

6TH ANNUAL INTERNATIONAL GIRLS IN AVIATION DAY
SATURDAY, SEPTEMBER 26, 2020 ✈️ 2020 PARTNER LEVELS AND BENEFITS



Women in Aviation International values its strategic partnerships to support the explosive growth of Girls in Aviation Day (GIAD).

Established in 2014, this WAI program introduces young girls (ages 8-17) to aviation and aerospace through various activities and learning experiences. The 6th Annual International GIAD will be held September 26, 2020, at locations around the world, hosted by both WAI chapters and corporate members. In 2020, WAI expects to exceed the more than 20,000 girls that participated in 2019 at over over 100 events in 18 countries plus the U.S. and U.S. territories.

Partner donations ensure the continued growth of this unique outreach event to tomorrow's potential aviation and aerospace workforce. Supporting GIAD shows your company's investment in the future of the aviation and aerospace industry.

Your donations will be used to fund the printing of *Aviation for Girls* magazine, backpacks, WAI Aviation Fun Patches, and associated shipping and handling costs.

This ensures WAI can gift every GIAD participant with:

- **Copy of *Aviation for Girls* magazine**
(created exclusively for GIAD with education, positive, age-appropriate articles, fun activities, and resources).
- **Backpack**
(to wear the day of the event and beyond).
- **WAI Aviation Fun Patch**
(participants earn the patch through fun activities).

Encourage the next generation! A GIAD partnership is a unique opportunity to promote your company to more than 20,000 girls and their families around the world and show your support for WAI.

DID YOU KNOW?

In December 2017, two legislative bills, one in the Senate and one in the House titled *Promoting Women in the Aviation Workforce Act of 2017* were signed.

The Senate bill, among other things cited Women in Aviation International's Girls in Aviation Day as a program that helps "young women be introduced to the different opportunities that are open to women in the aviation and aerospace industry."

The House of Representatives, introduced the Women in Aerospace Education Act, designed to engage girls at a young age to enter fields that have historically had few women participating.

Women in Aviation International is a nonprofit organization dedicated to the encouragement and advancement of women in all aviation career fields and interests.

WAI provides year-round resources to 15,500 members around the world assisting women in aviation with career advancement, networking, and job postings. Younger members are encouraged to consider aviation as a career through a highly successful scholarship program and an established mentoring program.



2020 Partner Levels and Benefits

	Ultimate \$50,000 and up	Presenting \$20,000 and up	Premier \$10,000 and up	Signature \$5,000 and up	Supporting \$2,500 and up	Contributing \$1,000 and up
RECOGNITION						
Logo on Girls in Aviation Day backpacks – deadline July 15	✓ Yes!	✓ Yes!	✓ Yes!			
Proud partner plaque	✓ Yes!	✓ Yes!	✓ Yes!	✓ Yes!	✓ Yes!	✓ Yes!
DIGITAL RECOGNITION						
Company name and link featured on WAI website	✓ Yes!	✓ Yes!	✓ Yes!	✓ Yes!	✓ Yes!	✓ Yes!
Company name and link in <i>WAI Connect</i> eNewsletter	✓ Yes!	✓ Yes!	✓ Yes!	✓ Yes!	✓ Yes!	✓ Yes!
Social media shout out in #ThankfulTuesday & #ThankfulThursday program			✓ Yes!	✓ Yes!	✓ Yes!	✓ Yes!
Social media sponsor feature x 2	✓ Yes!	✓ Yes!				
Social media sponsor feature x 1			✓ Yes!	✓ Yes!		
1 complimentary banner ad in <i>WAI Connect</i> e-newsletter or 1 complimentary medium box ad on website			✓ Yes!			
1 complimentary banner ad in <i>WAI Connect</i> e-newsletter and 1 complimentary medium box ad on website	✓ Yes!	✓ Yes!				
PRINT RECOGNITION						
Logo and/or name on all print materials	✓ Yes!	✓ Yes!	✓ Yes!	✓ Yes!	✓ Yes!	✓ Yes!
Complimentary Full Page ad in <i>Aviation for Girls</i> magazine – deadline July 1	✓ Yes!					
Complimentary Half Page ad in <i>Aviation for Girls</i> magazine – deadline July 1		✓ Yes!				
20% discount on the Full Page ad rate in <i>Aviation for Girls</i> magazine – deadline July 1			✓ Yes!			
20% discount on the Half Page ad rate in <i>Aviation for Girls</i> magazine – deadline July 1				✓ Yes!		
Recognition in <i>Aviation for Girls</i> magazine sponsor listing – deadline July 1	✓ Yes!	✓ Yes!	✓ Yes!	✓ Yes!	✓ Yes!	✓ Yes!
Recognition in GIAD20 wrap-up feature in issue of <i>Aviation for Women</i> magazine	✓ Yes!	✓ Yes!	✓ Yes!	✓ Yes!	✓ Yes!	✓ Yes!
MEDIA RECOGNITION						
Listing in all GIAD press releases	✓ Yes!	✓ Yes!	✓ Yes!	✓ Yes!		
Company name in GIAD 2020 Wrap-Up Video	✓ Yes!	✓ Yes!	✓ Yes!	✓ Yes!		
ADDITIONAL BENEFITS						
Ten complimentary tickets to Sun 'n Fun WAI Connect Lunch and ten complimentary tickets to EAA AirVenture WAI Connect Breakfast	✓ Yes!					
Five complimentary tickets to Sun 'n Fun WAI Connect Lunch and five complimentary tickets to EAA AirVenture WAI Connect Breakfast		✓ Yes!				
Two complimentary tickets to Sun 'n Fun Connect Lunch and two complimentary tickets to EAA Women Venture Connect Breakfast			✓ Yes!			
Two complimentary tickets to Sun 'n Fun Connect Lunch or two complimentary tickets to EAA Women Venture Connect Breakfast				✓ Yes!		

Please note that WAI reserves the right to list companies as co-partners of Girls in Aviation Day. GIAD partner contributions will be used to purchase supplies for attendees and for shipping and handling costs associated with providing the supplies to our chapters and corporate members hosting 2020 GIAD events.

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