

2024 SPONSORSHIP OPPORTUNITIES




Women in Aviation[®]
INTERNATIONAL

WAI.org



#I am WAI

JOHN RIEDEL

2023 Keep Flying Scholarship
Domestic Winner
Julia Ssessanga, WAI 87968

BUILD THE WAI COMMUNITY

Won't you join Women in Aviation International on our continued mission of creating a more diverse workforce?

Now is the time to recruit the next generation workforce and rebuild our industry with the diversity that was lacking before the pandemic.

Your sponsorship of our annual conference and Girls in Aviation Day event will support WAI's expanded efforts at this critical time.



Girls in Aviation Day
Long Beach

CHRISTOPHER MILLER

WOMEN IN AVIATION INTERNATIONAL.
BY THE NUMBERS

Women in Aviation International was created in 1994 to support women (and men) throughout their career in the aviation industry as well as inspire the next generation of future female aviators. With more than 16,000 members around the world, WAI has a critical role in building a sense of community and providing an array of resources including scholarships, a robust chapter network with more than 160 local communities, Mentor Connect, Jobs Connect, education sessions, personal and development workshops/seminars and an annual three-day conference that provides a unique gathering for thousands of members to connect, engage, and inspire one another.

#IamWAI

WAI membership is made up of individual members, including 1,200 international members representing over 100 countries, as well as more than 400 corporate members representing companies, organizations, associations, and aviation-related schools that support our mission.

WAI membership

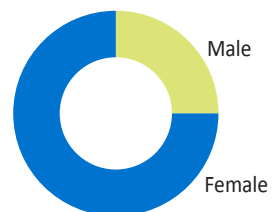
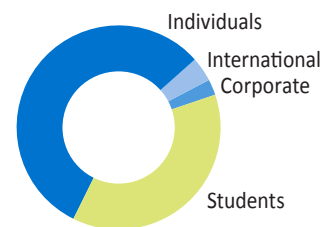
16,000+
members

380+
corporate
members

1,200
international
members
representing

100+
countries

160+
chapters around
the world



35TH ANNUAL WOMEN IN AVIATION INTERNATIONAL CONFERENCE
MARCH 21-23, 2024



SPONSORSHIP LEVELS AND BENEFITS

Select your company's sponsorship level for WAI2024 in Orlando, Florida:

- PRESENTING** \$50,000
- PREMIER** \$30,000
- CONTRIBUTING** \$15,000
- SUPPORTING** \$5,000

	Presenting	Premier	Contributing	Supporting
	\$50,000	\$30,000	\$15,000	\$5,000
	B E N E F I T S I N C L U D E			
Complimentary conference registrations	30	20	10	2
Complimentary exhibit space (10' x 10' booth space)	4	3	2	1
Exclusive brand opportunities	●	●		
WAI Corporate membership for one year	●	●	●	
Recognition as a sponsor in March/April 2024 <i>Aviation for Women</i> Magazine	●	●	●	●
Recognition as a sponsor in Saturday, March 23, 2024 conference <i>Daily</i>	●	●	●	●
Recognition as a sponsor on onsite signage	●	●	●	●
Recognition as a sponsor on WAI2024 app	●	●	●	●
Sponsor listing on WAI.org	●	●	●	●
Acknowledgement in WAI <i>Connect</i> monthly eNewsletter	●	●	●	●
Social media posts (#ThankfulTuesday & #ThankfulThursday pre-conference)	●	●	●	●



Email Trish Steineke, Conferences & Events Coordinator • sponsorship@wai.org to confirm your support of WAI.

35TH ANNUAL WOMEN IN AVIATION INTERNATIONAL CONFERENCE MARCH 21–23, 2024



SPONSORSHIP OPPORTUNITIES EVENTS/MEETINGS/MEDIA

Sponsoring company logo will be prominently featured in the specific area(s) of sponsorship.

BRAND OPPORTUNITIES

(Available only for Presenting and Premier sponsors)

• Keynote Session (Friday Lunch)	\$50,000
• Pioneer Hall of Fame Ceremony & Awards	\$40,000
• Tote Bag	\$40,000
• Opening Night Connect (Thursday)	\$30,000
• General Session (Friday)	\$20,000
• General Session (Saturday)	\$20,000
• Exhibit Hall	\$18,000
• Name Badge Lanyards	\$15,000
• Registration Area	\$15,000
• Headquarter Hotel Keycards	\$15,000

EDUCATION

• Education Content Tracks	
• Career/Leadership	\$10,000
• Personal Development	\$10,000
• Emerging Technologies	\$5,000
• History	\$5,000
• Maintenance/Tech Ops	\$5,000
• Military	\$5,000
• Aerospace Educators Workshop	\$5,000
• Build Chapter Partnerships Through Fundraising	\$5,000
• Chapter Leadership Workshop	\$5,000
• Professional Development Seminar (3)	\$5,000/each

EVENTS

• Chapter Connect	\$15,000
• New Members Connect	\$12,000
• Networking 101	\$8,000
• Board of Directors Connect	\$5,000
• Be a Mentor. Find a Mentor.	\$5,000
• Mind, Body, Spirit (3)	\$2,000/each

MEDIA

• WAI2024 On Air News	\$25,000
• WAI2024 App	\$18,000
• Opening Video (Friday General Session)	\$15,000
• Conference <i>Daily</i> —Thursday, Friday, Saturday	\$8,000/each
• Media Center	\$7,000
• WAI2024 Wrap-Up Video	\$6,000
• WAI2024 App Banner Ads (4)	\$3,000/each

GIRLS IN AVIATION DAY ORLANDO

• Girls in Aviation Day Lunch	\$25,000
• Girls in Aviation Day Activity Area	\$12,000
• Girls in Aviation Day Supplies	\$8,000
• Girls in Aviation Day Career Panel	\$6,000
• Girls in Aviation Day Opening Video	\$6,000
• Girls in Aviation Day College Fair	\$3,000



Co-sponsorship is available for select opportunities. Custom sponsorship packages can be created to meet the specific needs of your company.

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Girls IN AVIATION DAY

A Women in Aviation International™ Event

9TH ANNUAL GIRLS IN AVIATION DAY

SEPTEMBER 23, 2023

With over 120 individual events presented worldwide, Women in Aviation International's Girls in Aviation Day 2022 on September 24 reached more than 16,000 attendees. Truly an international event, Girls in Aviation Day was celebrated at airports, FBOs, museums, and hangars in 19 countries across the United States, Canada, Europe, Africa, and Asia.

Girls, ages 8-17, were introduced to the career and lifestyle possibilities in aviation and aerospace through meeting role models, career panels, exploring airplanes and airports. Fun and educational activities were also presented, ranging from a sectional map scavenger hunt, moon and Mars exploration maps, and learning about aircraft engines and avionics.

This massive WAI recruitment effort to ensure aviation's next generation workforce continues to expand year-round with the free Aviation for Girls App and free Junior membership. Learn more at WAI.org/giad.

PARTNER LEVELS

GIAD23 partners fund the distribution, including associated shipping and handling costs, of the 2023 Girls in Aviation Day merchandise kit for each participant around the world.

This ensures WAI can gift every #GIAD23 participant with:

- Aviation for Girls magazine (created exclusively for GIAD with age-appropriate stories, 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 Activity
- GIAD Sticker
- GIAD Bandana
- GIAD Key Chain
- Girls Can Do Anything Sparkly Temporary Tattoo

Encourage the next generation! Supporting GIAD is a unique opportunity to promote your company to thousands of girls and their families worldwide and show your support of WAI.

PARTNER LEVELS

- PRESENTING — \$50,000 and up
- PREMIER — \$25,000 and up
- CONTRIBUTING — \$10,000 and up
- SUPPORTING — \$5,000 and up
- ADDITIONAL PARTNERS

GIRLS IN AVIATION DAY MERCHANDISE KIT



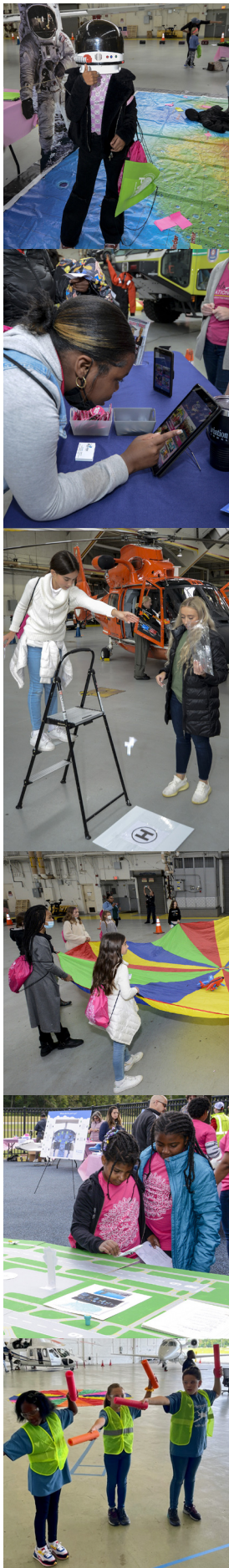
AVIATION FOR GIRLS APP

Download the free Aviation for Girls App.



Available year-round with hours of new content, including:

- Three age-appropriate content tracks for elementary, middle school, and high school students
- Meet positive female role models
- Instructional activity videos
- Scholarship information
- Education resources
- Expanded Aviation for Girls magazine



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9TH ANNUAL GIRLS IN AVIATION DAY SEPTEMBER 23, 2023

PARTNER LEVELS AND BENEFITS

PRESENTING — \$50,000 and up

- One minute video, *Why We Support Girls in Aviation Day*, featuring your company representative. Posted on Aviation for Girls app, social media, and WAI website.
- Opportunity to provide age appropriate give-away, to be included in Girls in Aviation Day merchandise kits (ex. foam airplane, sticker)
- Complimentary banner ad
- Opportunity to upload handouts on Partners button of Aviation for Girls App (age-appropriate activities highlighting your company, etc.)
- Company name and link on WAI website
- Company name and link in *WAI Connect* eNewsletter
- Social media shoutout on #ThankfulTuesday and #ThankfulThursday
- Partner listing in *Aviation for Girls* and *Aviation for Women* (if confirmed by June 29, 2023), Girls in Aviation Day flyer, and GIAD press releases
- Year-long partner recognition on Aviation for Girls App (if confirmed by September 1, 2023)
- Logo recognition as partner in GIAD wrap-up feature in *Aviation for Women*
- Logo recognition in GIAD wrap-up video

PREMIER — \$25,000 and up

- Complimentary banner ad
- Opportunity to upload handouts on Partners button of Aviation for Girls App (age-appropriate activities highlighting your company, etc.)
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CONTRIBUTING — \$10,000 and up

- Opportunity to upload handouts on Partners button of Aviation for Girls App (age-appropriate activities highlighting your company, etc.)
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SUPPORTING — \$5,000 and up

- Company name and link on WAI website
- Company name and link in *WAI Connect* eNewsletter
- Social media shoutout on #ThankfulThursday
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- Logo recognition in GIAD wrap-up video

ADDITIONAL PARTNERS

- Company name and link on WAI website
- Company name and link in *WAI Connect* eNewsletter
- Social media shoutout on #ThankfulThursday
- Partner listing in *Aviation for Girls* and *Aviation for Women* (if confirmed by June 29, 2023), Girls in Aviation Day flyer, and GIAD press releases
- Logo recognition as partner in GIAD wrap-up feature in *Aviation for Women*

PLEASE NOTE

Partners confirmed by **June 29, 2023**, will be included in *Aviation for Girls* and *Aviation for Women* magazines.
Partners confirmed by **September 1, 2023**, will be included in the *Aviation for Girls* App.

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WOMEN IN AVIATION INTERNATIONAL 2024 PARTNER OPPORTUNITIES



2024 SPONSORSHIP OPPORTUNITIES



SUN 'N FUN WAI CONNECT LUNCH FRIDAY, APRIL 12, 2024

Marking the seventh year, Women in Aviation International will host the WAI Connect Lunch on Friday, April 12, 2024 at noon during SUN 'n FUN Aerospace Expo.

Held at the SUN 'n FUN grounds in Lakeland, Florida, the event features a panel discussion with inspiring speakers from all segments of the aviation industry.

Sponsors assist in providing an affordable and unique networking opportunity for WAI members and friends, especially for Central Florida Aerospace Academy students—a local college prep school with an aviation focus.

Sponsorship Benefits:

- Representative can speak briefly at event or serve as a panelist
- Literature may be placed on each table at the luncheon
- Listing on event signage
- Recognition in *Aviation for Women*, *WAI Connect* eNewsletter, event press releases, social media posts, and on WAI website

Opportunities:

Exclusive Sponsor • WAI Connect Lunch Sponsorship provides discounted rates and/or complimentary tickets to students and instructors, and funds rental venue. **\$6,000**



EAA AIRVENTURE WAI CONNECT BREAKFAST WEDNESDAY, JULY 24, 2024

A longtime EAA AirVenture tradition, WAI will host the 28th annual WAI Connect Breakfast on Wednesday, July 24, 2024, at 8 a.m.

Held at the PHP Tent on the EAA Grounds, this Women-Venture kick-off event in Oshkosh, Wisconsin, includes speakers and networking.

Sponsors support a free and memorable event for the girls in the EAA AirVenture Camp, plus a complimentary one-year WAI membership for each high school girl. In addition, sponsorship keeps the ticket price affordable for all attendees.

Sponsorship Benefits:

- Representative can speak briefly at event
- Literature may be placed on each table at the breakfast
- Listing on event signage
- Recognition in *Aviation for Women*, *WAI Connect* eNewsletter, event press releases, social media posts, and on WAI website

Opportunities:

Exclusive Sponsor • WAI Connect Breakfast Sponsorship includes tickets for participants of EAA Girls Venture program, plus a complimentary one-year WAI membership for each high school girl, and rental of EAA Paul H. Poberezny Center (PHP Tent) and audio expenses. **\$10,000**

Co-sponsor • WAI Connect Breakfast **\$5,000** each

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