

MEMORANDUM

To: Aviation Indiana Membership
From: Lori Curless, Chair
Date: August 20, 2019
RE: 2019 Sponsorship Drive



It's time once again to begin the Sponsorship Drive for the Aviation Indiana Annual Conference, held in 2019 at the Blue Chip Hotel from October 15th-17th in Michigan City, IN. With your help, we can achieve and even exceed our \$30,000 annual goal.

Aviation Indiana continues to be the voice of aviation in Indiana and our voices are being heard by decision makers. We have a strong presence at the Indiana Legislature and have had several successes. However, there is still much work to be do. We must continue to get the word out about the important role our airports play in building our economy and continue to fight for dedicated funding for aviation. If we do not tell aviation's story, who will?

We are more than just a lobbying organization. We are leaders in promoting aviation. We host meetings and trainings, and we serve as the catalysts for aviation interests to come together. We are more than just airports. We also work on issues that help FBO's, pilots, businesses who use aviation to reach their customers, and aviation manufacturers. Aviation Indiana will continue to work with INDOT and the FAA to improve our airports and continue to provide airport users the opportunity to reach their customers in the most efficient manner.

In order to keep spreading the word, **we need your help in raising funds to offset the cost of the conference and our outreach efforts.** We are asking you to reach out to potential sponsors, please note that a written letter or **an email** cannot replace a strong relationship and a **personal phone call**. We encourage you to **follow up every non-verbal contact with personal conversation** to discuss how their contributions are used and can benefit them as well as aviation as a whole.

Suggestions & Procedures

Make contacts and have pledges secured by no later than October 1st. Some of the top solicitors initiate their task by **sending out letters/emails to potential sponsors before the end of August** and explaining the specifics of the Sponsorship Drive. Many pledges and checks come in with that effort alone. They then follow up with a phone call in a couple of weeks to those they have not heard from. This method that works very effectively and eliminates some of the discomforts of cold calling! We have included a draft solicitation that can be cut and pasted as a sample for you. A thank you letter from Aviation Indiana will also be mailed to each contributor after the conference.

Once you have received a pledge, complete the attached 2019 "Aviation Indiana Sponsorship Drive" form (and Sponsorship Opportunity form, if applicable). These **forms may be faxed to Carmen at (317) 638-7976 or emailed to carmen@frickassoc.com**. They can mail a check directly to Aviation Indiana – 135 N. Pennsylvania Street, Suite 1175, Indianapolis, IN 46204.

It is important to have our pledges completed by October 1st so that our sponsor acknowledgement signs can be prepared for the conference. Pledge information received after October 1st is NOT guaranteed to be included in conference material.

Questions can also be directed to Lori Curless at lcurless@crawfordsville-in.gov

Sponsorship Information

The following sponsorship levels are available:

Title	\$2,500 and up
Gold	\$1,000 - \$2,499
Silver	\$250 - \$999
Bronze	\$1 - \$249

Any sponsor contributing \$2,500 or more will be named a "Title Sponsor" and will be afforded an opportunity for booth space if they are not a member at the conference. In addition, title sponsors will be recognized at each function and will have appropriate signage at each event.

All sponsors will be acknowledged on a sign at our annual conference and in the December newsletter. Please see the attached Sponsorship Opportunities page.

Thanks in advance for your help and hard work!



Aviation Indiana | 135 N. Pennsylvania St. Suite 1175 | Indianapolis IN 46204
Carmen Batts-Porter | carmen@frickassoc.com | Phone (317) 916-4188 | Fax (317) 638-7976

2019 AVIATION INDIANA SPONSORSHIP DRIVE

Sponsor Organization: _____

Sponsor Contact: _____

Sponsor Address: _____

Phone: _____

E-Mail Address: _____



Event to be Sponsored _____

\$ _____

Send Invoice

\$ _____

I will mail check directly to: Aviation Indiana
135 N. Pennsylvania Street, Suite 1175
Indianapolis, IN 46204

Y / N

Send Aviation Indiana Membership Information?

AI Contact: _____

AI Contact E-Mail: _____

Comments: _____

Please return completed form to Carmen Batts-Porter by October 1st

Phone: (317) 916-4188

E-Mail: carmen@frickassoc.com

Fax: (317) 638-7976

To be completed by Aviation Indiana:

_____ Sponsor Money Received

_____ Thank You Letter Sent

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AVIATION INDIANA SPONSORSHIP OPPORTUNITIES

2019 Sponsorship Levels

Bronze \$1 - 249

Silver \$250 - 999

Gold \$1000 - 2,499

Title \$2,500+

2019 Annual Conference Opportunities

Cost (\$)

Tuesday, October 15, 2019

Golf Hole	150
Golf Beverage Cart	350
Golf Lunch	400
Clay Shooting Beverage	350
Clay Shooting Lunch	400
Tuesday BBQ Dinner	1,200
Retirement Cocktail Reception	1,000

Wednesday, October 16, 201

Keynote Speaker	1,500
Wednesday Breakfast	600
Wednesday Lunch	1,000
Wednesday Banquet Dinner	1,200
Awards Presentations	500

Thursday, October 17, 2019

Thursday Breakfast	600
Thursday Lunch	750

Full Conference, October 15-17, 2019

Title Sponsor	2,500
Break Refreshments	250
Networking Refreshments	500

2020 Opportunities

Cost (\$)

These opportunities are recommended for equipment vendors and contractors.

Legislative Luncheon	750
April Quarterly Meeting	500
July Quarterly Meeting	500

As of August 1, 2019

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