



The Elevate Aviation **LEARNING CENTRE**

Funding and Partnership Proposal



Elevate Aviation, a non-profit organization in Canada, is launching a first-of-its-kind initiative for youth and adults to explore aviation careers.

Our mission is to provide a platform for women to thrive and succeed through aviation. Our vision is to be a primary provider of aviation career support for women, working alongside industry professionals to promote diversity and inclusion in the workplace.

Our Values

Community – Encompassing all aspects of aviation to work together

Diversity – Collaborating with individuals and companies to increase diversity

Support – Creating a setting for inspiration, education, and success

Inclusion – Creating belonging and acceptance

Empowerment – Instilling confidence

We are working with organizations within the aviation industry to create The Elevate Aviation Learning Centre, with the first classes beginning in March 2019 in Edmonton, Alberta.

The inspiration for the Elevate Aviation Learning Centre began with the overwhelming amount of positive responses that Elevate Aviation received from past cross-country tours, industry partners, and government. In fact, more than 90% of participants said they would share what they had experienced in the cross-country tours with their friends and family. The success of the cross-country tours has put Elevate Aviation on the national radar, receiving coverage across newspapers, magazines, television, radio, and social media.

About the Elevate Aviation Learning Centre

To ignite passion and open a world of possibility.

Our goal is to provide the most authentic, memorable, and life-changing aviation experience possible. A first-of-its-kind, with a plan to expand across the country, The Elevate Aviation Learning Centre immerses youth (aged 15-24) and the general public in rich, week-long experiences using the resources and expertise at the Edmonton International Airport and surrounding sites, through collaboration of education, business, and community partners.

When individuals learn in a novel environment, exploration and memory are sparked, etching diverse and indelible experiences in their minds. Motivation for learning increases when exploring new spaces and novel subject matter. Employees are energized through sharing their knowledge and expertise with curious, enthusiastic participants. The genuine, thoughtful questions the participants ask will challenge presenters to think deeply about their roles and impact in their workplace and the world.

An Immersive Experience

Creating inspiring encounters with industry partners, The Elevate Aviation Learning Centre engages youth and adults from all backgrounds in an immersive, interactive experience that offers both the inspiration and the tools to make a difference in their lives.

The student's journey is a supportive one, progressing from one step to the next with supports in place to help them succeed. Throughout their journey students are encouraged to explore the aviation industry from multiple perspectives, reflect on the lessons, and participate in the hands-on opportunities.

Built on Education

Education is one of the central pillars and reason that Elevate Aviation exists today. As a unique centre for learning, Elevate Aviation strives to become a trusted source of information and training for youth in a broad spectrum of aviation opportunities.

Students will:

- Learn about aviation careers through presentations and immersive tours
- Learn about safety measures and responsibilities across the aviation industry
- Use Design Thinking principles to seek out problems through research, interviews, and observation; propose and present iterative solutions; produce and present prototypes; self-reflect to continue the iterative and prototyping process
- Engage in hands-on activities related to career exploration (i.e. constructing models of aircrafts, making objects from materials used in aircraft construction)
- Use journal "log books" to sketch and write notes during research phases and produce in-depth written pieces to reflect and report on experiences
- Learn about and research sustainability initiatives
- Investigate the role of government in relation to industry and sustainable land development
- Learn about construction materials and aircraft maintenance



Diversity and Inclusion

To promote diversity and inclusion in the industry, The Elevate Aviation Learning Centre will have classes that consist of a minimum of 50% female participants and has dedicated two full weeks to Indigenous people.

In our first year, school programs are already fully subscribed with more than 350 participants.

Our Request

Elevate Aviation requests a financial investment for the support of The Elevate Aviation Learning Centre. Your investment would provide much needed funding that will offset the costs for youth and adults to participate in The Elevate Aviation Learning Centre for 2019.



While women make up approximately 50% of the Canadian population, less than 5% of commercial pilots are women, just 16% are air traffic controllers, and fewer than 11% are aerospace engineers.



The Opportunity

The Elevate Aviation Learning Centre is a solution provider.

By becoming a partner:

1. You will help youth become aware of the options available in the aviation industry and how to access the opportunities.
2. As an employer, you will help meet your mandate of employing more women and underrepresented communities.
3. Your brand gains visibility as a business that will help create a shift in the aviation industry by promoting gender balance.
4. You create the potential for relationship-building and meeting your workforce needs by directly connecting with attendees.
5. You will benefit from the exposure and goodwill of helping Elevate Aviation assist women to thrive and succeed through aviation.
6. You will be identified as an organization that supports diversity and inclusion initiatives in the workplace.

Name Recognition and Benefits

Elevate Aviation will work closely with you in the development and wording of your recognition. As a sponsor, you will receive the following benefits:

- Name/logo included on handout materials (if applicable)
- Name/logo on the Elevate Aviation website
- Name/logo on major sponsor list on The Elevate Aviation Learning Centre webpage
- Name/logo included in the Elevate Aviation Quarterly e-newsletter
- Opportunity to visit The Elevate Aviation Learning Centre class and address students

“Since 2015, Elevate Aviation has been working to create a shift in aviation by promoting gender balance and diversity and they are already seeing success. They are also looking ahead and looking to meet future needs now.”

– Honourable Christina Gray,
Minister of Labour,
Government of Alberta



Sponsorship Levels

Alpha Sponsorship

\$100,000

- A designated executive would be invited to sit on our board of directors
- Development of a 3-minute video PSA for reports to stakeholders and employees
- Company logo placed on student journals
- Online and onsite recognition as “Alpha Sponsor”
- Corporate logo prominently displayed on The Elevate Aviation Learning Centre website, in marketing materials, and in media across outlets like press releases, TV, print, radio, and promo videos
- Sponsor stands/brochures in The Elevate Aviation Learning Centre classroom
- Priority opportunity to become a hosting partner, showcasing your company and careers to participants each week (subject to availability)

Bravo Sponsorship

\$50,000

- Company logo placed on student journals
- Online and onsite recognition as “Bravo Sponsor”
- Corporate logo prominently displayed on The Elevate Aviation Learning Centre website, in marketing materials, and in media across outlets like press releases, TV, print, radio, and promo videos
- Sponsor stands/brochures in The Elevate Aviation Learning Centre classroom
- Priority opportunity to become a hosting partner, showcasing your company and careers to participants each week (subject to availability)

Charlie Sponsorship

\$25,000

- Online and onsite recognition as “Charlie Sponsor”
- Corporate logo displayed on The Elevate Aviation Learning Centre website, in marketing materials, and in media across outlets like press releases, TV, print, radio, and promo videos
- Sponsor stand/brochures in The Elevate Aviation Learning Centre classroom
- Priority opportunity to become a hosting partner, showcasing your company and careers to participants each week (subject to availability)

Tango Training Sponsorship

\$10,000

Reap the benefits of providing internal support to The Elevate Aviation Learning Centre by becoming a hosting partner. Generate great publicity and provide a rewarding program for your employees by hosting a day each week (subject to availability).



Employee Engagement

Elevate Aviation will work with your organization to explore and develop volunteer opportunities for employees, should there be an interest.

Social Media

- Included in the Elevate Aviation social media plan: implemented for promotion during the 2019 program with a minimum of five mentions
- Recognition on Elevate Aviation's Twitter, Facebook, and Instagram during 2019 program

Engagement

- Thank you sponsor reception
- Thank you from the students
- Yearly program summary report

Impact

Be part of the movement. The aviation industry is facing a significant labour shortage and will benefit immensely from the exposure and recruiting opportunities that these career exploration workshops will offer. Industry partners recognize the value in allowing workforce development at an early level and the direct access to participants for recruitment opportunities.

Thank you for making our
dreams come true.

Contact

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