



Civil Air Patrol 2022 SPONSORSHIP PACKAGE



833.426.4227

CAPSponsor@GoCivilAirPatrol.org

Welcome to Civil Air Patrol's 2022 National Conference!

Following the success of our over 7,500-registrant virtual conference held in 2021, we are excited to announce the 2022 Civil Air Patrol National Conference returning to an in-person format, on **August 25-27 in Louisville, Kentucky.**



The 2021 National Conference hosted 140 professional development sessions for our members, as well as opportunities to meet and network and learn from such nationally regarded luminaries as Robbie Bach former Xbox CEO and NY Times best-selling author Malcolm Gladwell. We are looking forward to announcing an equally exciting slate of speakers and you will be among the first to hear their names.

As the world continues to emerge from the pandemic, we understand the need for in-person connection and direct communication while keeping safety front of mind. Closer to the event we will have more guidance on safety protocols and look forward to welcoming back attendees.

The national in-person conference provides prime professional development opportunities for more than 750 volunteer members to advance in their leadership skills and knowledge of our missions and technology. As always, our goal is for participants to connect, learn and celebrate.

Our 2022 event has opportunities for you, as a sponsor, to interact in new and meaningful ways and showcase your brand as you work to promote your business and serve as an important partner for our work.

Included in this packet is the CAP Fact Sheet. Additionally, we have listed all the sponsor benefits available for each level, with new benefits added to maximize your brand recognition.

You can help us fulfill our new mission of "Volunteers serving America's communities, saving lives, and shaping futures" by showcasing your organization and engaging with our members and partners from across the nation.

The fun and festivities begin with an opening reception then launch into a full slate of programming with opportunities to meet with CAP leaders, hear from keynote speakers, engage in educational sessions and network in-person through the robust exhibit hall on-site.

We encourage you to reserve your space and look forward to seeing you in Kentucky for a truly outstanding conference.

Warm regards,

A handwritten signature in blue ink, appearing to read "Ed Phelka". The signature is stylized and fluid.

Maj. Gen. Edward Phelka, CAP
National Commander/CEO

CIVIL AIR PATROL FACT SHEET

CIVIL AIR PATROL MEMBERS ARE EXPERIENCED AND ENGAGED

- More than 57,000 members nationally
- Nearly 1,400 units across the United States and overseas
- One of the largest single-engine piston aircraft fleets in the world -- 560 powered planes that fly approximately 100,000 hours annually in support of search and rescue, disaster relief, air defense, cadet orientation flights and U.S. Air Force-assigned missions.
- Robust social media presence with 87,000 followers on Facebook, 13,600 LinkedIn members, 12,000 Twitter followers, and 15,000 Instagram followers.
- An extensive national network of VHF and HF communications.
- Nearly 7,000 aircrew members and over 33,000 emergency responders trained to FEMA standards.
- Largest fleet of sUAS (small Unmanned Aircraft Systems) in the nation.
- Nearly 24,000 Civil Air Patrol cadets from ages of 12-21 who develop into responsible citizens and become tomorrow's leaders continuing to serve their communities. Career exploration is a big part of the program.
- More than 5,000 teacher members nationally, all focused on aerospace education and STEM

WHY EXHIBIT AT CIVIL AIR PATROL?

- ***It's All About Audience.*** CIVIL AIR PATROL attendees are leaders, influencers, and decision-makers, representing the organization's missions saving lives and shaping lives in answering today's critical needs.
- ***Brand Awareness. Lead Generation. Thought Leadership.*** Set up shop with an exhibit space, and/or present an educational session. Sponsor conference promotional items. Whatever your business objectives, CIVIL AIR PATROL offers a powerful channel to achieve them.
- ***Right Place. Right Time.*** CIVIL AIR PATROL'S NATIONAL CONFERENCE is the central gathering place, featuring exhibits, education sessions and prize drawings. These attractions generate significant foot traffic.

WHAT CAN YOU ACHIEVE AS AN CIVIL AIR PATROL SPONSOR?

- ***Build Your Brand.*** Leverage sponsorship, pre-event marketing support and onsite promotional opportunities to increase brand awareness among a captive audience of decision-makers and thought leaders.
- ***Generate Leads.*** Capture data from exhibit visitors and education session participants that can drive business opportunities all year long.
- ***Demonstrate Corporate Social Responsibility.*** Showcase your commitment to CIVIL AIR PATROL and our members who work tirelessly to support and impact the world through our missions and core values.

2022 Available Sponsorship Levels

Platinum \$20,000

- Naming opportunity for event/activity
- 6 in-person conference registrations
- Priority placement offering for 2023 conference
- 6 in-person passes to the opening reception with leadership with VIP access
- 6 in-person invitations to VIP reception with leadership
- Logo placement on mutually agreed upon promotional item at VIP reception (i.e., cocktail napkin/beverage container)
- VIP seating for general assembly
- PLATINUM recognition on multiple screens throughout the conference, social media sites and promo materials
- Full-page color ad in conference program in prominent position
- In-person exhibitor interaction, lead generation
- Promotional items in conference registration bags (in-person)
- Social media video engagement with pre-event attendee outreach (recorded video “spots” broadcast on CAP social media channels)

Gold \$10,000

- 4 in-person conference registrations
- 4 in-person passes to the opening reception with leadership with VIP access
- 4 in-person invitations to VIP reception with leadership
- VIP seating for general assembly
- GOLD recognition on multiple screens throughout the conference, social media sites and promo materials
- “Sponsor spotlight” post on CAP social media spots with link to business web presence
- Full-page color ad in conference program in prominent position
- In-person exhibitor interaction, lead generation
- Promotional items in conference registration bags (in-person)

Silver \$7,500

- 3 in-person conference registrations
- 3 in-person passes to the opening reception with leadership with VIP access
- 3 in-person invitations to VIP reception with leadership
- VIP seating for general assembly
- SILVER recognition on multiple screens throughout the conference, social media sites and promo materials
- “Sponsor spotlight” post on CAP social media spots with link to business web presence
- Half-page color ad in conference program in prominent position
- In-person exhibitor interaction, lead generation
- Promotional items in conference registration bags (in-person)

Bronze \$5,000

- 2 in-person conference registrations
- 2 in-person passes to the opening reception with leadership with VIP access
- VIP seating for general assembly
- 2 in-person invitations to VIP reception with leadership
- BRONZE recognition on multiple screens throughout the conference, social media sites and promo materials
- “Sponsor spotlight” post on CAP social media spots with link to business web presence
- Quarter-page color ad in conference program in prominent position

Bronze \$5,000 (Continued)

- In-person exhibitor interaction, lead generation
- Promotional items in conference registration bags (in-person)

Patron \$3,000

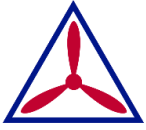
- 1 in-person conference registration
- 1 in-person pass to the opening reception with leadership
- PATRON recognition throughout the conference, social media sites and promo materials
- “Sponsor spotlight” post on CAP social media spots with link to business web presence

General \$1,500

- GENERAL recognition on multiple platforms throughout the conference and promo materials
- “Sponsor spotlight” post on CAP social media spots with link to business web presence

THANK YOU FOR YOUR SUPPORT!





Civil Air Patrol

National Conference Sponsorship Pledge Form

Thank you for supporting the **2022 Civil Air Patrol National Conference, August 25-27, in Louisville, KY.** Be sure to review the details of your sponsorship and the associated benefits package carefully.

Please accept our pledge for the following event sponsorship package:

- Platinum (\$20,000) Gold (\$10,000) Silver (\$7,500)
 Bronze (\$5,000) Patron (\$3,000) General (\$1,500)

Company (as it should appear in print): _____

Name: _____ Title: _____

Address: _____ City/State/Zip: _____

Conference Contact: _____

Phone: _____ Email: _____

Exhibit Table: (Platinum, Gold, Silver, Bronze) 6' skirted table, 2 chairs, power optional

- Yes, table No, no table Power request for table

Invoice

- Immediately or After January 15 or After March 1

Pay now [online](#)

Upcoming Deadlines

- **April 8: Sponsor Payment Deadline & Logo Deadline:**
High resolution, vector version (.tif, .eps, PDF, or a .jpg, 300 dpi or greater)
- **June 10: Ad Deadline:**
1/8" bleed is needed on all sides; finished program will trim to 8.5" x 11"
Platinum, Gold Full page 7.5" x 10" **Silver** Half page 7 1/2 "x 4 7/8" **Bronze** Quarter page, 3 5/8" x 4 7/8"
- **June 24: Promotional Items Deadline**
Ship to: Donna Bass Maraman, Civil Air Patrol, 105 S. Hansell Street, Maxwell AFB 36112

POC: Donna Bass Maraman (833-426-4227) or capsponsor@gocivilairpatrol.org