

# SCAA 2018 Programs & Events

| Date       | Time           | Event  | Location          |
|------------|----------------|--|-------------------|
| March 7th  | 11:00am-2:00pm | SHARE Roundtable at SoCal Tracon                     | San Diego         |
| March 8th  | 8:00am-4:00pm  | Human Factors, Safety for Technicians                | Ross Aviation LGB |
| April TBD  | 5:30pm-7:30pm  | Career Immersion Event                               | LGB Gulfstream    |
| April 11th | 5:00pm-7:00pm  | Annual General Meeting/Networking Event              | TBD               |
| May 10th   | 8:00am-5:00pm  | Schedulers & Dispatchers L4 PDP Certification Course | CMA               |
| May 21st   | 10:00am-7:00pm | Annual Golf Tournament & Benefit                     | The Crossings CRQ |
| June 6th   | 11:00am-2:00pm | SHARE Roundtable                                     | LGB               |
| Sept 10th  | 8:00am-5:00pm  | 10th Annual Safety Standdown                         | CRQ               |
| Nov TBD    | 5:00pm-9:00pm  | 4th Annual SCAA/SONO Event                           | Palm Springs      |
| Oct TBD    | TBD            | Career Roundtable                                    | CRQ               |
| Nov 12th   | 11:00am-2:00pm | SHARE Roundtable                                     | VNY               |
| Dec 5th    | 5:30pm-9:00pm  | 9th Annual Holiday Give Back Party & Toy Drive       | TBD               |



# Sponsorship Prospectus



## What is SCAA?

SCAA is the Southern California Aviation Association, a regional business aviation professional group. SCAA's mission is to advance and promote corporate aviation and aviation related business throughout Southern California; to be proactive in addressing concerns impacting the region's airports, including safety and operations; and promote education on the importance of business aviation to our communities, companies, and the general public.

## Why sponsor?

SCAA attracts anywhere from 100– 250 people per main event, has over 800 active members and reaches over 4k aviation professionals in the region. These industry influencers are involved in many aspects of business aviation – flight departments, pilots, FBOs, executives, OEMs, MROs, operators, service providers, and everything else in between. Sponsoring an event is an excellent platform for getting your message across to an engaged crowd.



## Where do the proceeds go?

Proceeds fund SCAA's scholarship fund, programs & local aviation advocacy. One part of SCAA's mission is to help the next generation of aviators – through SCAA's scholarships, their Mentor Committee, and close ties to the local aviation educational institutions, SCAA provides opportunities for the next generation of aviation professionals. Membership dues and sponsorships are the primary funds for this important activity. Thanks to our member and sponsor support, SCAA has awarded over 300k in scholarships and awards the past 6 years!

Numbers based on members and event attendee registrations.  
More details to come throughout the year.

| Aviation Field <small>(1307 unknown)</small> |     | Aircraft owner |      | Industry Segment      |      |
|--|-----|----------------|------|-----------------------|------|
| Aircraft Sales :                             | 207 | Yes :          | 142  | Aircraft Management : | 126  |
| Aircraft Service :                           | 342 | No             | 488  | Aircraft Services :   | 141  |
| Vendor :                                     | 226 | Unknown :      | 1329 | FBO/Ground :          | 118  |
| Broker ::                                    | 172 |                |      | Flight Dept. :        | 82   |
| Charter Operator :                           | 202 |                |      | OEM :                 | 26   |
| Corporate Flight Dept. :                     | 254 |                |      | Flight School:        | 45   |
| Corporate Pilot :                            | 228 |                |      | Part 135 Operator :   | 95   |
| FBO :  | 200 |                |      | Part 91 Operator :    | 87   |
| Private Pilot                                | 205 |                |      | Vendor :              | 114  |
| Other :                                      | 304 |                |      | Unknown :             | 1402 |



# Basic Sponsorship Levels

## Platinum

- \* *Exclusivity for your vendor category (fuel, FBO, operator, etc.)*
- \* *Assumes no other vendors in your category have already signed up to sponsor another level*
- Logo on all associated event emails
- Logo on website
- Logo on PowerPoint slide (if applicable)
- Your company banner stand placement
- Promo materials on tables
- 1 minute speech and introduction of door prizes if applicable
- 1st door prize to be given out
- Platinum-level sponsorship announced at event
- Logo on sponsor poster board sign
- 4 free registrations



## Gold

- Logo on all associated event emails
- Logo on website
- Logo on PowerPoint slide (if applicable)
- Promo materials on tables
- 2nd door prize to be given out
- Gold-level sponsorship announced at event
- Logo on sponsor poster board sign
- 3 free registrations

## Silver

- Logo on all associated event emails
- Logo on website
- Logo on PowerPoint slide (if applicable)
- Promo materials on tables
- 3rd door prize to be given out
- Silver-level sponsorship announced at event
- Logo on sponsor poster board sign
- 2 free registrations

## Annual General Meeting & Networking Event April 11th

### Available Sponsorships

Platinum Title Sponsor \$2,000

Gold Sponsors \$1,500

Silver Sponsors \$500

## 4th Annual SCAA/SONO Networking Dinner in Palm Springs Nov. Date TBD

What is SONO: SONO was founded in 1999. As a regional Schedulers and Dispatchers division of the NBAA, the group is committed to providing an educational forum for aviation professionals in the Southern and Northern California regions. The group currently meets bi-annually at a hosted dinner meeting. SONO strives to present information at these events to enhance the S&D community and help navigate the rapidly changing aviation market.

### Available Sponsorships

Platinum Title Sponsor \$5,000

Gold Sponsors \$2,500

Silver Sponsors \$1,500

Where: Palm Springs Air Museum

745 North Gene Autry Trail

Palm Springs, California 92262

[www.palmspringsairmuseum.org](http://www.palmspringsairmuseum.org)

Speaker Topic: TBD

## Safety SHARE Program Sponsorships

### Annual or Single Event, 3 per year

Annual sponsors receive website banner advertising in addition to basic sponsorship benefits

### Sponsorships:

SHARE Webportal Powered by

Platinum Annual Sponsor \$5,000



Gold Annual Sponsors \$2,000



Silver Event Sponsors \$500

### SHARE Events Currently Scheduled

- March 7th SHARE Roundtable SoCal Tracon
- June 6th SHARE Roundtable LGB
- November 12th SHARE Roundtable VNY

## Mentor Program Sponsorships

### Annual sponsor or single event sponsor

About: SCAA encourages young people to become involved in aviation and holds many career development events to support students looking to get into the exciting aviation industry. These are fun-filled and informative events that give students a direct introduction to aviation. The events give students an opportunity to meet our Mentors and other professionals who currently hold careers in the aviation industry.

### Available Sponsorships

Platinum Annual Sponsor \$3,000

Gold Annual Sponsor \$1,500



Silver Event Sponsor \$500

### Mentor Career Immersion Event

- April TBD Gulfstream in Long Beach



## 12th Annual Golf Tournament & Benefit May 21st Carlsbad Crossings

visit <http://birdeasepro.com/scaagolf>

## Technical Program Sponsorship (Maintenance and Avionics)

Annual or single event, 1-2 per year

Annual sponsors receive website banner advertising in addition to basic sponsorship benefits

### Available Sponsorships

|  |   |                                   |
|--|---|-----------------------------------|
| <b>Platinum Annual Sponsor \$3,000</b> | <b>Gold Annual Sponsor \$1,500</b>  | <b>Silver Event Sponsor \$500</b> |
|  |  |                                   |

### March 8th Maintenance/Avionics LGB

Greg Feith: Safety, Human Factors, Expert Witness, NTSB, TV Safety Analyst

## NEW! Schedulers & Dispatchers L4 PDP Certification Course, May 10th CMA

### Sponsorship opportunities

All sponsors will receive:

- Logo on website
- Logo on event e-mails
- Logo on signage at the event

Platinum Sponsor \$1,500

Gold \$1,000

Silver \$500

## 10th Annual Safety Standdown Sept 10th CRQ

Keynote Speaker: TBD

### Sponsorship opportunities

All sponsors will receive:

- Logo on website
- Logo on event e-mails
- Logo on power point slide show
- Logo on signage at the event

Title Sponsor \$5,000

Lead sponsor

4 Free registrations



Reception Sponsor \$3,000

2 Free registrations

Lunch Sponsor \$2,500

2 Free registrations

Speaker Sponsor \$3,000

2 Free registrations

Materials Sponsors \$3,000

2 Free registrations

Logo combined with SCAA logo  
on a giveaway item

Support Sponsors \$1,000

2 Free registrations

Parking Sponsor \$1,500

2 Free registrations

Breakfast Sponsor \$1,750

2 Free registrations

Break Sponsors \$1,000

1 Free registrations



# 9th Annual Holiday Give Back Party and Toy Drive Dec 5th @Lyon Air Museum SNA

## Sponsorship opportunities

### All sponsors will receive:

- Logo on website
- Logo on advertisements and e-mails
- Logo on power point slide show
- Logo on signage at the event

### Title Sponsor \$5,000

- Lead Sponsor
- Option to supply table decorations
- Speak briefly during the presentation
- 5 Free registrations

### Dinner Sponsor \$4,000

- 2 Free registrations

### Entertainment Sponsors (3) \$2,000 each

- 2 Free registrations

### Bar Sponsor (napkins with logo) \$2,500

- 2 Free registrations

### Photo Booth Sponsor \$2,500

- 2 Free registrations

### Photography/Videographer Sponsor \$2,000

- 2 Free registrations

### Santa Sponsor \$1,500

- 2 Free registrations

### Toys for Tots \$1,000

- 2 Free registrations

### Transportation Sponsor \$2,000 (shuttles from Carlsbad, and Van Nuys) Sold

- 2 Free registrations

### Supporting Sponsors \$1,000

- 1 Free registrations



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Please contact to lock in your sponsorships early.  
Other online advertising  
&  
scholarship donation opportunities also available!

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## Contact Information

SCAA

Southern California Aviation Association

[www.socalaviation.org](http://www.socalaviation.org)

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## Executive Director

Debi Carpenter

[debic@socalaviation.org](mailto:debic@socalaviation.org)

760-678-0748

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