircraft up to the business jet category.
- ✈️ Media Exposure: We offer additional value with year-round media exposure, social media content and presence at other aviation events.
- ✈️ Location: The ArkanSTOL Ozarks Backwoods Challenge offers a unique major STOL event located near the geographical center of the USA.
- ✈️ We focus on a high quality event promoting increased pilot skills, sharing experiences and enjoying the backwoods lifestyle.

*The question is...Can you afford not to be at ArkanSTOL?*





## New In 2022

- ✈️ Redesigned course incorporating more true backcountry flying skills.
- ✈️ Presentation Pavilion (Sponsorship Opportunity) - Large tent with seating for presentations. Let us know if you are interested in delivering a presentation!
- ✈️ Pre-defined Sponsor booth locations = Easier set up. Improved on-site WiFi access!










# ArkanSTOL's Footprint

-  2022 Numbers: 1,200 Attendees, 36 Competitors, 100+ Volunteers
-  [ArkanSTOL Facebook Page](#): 370K+ reached, 22K+ visitors, 8K+ followers
-  [ArkanSTOL Instagram](#): 550K+ reached, 30K+ visitors, 12K+ followers
-  [ArkanSTOL YouTube Channel](#): Started June 8th, 2020

## Photos, Videos & Aviation News

-  ["ArkanSTOL 2022 - An Aviation Family Event STOL Aircraft"](#): Experimental Aircraft Channel, Bryan Walstrom
-  ["Must-Attend STOL Events for 2022"](#): Aircraft Owners & Pilots Assoc. (AOPA)
-  ["Not Your Mother's STOL Competition"](#): Experimental Aircraft Association (EAA) YouTube Channel & Feature Article, Jan 2021
-  ["STOL The Show"](#): Aircraft Owners & Pilots Association (AOPA)
-  ["How fast can you go slow?"](#): General Aviation Ne



# Thanks to Our 2022 Sponsors!

## ARKANSTOL 2022

Sponsored By:





# *Thank You!*

Our team is very excited about our 4th annual ArkanSTOL Ozark Backwoods Challenge! We hope that you see the value in sponsoring our event and we are excited to partner with you.

I look forward to speaking to you personally about expanding your footprint into the booming world of backcountry aviation!



Jack Klein  
Sponsorship Coordinator  
(501) 258-6681  
jack@goyoungaviation.com



# Testimonials

*“At Aviat Aircraft, we love flying in the backcountry and are committed to supporting events that highlight the sport and skill of STOL. ArkanSTOL does just that in a way that other STOL competitions do not.”*

Steve Anderson - President - Aviat Aircraft

*“The ArkanSTOL event was one of, if not the best, and most competitive events we’ve had the pleasure of sponsoring. It was also one of the most professionally ran and orchestrated events in the aviation industry. Looking forward to being a part of all future events!”*

Matt McSwain - Owner - Acme Aero

*“At Legend Aircraft, our motto is “Low and Slow”. ArkanSTOL provides an event for just that, “low and slow” flying, just for pilots, in a safe and exciting environment. We are proud to be a part of this great STOL event!”*

Darin Hart - Owner - Legend Cub

*“I have been involved with many aviation events and I really didn’t know what to expect from ArkanSTOL. The event was exciting, competitive and down right fun. We are proud sponsors of the competition and I look forward to attending again this year.”*

Mike Abrams - Western Sales Manager - Concorde Battery Corporation



ArkanSTOL “Challenge” sponsors & competitors gathered in the evening to do some “pick’n”.



# Photo Gallery





# **BACKGROUND INFORMATION**

## **ArkanSTOL and The Ozark Backwoods “Challenge”**

Backwoods, But Not Uncivilized - The Challenge takes place at Byrd’s Adventure Center (51AR) nestled deep in the beautiful Ozarks in Northwest Arkansas. Byrd’s has long been a popular location for pilots, canoeists, kayakers, hikers, campers and off-road enthusiasts and is one of the key elements that makes this event possible. While this is predominantly a backwoods camping venue, Byrd’s hosts between 15-20 events annually, from concerts to major off-road events. They are experienced at hosting large groups striving to create a memorable experience for their guests. There is an on-site restaurant, general store, nice shower/restroom facility and about 100 electric RV sites. Byrd’s is capable of providing catering for the events as well including multiple breakfasts, lunches and dinners.

### **History**

Co-owner Zen Boulden, an aviation enthusiast, began carving out several backwoods runways in the valley over 18 years ago for him and his friends to enjoy. Byrd’s has become a premier Ozark flying destination, hosting two annual fly-in campout events every year. Eventually, Zen and his friends (the founders of ArkanSTOL) decided to see how long it would take to takeoff and land on the four “major” runways at Byrd’s in their STOL airplanes. It soon became a fun local competition to beat each other’s time.

These friends had previously competed in the various traditional STOL competitions. Around a campfire one evening they recognized the type of flying at Byrd’s is what was missing in the other competitions. By the end of the evening it was decided to host a competition like no other, something that required more of the pilot and airplane. The ArkanSTOL Ozark Backwoods Challenge was born!

### **Volunteer Support is Key**

ArkanSTOL was founded and is run by aviation enthusiasts with passions intersecting at the thrill of flying and the beauty of the Ozarks. Our founders; Joe Edwards, John Young and Rusty Coonfield, have backgrounds deeply rooted in aviation. Supporting them is a group of experienced, highly motivated volunteers who have worked tirelessly on our last two events making The Ozark Backwoods Challenge a fantastic success. They are airport managers, marketers, air traffic controllers, lawyers, event planners, emergency responders, engineers, pilots and mechanics... just to name a few. We expect nearly 100%

of our 2021 volunteers to return and we already have more interest from those who have heard about the event and want to be part of it.

The first 3 Challenges have exceeded our expectations for participants and spectators. The event has grown from a local competition to one on a national scale by capturing the attention of the STOL community and the media. We have also seen an increasing attendance of families and future aviators!

## For This Year

For 2023, the event will be held again at Byrd's spanning 5 days from September 27th – October 1st. The success of our two previous events has resulted in a majority of the pilots and sponsors returning each year. With the added media coverage we expect to see a significant increase in the number of spectators...many being aircraft owners.



ArkanSTOL 2020 Thursday Night BBQ in front of the Aviator Cabin at Byrd's Adventure Center - Photo courtesy of Aviat Aircraft, Inc.



March 14, 2023

The “**One More Dollar**” band is returning for the entire event to entertain and mix with the after concert “pick’n” that naturally breaks out! Follow them on their [Facebook](#) page or visit their website...[OneMoreDollarBand.com](http://OneMoreDollarBand.com)!



“How Fast Can You Go Slow?” ©