

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.

All the fun and excitement of WAI's 6th Annual Girls in Aviation Day will be delivered virtually on September 26, 2020, to thousands of girls around the world through WAI's exclusive Aviation for Girls app. Owing to the pandemic and social distancing, WAI is encouraging safe and healthy practices while providing an array of content including career panel videos, hands-on activities with household items, social media posts, how-to webinars, plus GIAD kits. The app will be free and available year-round with new content continually added.

GIAD attendees using the app will qualify to apply for WAI 2021 scholarships, and will receive monthly WAI Connect eNewsletters, and the digital version of *Aviation for Women* magazine.

Your donations will be used to fund the distribution, including associated shipping and handling costs, of the 2020 Girls in Aviation Day kit for each participant all around the world.

This ensures WAI can gift every GIAD participant with:

- **Aviation for Girls Magazine**
(created exclusively for GIAD with education, positive, age-appropriate articles, fun activities, and resources)
- **WAI Aviation Fun Patch**
(participants earn the patch through fun and educational activities)
- **Pink GIAD Backpack**
(to wear all year-round)
- **Sectional Chart Scavenger Hunt**
- **Other GIAD Merchandise**

Encourage the next generation! A GIAD partnership is a unique opportunity to promote your company to thousands of girls and their families around the world and show your support for WAI.



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 1	✓ 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 OPPORTUNITIES						
Aviation for Girls App (\$25,000 per year for 3-year commitment) WAI will launch one lead app partner on September 26, 2020, with virtual content for three school-age groups: elementary, middle, and high school. Sponsorship to include splash page advertisement and banner ad. Lead app sponsor can provide content for year-round app including appropriate videos, handouts, hands-on activities, and company virtual tours that inspire a GIAD participant to consider aviation/aerospace careers.						\$25,000 per year for 3-year commitment –deadline July 1
Banner Ads on Aviation for Girls App (4)						\$5,000 per banner –deadline July 1

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 GIAD kits to participants all around the world.