

SCAA 2017 Programs & Events

Date	Time	Event	Location
February 27th	11:30am-1:30pm	SHARE Roundtable	AirCare LGB
March 9th	5:30pm-7:30pm	Networking Event	SMO
April 27th	5:30pm-7:30pm	Career Immersion Event	LGB Gulfstream
April 28th	11:30am-1:30pm	Technical Committee Luncheon	LGB
May 15th	10:00am-7:00pm	Annual Golf Tournament & Benefit	The Crossings CRQ
June 6th	11:30am-2:30pm	SHARE Roundtable	VNY Clay Lacy
June 6th	5:00pm-7:00pm	Annual General Meeting/Networking	TBD
Sept 18th	8:00am-5:00pm	9th Annual Safety Standdown	SNA
Nov 2/3	5:00pm-8:30pm	3rd Annual SCAA/SONO Event/Golf Outing	Palm Springs
Oct TBD	TBD	Career Roundtable	Carlsbad
Nov 9th	11:30am-2:30pm	SHARE Roundtable	LGB
Dec 7th	5:30pm-9:00pm	8th Annual Holiday Give Back Party & Toy Drive	Lyon Air Museum Orange County



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!

Demographics

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

Aviation Field (1192 unknown)	Aircraft owner	Industry Segment
Aircraft Sales : 202	Yes : 140	Aircraft Management : 86
Aircraft Service : 319	No 466	Aircraft Services : 93
Vendor : 197	Unknown : 1220	FBO/Ground : 74
Broker :: 168		Flight Dept. : 291
Charter Operator : 207		OEM : 77
Corporate Flight Dept. : 236		Flight School: 49
Corporate Pilot : 217		Part 135 Operator : 62
FBO : 179		Part 91 Operator : 62
Private Pilot 188		Vendor : 259
Other : 278		Unknown : 1484



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 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 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 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

Networking Events

Available Sponsorships

Platinum Title Sponsor \$2,000

Gold Sponsors \$1,500

Silver Sponsors \$500

Networking Events

- March Networking Event SMO
- May Annual General Meeting & Networking Event

3rd Annual SCAA/SONO Networking Dinner in Palm Springs Oct

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

Speaker Topic: TBD

Safety SHARE Program Sponsorships

Annual or Single Event, 3-4 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

- February 27th SHARE Roundtable LGB (Cabin Safety)
- June 6th SHARE Roundtable VNY Clay Lacy (Ground Handling/Maintenance)
- November 9th SHARE Roundtable LGB (Flight Ops/Accident Response)

Mentor Program Sponsorships

Annual sponsor or single event sponsor, 2 per year

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 Events

- April 27th Gulfstream in Long Beach



11th Annual Golf Tournament & Benefit May 15th Carlsbad Crossings

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

Technical Program Sponsorship- NEW! (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



Maintenance/Avionics Events

– April 28th LGB

7th Annual Holiday Give Back Party and Toy Drive Dec 7th 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

Entertainment Sponsors (3) \$2,000 each

2 Free registrations

Dinner Sponsor \$4,000

2 Free registrations

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

2 Free registrations

Photo Booth Sponsor \$2,000

2 Free registrations

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

2 Free registrations

Photography/Videographer Sponsor \$2,000

2 Free registrations



9th Annual Safety Standdown Sept 18th SNA

Keynote Speaker: Don Chupp will provide an interactive training session on emergency response in the morning, to be followed by additional speakers in the afternoon.

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
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

Breakfast Sponsor \$1,750

2 Free registrations

Parking Sponsor \$1,500

2 Free registrations

Break Sponsors \$1,000

1 Free registrations

Santa Sponsor \$1,500

2 Free registrations

Supporting Sponsors \$1,000

1 Free registrations

Toys for Tots \$1,000

2 Free registrations



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

Contact Information

SCAA

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