

MEMORANDUM



To: AAI Membership

From: Ken Ross

Date: August 30, 2011

RE: 2011 Sponsorship Drive

It's time, once again, to begin the Sponsorship Drive for the 2011 AAI Annual Conference. Last year, members raised in excess of \$26,000 and although we have established a goal of \$30,000, hard work by our members should be able to push this number up even higher. In addition to our standard sponsorship opportunities, we have added more methods for sponsorship throughout the year as well as the opportunity to be a title sponsor for the annual conference. In addition to tile sponsorship, new opportunities include sponsorship of newsletters, legislative luncheon, quarterly meetings and website banner splash advertisements. Please note that these opportunities are designed to encourage sponsorship from equipment vendors and contractors.

As discussed in previous years, AAI continues to be the voice of aviation in Indiana. AAI and the Dedicated Funding Committee continue to fight for the restoration of the 2.5% State match on Federal grants as well as establishing a dedicated fund for other project opportunities.

While the following sections include sample correspondence for reaching out to potential donors, please note that a written letter or an email can not replace a strong relationship and a phone call. We encourage you to follow up every non-verbal contact with personal conversation to discuss how their contributions are used and can benefit them as well as aviation as a whole. The following is excerpted from previous Drive correspondence.

Suggestions & Procedures

Make contacts and have pledges secured by October 1st. A sample script follows for calling your contacts. Some of the top solicitors initiate their task 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 63rd Annual Conference which will be held in October at the Swan Lake Resort on Plymouth, Indiana. I support the organization because of the effect it has on legislative matters (a list of AAI accomplishments can be found on the AAI website). I would like to ask for your support and help in the form of a \$___contribution (this amount should be determined by you. You should have a good idea of what level of contribution they would be willing to make. Suggested levels \$100-\$500 and up)."

Once you have received a pledge, complete the attached 2011 “AAI Sponsorship Drive” form (and Sponsorship Opportunity form, if applicable). These forms may be faxed to Debbie at (317) 638-7976 or emailed to her at drolfesen@wswi.com. 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.

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 1st so that our sponsor acknowledgement signs can be prepared for the conference.

Sponsorship Information

The following sponsorship levels are available:

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

Any sponsor contributing \$2,500 or more will be named a “Title Sponsor” and will be afforded an opportunity for Booth Space and a Breakout Presentation at the conference.

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

Prize Drawing

As a 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. One ticket in the AAI member’s name will be placed in the bucket for every \$100 raised. For instance, \$3,000 in pledges equals 30 tickets. Any member collecting between \$1 and \$100 will still receive one ticket. If more than one person from your organization is participating in the drive, please make sure that the appropriate contact person is listed on the “AAI Sponsorship Drive” form.

Thanks in advance for your help and hard work!

2011 AAI SPONSORSHIP DRIVE

Name: _____

Organization: _____

Address: _____

E-Mail Address: _____

Phone: _____ Fax: _____

AAI Contact: _____ (required for drawing)

Contact E-Mail: _____

\$ _____ Send Invoice

\$ _____ I will mail check directly to: AAI
135 N. Pennsylvania Street, Suite 1175
Indianapolis, IN 46204

Y / N Is above person the same as the follow-up person?

Y / N Send AAI Membership Information?

Comments: _____

Please return completed form to Debbie Rolfsen by October 1st.

Fax: (317) 638-7976

E-Mail: drolfsen@wswi.com

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.