



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.

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



apple.co/3dm2MIG

bit.ly/AFGAAppGooglePlay



Email Kerisa Citro, Director of Conferences and Events • sponsorship@wai.org to confirm your support of WAI.

WOMEN IN AVIATION INTERNATIONAL 2023 PARTNER OPPORTUNITIES



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.)
- Company name and link on WAI website
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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
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- Social media shoutout on #ThankfulThursday
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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.

Email Kerisa Citro, Director of Conferences and Events • sponsorship@wai.org to confirm your support of WAI.