

## MEMORANDUM

TO: All AAI Members

FROM: Andi Montgomery

DATE: 8/12/10

RE: 2010 Sponsorship Drive Kickoff

It's that time of year again when we need to kickoff our Sponsorship Drive. Our goal this year is to raise \$35,000 to underwrite the cost of our annual conference and AAI strategic programs. We raised more than \$30,000 last year, so this shouldn't be a big stretch from what we've been able to accomplish in the past. AAI is asking at least 35 members, and not just Board members, to participate in order for us to accomplish our goal.

As you know, AAI is the voice of aviation in the State. The legislature will be crafting the state's two (2) year budget starting in January and AAI will be fighting to restore the state's match at 2.5% and establishing a dedicated fund. Please look at the attached legislative accomplishments that AAI has accomplished over the years. By sponsoring AAI, you have helped to make these things happen.

### PROCEDURES

1. Make contacts and have pledges secured by October 1st. A sample script follows for calling your contacts. Some of our top solicitors initiate their contacting by sending out letters to potential sponsors explaining the specifics of the Sponsorship Drive. Many pledges and checks come in with that effort alone. They then follow up with a phone call in a couple of weeks to those they haven't heard from ---- A method that works very effectively, and eliminates some of the discomforts of cold calling! A sample of the letters sent out is attached. (AAI can send the letters to you via e-mail so you do not have to re-type them.)

*"I've been a member of the Aviation Association of Indiana for \_\_\_years and I'm calling to ask you to (again) support our association by pledging a \$\_\_\_sponsorship for our 62nd annual conference which will be held in October at the French Lick Resort. I support the organization because of the effect it has on aviation legislative matters (a list of AAI accomplishments is included). I would like to ask for your support and help in the form of a \$\_\_\_contribution (this amount should be determined by you. You have a good idea of what level of contribution they would be willing to make. Suggested levels \$100-\$500 and up)."*

2. Once you have received a pledge, complete the attached "2010 AAI Sponsorship Drive" form (and Sponsorship Opportunity form, if applicable). These forms may be faxed to Debbie at 317/236-0404. She will follow up with a letter and invoice (if required) from

AAI. They can mail a check directly to the attention of Debbie Rolfsen – Aviation Association of Indiana – 135 N Pennsylvania Street, Suite 1175, Indianapolis, IN 46204.

3. Debbie will notify you once AAI has received payment. A thank you letter from AAI will also be mailed to the contributor after the conference.

It is important to have our pledges completed by October 1<sup>st</sup> so that our sponsor acknowledgement signs can be prepared for the conference.

### SPONSORSHIP DETAILS

- The following sponsorship levels are available:

Platinum	\$1,000 and above
Gold	\$300 - \$999
Silver	\$101 - \$299
Bronze	\$1 - \$100

All sponsors will be acknowledged on a sign at our annual conference and in the December newsletter. Please see the attached sponsorship opportunity page.

### A DRAWING!

As part of its sponsorship pledge, R. W. Armstrong is donating a fabulous prize to be given away in a drawing for all AAI members who bring in sponsorship pledges. A ticket will be placed in the hopper (in an AAI member's name) for every \$100 pledged. (For instance, \$3000 in pledges equals 30 tickets.) We have an added incentive this year for any member who collects sponsorship pledges: any first pledge from \$1 to \$100 will earn 1 ticket. Additional tickets will then be added for each \$100 increment. If more than one person from your organization is participating in the sponsorship drive, please make sure that the appropriate contact person is listed on the "AAI Sponsorship Drive" form. Plus, more prize opportunities will be announced at the Conference.

### ENCLOSURES

- Sample letters for initiating contacts by letter
- "2010 AAI Sponsorship Drive" form (To be filled out for each pledge received)
- Event Sponsorships available
- 2009 AAI Sponsorship Participants – Last year's sponsors listed under the AAI member who obtained them as pledges. These members have first dibs on these sponsors
- Legislative Accomplishments of AAI

Thanks for your help!!

Attachments

# AAI SPONSORSHIP OPPORTUNITIES

Annual Conference October 12 - 15, 2010

## 2010 Sponsorship Levels

Bronze	\$1-100	Gold	\$300-999
Silver	\$101-299	Platinum	\$1000+

## 2010 Sponsorship Opportunities

## Cost

Golf Hole	\$ 150
Golf Beverage Cart	\$ 350
Tuesday Night Dinner	\$ 800
Wednesday Morning Breakfast	\$ 600
Wednesday Lunch	\$ 750
Wednesday Night Dinner Trains	\$1200
Wednesday Evening Hospitality/Desserts	\$1000
Thursday Continental Breakfast	\$ 500
Thursday Lunch	\$ 750
Thursday Night Banquet	\$1200
Coffee/Refreshment Break	\$ 250
Networking Refreshments	\$ 400
Signs and Banners	\$ 750

(For a complete description, please contact Debbie)

## 2010 Aviation Association of Indiana Annual Conference Event Sponsorship Agreement

Contact name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E'mail: \_\_\_\_\_

Please call Debbie Rolfsen at 317/916-4187 to confirm the sponsorship wanted is available.  
Please note: more than one company may sponsor each event.

List your desired sponsorship: \_\_\_\_\_

Amount of sponsorship \$ \_\_\_\_\_ I have enclosed a check

Mail to: AAI  
135 N Pennsylvania, Suite 1175  
Indianapolis, IN 46204

Or Fax to: 317/236-0404

## 2010 AAI SPONSORSHIP DRIVE

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

e-mail address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

AAI Contact Person \_\_\_\_\_ (must be filled out for drawing)

Contact e-mail address \_\_\_\_\_

\$ \_\_\_\_\_ Send invoice

\$ \_\_\_\_\_ Will mail check directly to AAI, 135 N Pennsylvania Street, Suite 1175  
Indianapolis, IN 46204

\_\_\_\_\_ Is above person the same as the follow-up person?

\_\_\_\_\_ Send AAI Membership information

Comments: \_\_\_\_\_

**Please return to Debbie Rolfsen - Fax 317/236-0404 by October 1st.**

To be completed by AAI:

\_\_\_\_\_ Follow up letter sent

\$ \_\_\_\_\_ Received

\_\_\_\_\_ Thank you letter sent

\_\_\_\_\_ Other

(AAI will send a sponsorship confirmation letter upon receipt of this form).

DATE

## **SAMPLE LETTER**

MR\_\_MS\_ FIRST\_NAME LAST\_NAME  
COMPANY  
ADDRESSADDRESS\_2  
CITY\_\_STATE

Dear MR\_\_MS\_ LAST\_NAME:

***For a Corporate User you may want to use the following 1<sup>st</sup> paragraph:***

The recent improvement projects of the [Insert your airport's completed or planned projects, such as: Corporate Complex/Terminal Building, North-South Runway, and new Fuel Farm Facility] at (insert your airport name) all offer important operational enhancements to the aviation end user, and illustrate the airport's support of Corporate Aviation, and the important role that Corporate Aviation plays in today's business and industry. On a statewide level, the Aviation Association of Indiana (AAI) also helps to support the interests of Corporate Aviation doing business within the State, in its function as an advocate of the State's aviation industry.

***For a Field Commercial Operator you may want to use this 1<sup>st</sup> paragraph:***

For an airport to keep pace with the growth and development of the community and region it serves, it must constantly assess the need for proper airport expansion, and the programmed reconstruction of its existing infrastructure. Such assessment strives to continually satisfy the aviation user, and allows the airport to continue to be an economic asset to the region. Once again, it's that time of year to ask for your support. The clientele that chooses to patronize your establishment and the Airport are the life blood of General Aviation as it exists today, and it's not only our responsibility, but it is in our best interest to take action to ensure that General Aviation's needs and interests are well represented and communicated. With this intent, the Aviation Association of Indiana (AAI) is an organization dedicated to the preservation and improvement of aviation and aviation business.

***For a Supplier you may want to use this 1<sup>st</sup> paragraph:***

For an airport to keep pace with the growth and development of the community and region it serves, it must constantly assess the need for proper airport expansion, and the programmed reconstruction of its existing infrastructure. Such assessment strives to continually satisfy the aviation user, and allows the airport to continue to be an economic asset to the region. The recent improvement projects of the [Insert your airport's completed or planned projects, such as: Corporate complex/Terminal Building, North-South Runway, and the new Fuel Farm Facility] at (insert your airport name) all offer important operational enhancements to the aviation end user, and illustrates the airport's support of Corporate Aviation, and the important role that Corporate Aviation plays in today's business and industry. On a statewide level, the Aviation Association of Indiana (AAI) helps to support the developmental interests of airports within the State, in its function as an advocate of the State's aviation industry.

The Association's mission is to promote the positive economic attributes of airports and aviation, this through the direct representation of its interests to Federal and State agencies, other public decision making bodies, and the general public. The Association's membership is comprised of airports, commercial and fixed based operators, individuals, and other agencies who act as stewards of this important resource throughout the State.

In the past, the Aviation Association of Indiana has compiled many legislative accomplishments allowing airports and communities to better support the flying public. The Association has also labored to reduce the expenses connected with the aviation use of companies such as yours through some of the following ways:

- \* Worked to make aviation related property (hangars, etc.) located at an airport exempt from property tax.
- \* Opposed a 15 cent per gallon tax on aviation gasoline and 3 cent per gallon tax on jet fuel.

Why is it important for your organization to support AAI? As a unit of local government, airports need to demonstrate to local officials and taxpayers the importance of airports and aviation. AAI serves as the voice of aviation in the State. AAI's Annual Conference will be one of the Association's opportunities to coordinate meetings between AAI members, the Federal Aviation Administration (FAA), and the Indiana Department of Transportation (INDOT) Aeronautics Section.

Our Airport is a member of the Association because of the proactive interest this organization takes regarding aviation and the positive effect it has on aviation legislative matters. By promoting the positive aspects of aviation, all users of the aviation system benefit.

I would like to ask for your support of our Association by pledging a sponsorship of our annual conference that will be held October 12-15 at the French Lick Resort. In addition to this form of contribution, we also have specific event sponsorships connected with the conference available this year. Please see the enclosed attachment for details.

Your participation will be greatly appreciated, and our organization will recognize your actions at the conference and also in our quarterly newsletter. I will be contacting you in the near future to discuss these possibilities, along with seeking your interest in becoming a member of the Association.

Thank you for your time and consideration. Your support will help our airports and industry continue to be a strong transportation component within Indiana and the Nation.

Sincerely,

YOUR AIRPORT NAME

Your Name and Title

Enclosure

## **LEGISLATIVE ACCOMPLISHMENTS OF AAI**

The Aviation Association of Indiana (AAI) has achieved many legislative accomplishments over the past several years, both pro-active and defensive. These efforts have helped airport managers, BOAC's and Authorities and users of the facilities to operate more efficiently.

### **Funding and Operational accomplishments**

- Established and funded the State/Local Program;
- Funding for state match of federal program;
- Strengthen the Tall Structure Act to require applicants to notify the airport of application of a permit and allows the airport the ability to immediately remove structures in the primary surface area;
- Created criminal offenses for persons entering a controlled area of an airport without submitting to an airport inspection, entering a secured area, or attempting to hijack an aircraft; and
- Created an exception to the public records statute if disclosure increases the risk of terrorist attack.

### **Administrative accomplishments**

- Took the cumulative building fund outside the tax levy and created a sliding scale based on assessed valuation;
- Extended the time period to contract for certain leases, management agreements and contracts;
- Allowed the use of the invoice method instead of the claims method;
- Changed requirement that Authorities meet from twice a month to at least once a month and the date that Authorities must adopt their budget from a specified date to on or before that date and gave BOAC's & Authorities more options as to where than can hold meetings;
- Gave BOAC's & Authorities the authority to enter into loan contracts;
- Gave BOAC's & Authorities who do not have FBOs an exemption from the public purchase laws for the purchase of aviation fuel that is purchased for re-sale;
- Allowed airports to give away homes/home improvements to not-for-profit housing groups and sell homes through the open market and to package land into parcels for economic development projects and to dispose of standing timber through the resolution versus the ordinance process;
- Reduced the number of times an airport board must publish certain notices;
- Assisted individual airports on local issues (airport development zones, changing board membership, etc);
- Opposed a provision that eminent domain proceedings must be approved by fiscal and legislative bodies and that a premium be paid on land that was acquired through eminent domain; and
- Clarified that an airport fee shall be considered part of and included in the definition of gross concession revenue reported to the airport's management authority.

### **Aviation users accomplishments**

- Made aviation related property (hangars, etc) located at an airport exempt from property tax and defeated efforts to modify the exemption;
- Added notice of insurance coverage for aircraft rental;
- Created 3 month window to bring out of state aircraft into Indiana without paying use tax;
- Exempted fuel dealers selling fuel that propels aircraft from the Octane testing and the accompanying permit fee; &
- Opposed a 15 cent per gallon tax on aviation gas and 3 cent per gallon tax on jet fuel.
- In addition to the Legislative accomplishments, AAI coordinates meetings between AAI members and the Federal Aviation Administration (FAA), Indiana Department of Transportation (INDOT), and various State departments. AAI also conducts a biennial study of the Economic Impact of Aviation in Indiana and promotes the positive aspects of aviation in Indiana.
- August, 2010

## 2009 AAI Sponsorship Participants

<b>Adair Norman</b>			<b>Kyle Kuebler</b>		
Applied Research Associates	\$	700	AVFUEL Corporation	\$	500
			Indiana Aviation Museum	\$	500
<b>Al Schultz</b>			Dyer Construction Co.	\$	150
Sherwin Industries	\$	150	Markette & Associates, Inc.	\$	100
			MC Supply & Service Co. LLC	\$	25
<b>Bob Duncan</b>					
Indianapolis Airport Authority	\$	500	<b>Larry Manning</b>		
AirTran Airways	tickets		Woolpert, Inc.	\$	1,200
			Shrewsberry	\$	300
<b>Bob Working</b>			Cad-Vantage, Inc.	\$	150
Phillips Petroleum	\$	250	Marbaugh Reprographics Supply	printing	
Tri-State Aero	\$	250			
<b>Brian Payne</b>			<b>Mark Bloomfield</b>		
French Lick Resort Casino	\$	450	Turner Construction	\$	300
Indiana Railway Museum	\$	150			
Visit French Lick West Baden	\$	150	<b>Mary Atkins</b>		
Air BP Aviation Services	\$	150	MD Wessler & Associates	\$	1,000
French Lick BOAC	\$	150			
<b>Bruce Payton</b>			<b>Mike Byers</b>		
Hanson Professional Services	\$	500	Indiana ACPA	\$	250
Rex Hinkle	\$	50			
<b>Buck Ritz</b>			<b>Mike Miller</b>		
Milestone Contractors L.P.	\$	300	Hiller Group	\$	100
<b>Corey Harper</b>			<b>Andrea Montgomery</b>		
Testech, Inc.	\$	101	Taft Aviation Property, LLC	\$	500
			Denison Parking	\$	500
<b>Craig Anderson</b>			Eagle Flyers Inc.	\$	375
Griffith Aviation	\$	250	Montgomery Aviation	\$	375
G & N Aircraft, Inc.	\$	250	Michael McCormick	\$	250
Southlake Aviation	\$	250	Beck Superior Hybrids	\$	250
			Eagle Flyers I, LLC	\$	125
<b>Darrell Shrader</b>			Modular Devices, Inc.	\$	125
Knauf Insulation	\$	250	Tom Nasser	\$	125
O'Neal Steel	\$	150			
Shelbyville Bd of Aviation Comm.	\$	150	Carl & Jan Winkler	\$	125
Runnebohm Construction, Inc.	\$	100	Bill Cummings	\$	125
Huber Brothers Inc.	\$	100	Mark Prall	\$	125
VTI of Indiana	\$	100			
<b>Don Manley</b>			<b>Paul Shaffer</b>		
Butler, Fairman & Seufert	\$	1,200	Deichman Excavating Co., Inc.	\$	100
			Central Paving	\$	100
<b>Don Wendel</b>			<b>Rick Olson</b>		
Michiana Contracting	\$	250	Earth Exploration, Inc.	\$	200
<b>Jason Frank</b>			<b>Rod Blasdel</b>		
Crawford, Murphy & Tilly	\$	500	Columbus Municipal Airport	\$	500
			Cummins, Inc.	\$	300
<b>John Schalliol</b>			AAA Striping	\$	300
Temco Machinery Inc.	\$	1,200	Rhoades Aviation	\$	200
Air Host	\$	600	Taylor Bros Construction	\$	100
Indiana Michigan Power	\$	500	Russell Properties	\$	100
Atlantic Aviation	\$	300			
Arnt Asphalt Sealing	\$	150	<b>Terry Rainier</b>		
Edward J. White, Inc.	\$	150	R.W. Armstrong & Associates	\$	1,200
Walsh & Kelly, Inc.	\$	150	Optimal Geomatics, Inc.	\$	600
The Performance Companies	\$	150	Parker Group	\$	300
Steel Warehouse Co., LLC	\$	50	Dave O'Mara Contractor	\$	300
Barry Seat Cover & Auto Glass	\$	40	Smoot Construction	\$	300
			L'Acquis Consulting Engineers	\$	150
<b>Karen Arland</b>			AEC Design, Inc.	\$	150
Ice Miller LLP	\$	500	The Hoosier Company, Inc.	\$	100
			Berry Plastics	\$	100
<b>Ken Ross</b>			Transportation Consulting & Mgmt	\$	100
NGC	\$	1,600	Harmon Construction, Inc.	\$	100
			<b>Susan Zellers</b>		
			Aerofinity, Inc.	\$	1,000