



**ELEVATE AVIATION**  
**INSPIRE**  
**SPONSORSHIP PACKAGE**

[www.elevateaviation.ca](http://www.elevateaviation.ca)



## WHO WE ARE

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Elevate Aviation was started because of a passion to help women become strong, independent and self-sustainable. Women are vastly under-represented in the aviation and aerospace sectors and Elevate Aviation was created to increase gender equality. Below is just a small sampling of the statistics we wish to change:

- Women make up only 6% of private pilots in Canada
- Fewer than 5% of all airline transport pilot license holders are female
- Female mechanics make up under 2% of mechanics worldwide
- Only 11% of aerospace engineers are women
- Women hold only 16% of jobs as Air Traffic Controllers in Canada
- Less than 19% of the Royal Canadian Air Force are women

Elevate's goal is to create a shift in the aviation industry that promotes gender balance by connecting women with a network of support. We encourage women to pursue careers in the aviation industry and provide support to those who dream of a career in aviation. Elevate amplifies women's voices that are already in the field and provides a platform for women to thrive and succeed. By partnering with other industry professionals and organizations, we are creating a disruption in the current climate and seeing amazing results.

### What We Do

Elevate Aviation has several programs in place to assist women in becoming successful in the challenging and rewarding aviation industry:

- Mentorship Program
- Cross Country Tour
- Speakers
- Bursary Program
- The Elevate Aviation Learning Centre
- Economic Security for Women through Aviation (ESWA)



## PROGRAMS

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### Mentorship Program

Our Mentorship Program is called Elevate Aviation's Flight Path to Success and is a full five-tier mentorship program that provides support to women from the start of their career through professional development for management positions. We connect motivated women with successful women already in the field. This proven approach to drive rich learning and development enables women to achieve their desired level of success. We now have over 90 mentors from coast to coast and over 400 mentees currently in the program.

### Cross-Country Tour

Annual cross-country tours allow attendees to spend the day with women in the industry, hear inspirational stories of their journeys into aviation and visit their workplaces to see why they love their jobs firsthand. These are all-day events, with inspirational and professional speakers in the morning, followed by a complimentary lunch. After lunch, students experience a behind-the-scenes tour of the airport, hangars, and air traffic control centers. What started as a day for 20 young girls in Edmonton has now expanded to 20 cities in 2019 and has connected with over 1,500 girls. Elevate Aviation is also proud to provide inspirational speakers all year round, who visit schools and organizations to share the world of aviation and spark interest in the industry.

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### Bursary Program

Women in Canada who show exceptional potential and need financial assistance throughout training are eligible for our bursaries. Since 2015 we have awarded over \$15,000.

## The Elevate Aviation Learning Centre

The Centre's mission is to provide participants with the most authentic, memorable, and life-changing aviation experience possible. A first-of-its-kind, The Elevate Aviation Learning Centre immerses students (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.

## Economic Security for Women Through Aviation (ESWA)

ESWA is a nationwide project devoted to discovering specific obstacles that girls and women face in fulfilling their economic potential within the aviation industry. Information and data gathered from key demographics will be utilized to create a comprehensive plan through which positive change can be initiated. This project represents nationwide efforts to implement strategies that can lead to improved economic security and opportunities for women through aviation.

For more information on our programs visit [www.elevateaviation.ca](http://www.elevateaviation.ca).





## WHY SPONSOR US

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### We are a Solution Provider

By partnering with Elevate Aviation:

- Your brand gains visibility as a business that will help create a shift in the aviation industry by promoting gender balance
- You will have the potential for relationship building with attendees
- You will benefit from the exposure and good will of our business of helping women thrive and succeed through aviation
- You will be identified as an organization that supports diversity and inclusion initiatives in the workplace

### Support a Great Cause

Inspire is in support of our Elevate Aviation programs. Every dollar raised will be put towards raising awareness about available careers in aviation to put a stop to the looming industry shortage, provide women with options and step by step guidance to achieve economic security, and close the gender gap in the male dominated industry.

### What Others are Saying

*“The work these women have done in just a few years is remarkable. The events are always enjoyable to attend, but what they have done with the funds raised at these events has had an immediate impact in the industry. I have been proud to sponsor these events in the past and look forward to continue doing so.”*

*-Chris Del Colle, Del West Hydraulic Services*

*“CATCA is proud to sponsor Elevate Aviation. Their mission not only supports women by offering them an opportunity for economic security; but benefits the industry as a whole by educating all people about aviation careers.”*

*-Peter Duffey, President and CEO, Canadian Air Traffic Control Association*

# INSPIRE

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## Elevate Aviation is introducing “Inspire”

Each fall in Edmonton, AB, we host 400 guests to an evening of inspiration, entertainment, auction and decadent appetizers. Our cocktail style, black-tie event is a must attend, with a program showcasing 8 women in aviation through feature videos, loads of entertainment, and incredible raffle and auction prizes to raise funds for our programs.

## Our yearly fundraising gala is the aviation event of the year!

As a sponsor you will be our VIP guest while making a difference in the lives of women in your community. 2019 marks our sixth celebration of remarkable women in aviation. Each year our guests leave feeling inspired and content knowing that their contribution will make a difference in someone’s life.

## Event Information

Location – **Renaissance Edmonton Airport Hotel**

Date – **October 26, 2019**

Time – **6PM – 11PM**





## OPPORTUNITIES

| Package Level   | Copper<br>\$500      | Bronze<br>\$2,000 | Silver<br>\$3,000 | Gold<br>\$5,000 | Platinum<br>\$10,000 | Diamond<br>\$12,000 |
|---|----------------------|-------------------|-------------------|-----------------|----------------------|---------------------|
| Operational sponsor status for 1 year with promotion at minimum of 3 other events |                      |                   |                   |                 |                      | ✓                   |
| Featured in promo video played during the event                                   |                      |                   |                   |                 | ✓                    | ✓                   |
| Company mention on all promo materials and media                                  |                      |                   |                   | ✓               | ✓                    | ✓                   |
| Social media acknowledgement before and after the event                           |                      | ✓                 | ✓                 | ✓               | ✓                    | ✓                   |
| Option to place promo items in gift bags  | ✓                    | ✓                 | ✓                 | ✓               | ✓                    | ✓                   |
| Recognition on screens during the event   | ✓                    | ✓                 | ✓                 | ✓               | ✓                    | ✓                   |
| Advertisement in the event program  | Logo on sponsor page | ¼ page ad         | ¼ page ad         | ½ page ad       | Full page ad         | 2-page spread       |
| General Admission tickets   | 2                    | 10                | 10                | 10              | 20                   | 20                  |
| VIP event tickets   | N/A                  | 4                 | 6                 | 8               | 10                   | 10                  |

Packages are negotiable. Contact [laura@elevateaviation.ca](mailto:laura@elevateaviation.ca) for more information

## A LA CARTE OPTIONS

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### Entertainment | \$1,000 (3 opportunities)

- Announced as the presenting sponsor of the entertainment at the event
- Company logo displayed in high visibility beside the entertainment (sponsor to provide)

### Décor | \$1,000 (3 opportunities)

- Announced as a sponsor at the event
- Prominent logo placement at the event (sponsor to provide)

### Liquor | In-kind (financial contribution is also an option)

- This will include, but is not limited to, VIP section wine, spirits, and beer; general admission wine tasting or signature drink
- Announced as a sponsor at the event
- Prominent logo placement in the VIP section and bars (sponsor to provide)

**Each a-la-carte opportunity also includes the following:**

- 2 general admission tickets to the launch event
- Logo displayed on screens inside event hall
- Option to place promotional materials in event gift bags

*Additional perks are available, subject to negotiation*

### Silent Auction Item

This is a terrific promotional opportunity. In the past we have received donations ranging from gift baskets, art work, sports memorabilia, home/office items, or amazing experiences. Your item will be on display to our nearly 400 guests.





# SPONSORSHIP FORM

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|                 |  |
|-----------------|--|
| Company         |  |
| Contact         |  |
| Address         |  |
| City, Province  |  |
| Postal Code     |  |
| Email           |  |
| Phone           |  |
| Send Invoice To |  |

Please select your desired level of sponsorship:

- |  |   |
|--|---|
| <input type="checkbox"/> Diamond   \$12,000  | <input type="checkbox"/> Entertainment   \$1000       |
| <input type="checkbox"/> Platinum   \$10,000 | <input type="checkbox"/> Decor   \$1000               |
| <input type="checkbox"/> Gold   \$5,000      | <input type="checkbox"/> Copper   \$500               |
| <input type="checkbox"/> Silver   \$3,000    | <input type="checkbox"/> Liquor   In-kind or \$ _____ |
| <input type="checkbox"/> Bronze   \$2,000    | <input type="checkbox"/> Other (specify) _____        |

Please email [laura@elevateaviation.ca](mailto:laura@elevateaviation.ca) a high-resolution version of your company logo along with the completed form or an email with all of the above information. Once received, you will be sent a contract, an invoice and specifications for program advertisements, if applicable.

Thank you for your support!

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