



# ANTHONY OSHINUGA



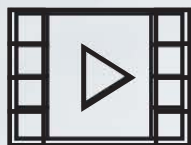
**Air Ambassador**



# ANTHONY OSHINUGA

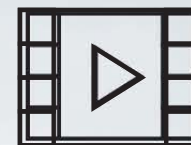
## WORLD CLASS AEROBATIC PILOT AND COMPETITOR

**Video Clip:**



*The Anthony Oshinuga Story*

**Video Clip:**



*The Art of Aerobatics*



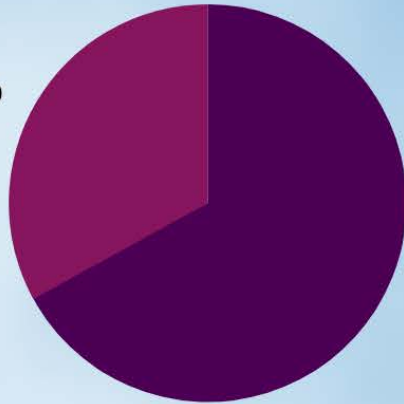
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# OUR AUDIENCE - DEMOGRAPHICS

**Gender**



F  
33%

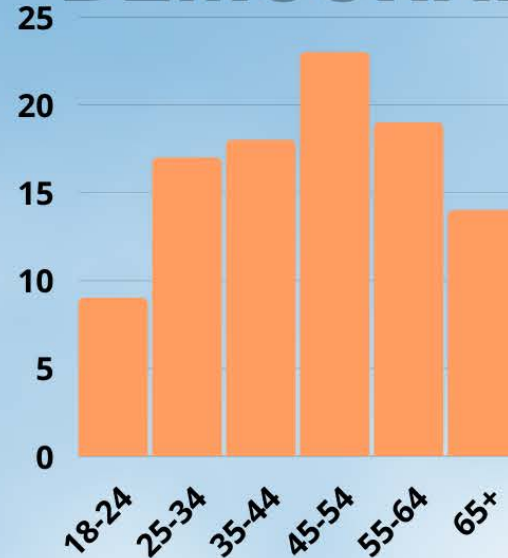


M  
67%

**Average Annual HHI**



**\$125,000**



**Age Distribution**

**Geographic Distribution**



**Top Markets**

1. Los Angeles, California
2. San Diego, California
3. Lagos, Nigeria

# OUR AUDIENCE - BRANDS & BEHAVIOR



**Car Enthusiasts** is the largest related cohort

## Favorite Brands



## Related Interests

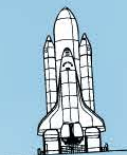
1. Travel



2. Sailing



3. Space Travel



4. Power Tools



5. LED Lighting



## Media Outlets



## Correlated Brand Preferences



**Edward Jones**  
MAKING SENSE OF INVESTING

**carhartt**

## Top Websites

*controller.com*  
*flyingmag.com*  
*aerotrader.com*  
*aopa.org*  
*boeing.com*

## Occupations



1. Pilots



2. Marine/Boating



# MEDIA REACH - BY THE NUMBERS

Born of humble beginnings, Anthony understands that true "grit" and work ethic is a strong recipe to help others succeed. He is a **globally recognized pilot, athlete, speaker & competitor**, and his marketing value only continues to grow.



**11+ million**  
Aviation/Air show enthusiasts

**20K**  
Social Media Followers  
**2.5 million**  
Annual Media Impressions



**325-350**  
Air shows per year



**\$3.4 million**  
Annual Media Value

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# SOCIAL MEDIA AND MEDIA COVERAGE

## Social Media:



Team Oshinuga



@teamoshinuga



AnthonyOshinuga



AnthonyOshinuga

## Media Coverage from:



[www.anthonyooshinuga.com](http://www.anthonyooshinuga.com)



# FEATURE TELEVISION APPEARANCE

In 2019, Anthony set a world record as the first pilot to ever fly beneath a jumping monster truck. Oshinuga successfully flew under Heavy D of the hit Discovery Channel series **DIESEL BROTHERS**, who was jumping the Monster Jam® BroDozer truck.



Click to watch video

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# RISING STAR

Anthony is working toward his goal of competing at the highest levels of aerobatic competition by becoming a Red Bull Air Race pilot. He also wants share the wonderful knowledge of aviation with the young generation of today.



**Education:** The University of California Riverside

**Degree:** B.S. Mechanical Engineering

***Dedicated Aviator, Athlete, Engineer, and Entrepreneur.***

**Business Creator:** AirOshi, an aerial scenic wine touring business operated in Southern California.

Anthony dedicates all of his energy to aerobatic competition, air show flying and air racing. His goal is to compete at the highest level while embarking on new achievements and etching his name into the history of aviation.

## MENTOR & ROLE MODEL



***"The greatest gift I can give, is showing our young people that courage is power, hope is energy, success is shared."*** - A.

Oshinuga

**[www.anthonyooshinuga.com](http://www.anthonyooshinuga.com)**





# BRAND AMBASSADOR

Anthony's Sponsorship Portfolio includes:



*Signature*<sup>®</sup>  
AVIATION  
(Formerly Epic Fuels)

370 locations on five continents -  
All will showcase Anthony and his plane



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# ACHIEVEMENTS AND ACCOLADES



## 2014 (ROOKIE SEASON)

- 4th place, US National Aerobatics Championships

## 2015

- 2nd place, National Championship Air Race  
(First African-American to compete and place)

## 2016

- 2nd place, National Championship Air Races

## 2017

- Anthony made his debut at the Miramar Air Show in San Diego California in front of 750,000 fans.

## 2018

- 2nd place, National Championship Air Races
- Anthony became the first African-American pilot to perform in the Arctic Circle, in Alaska at JBER Air Force Base

## 2019

- 3rd place, US National Aerobatics Championships
- Diesel Brothers TV show appearance (flew plane under jumping monster truck)

## 2020

- During Covid19 pandemic, Anthony flew over 6,000 nautical miles in 18 days to deliver much-needed PPE



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# 2021 SCHEDULE OF APPEARANCES

<b>Date</b>	<b>Event</b>	<b>Location</b>	<b>Viewers</b>
March 25	Snow Bird Classic	Dunnellon, FL	20-50K
April 23	Early Bird Classic	Edna, TX	20-50K
April 30	Duel in the Desert	Apple Valley, CA	20-50K
May 14	Lone Star Contest	Gainesville, TX	20-50K
June 25	Midwest Aerobatic Championships	Seward, NE	20-50K
July 10	Michigan Aerobatic Open	Bay City, MI	20-50K
August 8	Doug Yost Challenge	Spencer, IA	20-50K
Aug. 27-28	Air Show of the Cascades	Madras, OR	100K
Sept. 15-19	Reno Air Race	Reno, NV	1 million
Sept. 19-24	U.S. Aerobatic Championships	Salina, KS	20-50K
October 1-3	Great Pacific Air Show	Huntington Beach, CA	2 million

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# SPONSORSHIP ENGAGEMENT

Help support Anthony's role as an **Air Ambassador** who proudly represents multi-national brands to a valuable, world wide audience, and who shares his passion for aeronautics, engineering and mathematics with future generations of pilots and air enthusiasts. Elevate your brand, interact with a well-defined audience who remember and reward corporate sponsors, and circulate your brand identity in valuable arenas.

We offer customizable sponsorship plans with asset-based pricing whereby your company can select those assets/activations that best engage your target audience. Or, come up with your own ideas! Here are a few of the ways Anthony can reach and expand your base of customers, and improve employee morale and productivity:

- **Informed explanations of aerospace technology (video and in-person)**
- **School and college visits**
- **Motivational speeches**
- **Diversity and Inclusion consulting**
- **Website and social media channels**
- **TED Talks**
- **Access to fan and subscriber database**
- **Plane and cockpit tours and flights**
- **Charity mission flights**
- **Product testing and feedback**
- **Merchandise with sponsors' logos**
- **Trade show and corporate retreat appearances**



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