National Conference 2024
Sponsorship Opportunities
2024 NATIONAL CONFERENCE

Aug. 15-17, San Antonio, at the San Antonio Marriott Riverwalk

As a sponsor of the 2024 Civil Air Patrol National Conference, you'll have unparalleled access to a targeted group of engaged individuals in emergency services/search and rescue, aerospace education and youth development. We annually see 800 attendees looking to advance their leadership capabilities, mission knowledge, and professional development.

We would be honored to have you as a sponsor of the 2024 CAP National Conference. Included in the following slides are the details of the various sponsor levels designed to provide sponsors with valuable recognition and engagement opportunities. Thank you for considering this opportunity.

Connect, learn, and celebrate at the National Conference

Maj. Gen. Edward Phelka
CAP National Commander/CEO
Why Sponsor the National Conference?

**Brand Visibility:**
Gain exposure to a diverse audience, including key CAP leadership, members, and professionals.

**Targeted Marketing:**
Tailor your message to reach attendees interested in emergency services, aerospace, and youth development.

**Industry Connections:**
Engage in discussions, forge partnerships, and establish valuable connections with influential leaders.

**Thought Leadership:**
Showcase your organization as a thought leader by joining as a National Conference sponsor.
Audience Facts

- 65,231 members nationally and overseas
- 1,400 units across the U.S. and overseas
- 36,024 adult members ages 21+
- 29,207 cadets ages 12-21
- 5,700 teacher members nationally
- 93,000 Facebook followers
- 23,000 Instagram followers
- 19,000 LinkedIn followers
- 14,600 YouTube followers
- 13,000 X followers

Service Population: United States, Puerto Rico, U.S. Virgin Islands
What you can Achieve at the National Conference.

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.

Corporate Social Responsibility
Showcase your commitment to help in our mission to save lives and shape futures by supporting aerospace education, youth character development, and emergency rescue efforts.
Past Marquee Talent
Connecting with conference luminaries

Frank Kendall
Secretary of the Air Force
26th secretary of the Air Force responsible for organizing, training and equipping the U.S. Air and Space Forces. Former vice president of Raytheon Co.

Malcolm Gladwell
New York Times Bestselling Author
Renowned journalist, speaker and author of six bestsellers, including The Tipping Point and Outliers. Gladwell is also president and co-founder of Puskin Industries.

Dr. Jason Womack
Development Branch Chief of the U.S. Space Force
With a passion for leadership and team dynamics, Dr. Womack has dedicated his career to empowering individuals and guiding teams.

Vanessa Blacknall-Jamison
Change Adviser, FAA
As a 45-year professional aviation veteran, Blacknall-Jamison drives change efforts for the Federal Aviation Authority. She formerly managed emergency procedures training for United Airlines.
2023 Conference Snapshot

**THURSDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 am - 5:00 pm</td>
<td>Command Post</td>
</tr>
<tr>
<td>8:00 am - 6:00 pm</td>
<td>Registration</td>
</tr>
<tr>
<td>8:00 am - 5:00 pm</td>
<td>Summer Command Council Meeting</td>
</tr>
<tr>
<td>7:00 pm - 9:00 pm</td>
<td>Aerospace Education Summit</td>
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**FRIDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Function</th>
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<tbody>
<tr>
<td>7:00 am - 8:00 am</td>
<td>CAP Call to Prayer</td>
</tr>
<tr>
<td>7:00 am - 5:00 pm</td>
<td>Command Post</td>
</tr>
<tr>
<td>7:00 am - 6:00 pm</td>
<td>Registration</td>
</tr>
<tr>
<td>8:00 am - 5:00 pm</td>
<td>Vanguard Store</td>
</tr>
<tr>
<td>8:00 am - 5:00 pm</td>
<td>National Cadet Advisory Council Meeting</td>
</tr>
<tr>
<td>8:00 am - 5:00 pm</td>
<td>CAP-USAF Breakout 1 (Closed)</td>
</tr>
<tr>
<td>8:00 am - 5:00 pm</td>
<td>CAP-USAF Breakout 2 (Closed)</td>
</tr>
<tr>
<td>8:00 am - 5:00 pm</td>
<td>CAP-USAF Breakout 3 (Closed)</td>
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<tr>
<td>7:30 am - 8:30 am</td>
<td>Hangar Time</td>
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<tr>
<td>9:00 am - 10:45 am</td>
<td>Keynote Session</td>
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<tr>
<td>11:00 am - 11:45 am</td>
<td>Learning Sessions</td>
</tr>
<tr>
<td>11:00 am - 2:00 pm</td>
<td>Official Photos</td>
</tr>
<tr>
<td>11:45 am - 1:00 pm</td>
<td>Lunch on your own</td>
</tr>
<tr>
<td>1:00 pm - 1:45 pm</td>
<td>Learning Sessions</td>
</tr>
<tr>
<td>2:00 pm - 3:00 pm</td>
<td>Keynote Session</td>
</tr>
<tr>
<td>3:00 pm - 4:00 pm</td>
<td>Hangar Time</td>
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<tr>
<td>4:15 pm - 5:00 pm</td>
<td>Learning Sessions</td>
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<tr>
<td>5:00 pm - 6:00 pm</td>
<td>Cadet Programs Officer Reception</td>
</tr>
<tr>
<td>5:00 pm - 7:00 pm</td>
<td>Washington Wing Awards</td>
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<tr>
<td>6:00 pm</td>
<td>Jewish Worship Service</td>
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**SATURDAY**

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<tr>
<td>3:45 pm - 4:45 pm</td>
<td>Hangar Time</td>
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<tr>
<td>4:00 pm - 5:00 pm</td>
<td>Learning Sessions</td>
</tr>
<tr>
<td>4:30 pm</td>
<td>Catholic Mass Service</td>
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<tr>
<td>4:30 pm</td>
<td>Protestant Worship Service</td>
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<tr>
<td>7:00 pm</td>
<td>National Commander's Reception (Ticket Required)</td>
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2023 National Conference Sponsors
Sample Promotion

Advertisement In Program

LinkedIn Video Promotion

Facebook Spotlight

Website Listing

CAP Props Newsletter

Bronze Sponsors Added for National Conference

Yingling Aviation and Middle Tennessee State University are two of the bronze sponsors for the 2022 National Conference, set for Aug. 18-19 at the Hyatt Regency in Bellevue, Washington.

Those attending the conference will hear from keynote speakers, including Secretary of the Air Force Frank Kendall, meet with friends old and new, and attend learning sessions on numerous CAP programs and activities. Sponsored by:
Sponsor Testimonials

Textron Aviation Title Sponsor
“By participating in the national conference each year, Textron Aviation is able to connect with and hear from the largest fleet owner of Cessna piston aircraft.” - Bob Gibbs, Vice President, Special Missions Sales, Textron Aviation [Textron Aviation](https://www.txtav.com) - Manufacturer of Beechcraft and Cessna Aircraft (txtav.com)

America’s Aircraft Engines Inc. Gold Sponsor
"Sponsoring CAP's National Conference aligns perfectly with our values, strategically benefiting our commitment to the aviation community. The diverse audience creates opportunities to connect with clients, members, collaborators, and industry experts. Proud to be part of this impactful conference for over 19 years, we plan to continue our support.” - Steve Fowler, President, America’s Aircraft Engines Inc. [America's Aircraft Engines](https://www.overhaul.com) - Complete engine overhaul capabilities - Overhaul.com
**Platinum**

What's included in your sponsorship?

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**Naming Opportunity**

- Name an event or activity with your brand:
  - Sponsor keynote presentation
  - Sponsor a breakout session
  - Sponsor a reception or lunch
  - 2025 priority placement offering

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**National Conference Access - 6 Passes**

- In-person conference registrations
- In-person passes to Commander’s reception with VIP access
- In-person invitations to VIP reception with key leadership
- VIP seating for keynote sessions

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**Brand Placement**

- Logo placement on mutually agreed-upon item at VIP reception
- PLATINUM recognition on multiple screens throughout conference, social media, and promo materials
- Promotional items in conference registration bags
- Hangar and keynote sessions giveaways

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**Marketing & Reach**

- Full-page color ad in conference program in prominent position
- Social media video engagement with pre-event attendee outreach (recorded video spots broadcast on CAP social media channels)
- In-person exhibitor interaction, lead generation

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Value $1,980

$20,000
Gold
What's included in your sponsorship?

National Conference Access - 4 Passes
• In-person conference registrations  Value $1,320
• In-person passes to Commander's Reception with VIP access
• In-person invitations to VIP reception with key leadership
• VIP seating for keynote sessions

Brand Placement
• GOLD recognition on multiple screens throughout conference, social media, and promo materials
• Promotional items in conference registration bags
• Hangar and keynote sessions giveaways

Marketing & Reach
• Full-page color ad in conference program in prominent position
• Social media video engagement with pre-event attendee outreach (recorded video spots broadcast on CAP social media channels)
• In-person exhibitor interaction, lead generation

$10,000
Silver

What’s included in your sponsorship?

- 3 in-person conference registrations  Value $990
- 3 in-person passes to Commander’s Reception with VIP access
- 3 in-person invitations to VIP reception with leadership
- VIP seating at keynote sessions
- 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

$7,500

Bronze

What’s included in your sponsorship?

- 2 in-person conference registrations  Value $660
- 2 in-person passes to Commander’s Reception with VIP access
- VIP seating at keynote sessions
- 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
- In-person exhibitor interaction, lead generation
- Promotional items in conference registration bags

$5,000
**Patron**

What's included in your sponsorship?

- 1 in-person conference registration  *Value $330*
- 1 in-person pass to Commander’s reception with leadership
- PATRON recognition on multiple screens throughout conference, social media, and promo materials
- “Sponsor spotlight” post on CAP social media spots with link to business web presence broadcast on CAP social media channels
- Promotional items in conference registration bags

* $3,000

**General**

What's included in your sponsorship?

- GENERAL recognition on multiple platforms throughout the conference and promo materials
- “Sponsor spotlight” post on CAP social media spots with link to business
- Promotional items in conference registration bags

* $1,500

**IN-KIND**

- Recognition on multiple platforms throughout the conference and promo materials
- Promotional items in conference registration bags

* In-Kind*
Special Opportunity!

This year, we invite sponsors to make an even bigger impact by providing **Cadet Scholarships**. Help better the life of a youth by contributing $1,000 or more toward a scholarship in addition to your sponsorship.

Sponsors who donate will be added to CAP's donor wall. You can brand a scholarship with your organization's name when you contribute $2,500 or more toward scholarships.

Your organization can make a world of difference across the nation when you provide scholarships for youth.

Just select this option on your sponsorship form to participate.
Thank you!

Ready to sponsor? Just click here!