



YQQL AVIATION DAY



SPONSORSHIP GUIDE

Presented in Partnership By

**Lethbridge
Airport**



CAREERS

Event Overview

Lethbridge Airport, in partnership with Careers: The Next Generation, is excited to announce the first YQL Aviation Day on May 25th, 2024, to promote careers in aviation and showcase all the opportunities the industry has to offer. The event will be hosted at the Lethbridge Airport and will feature static displays and demonstrations, hands-on experiences, a career fair, food trucks and networking opportunities. This is a FREE community event focused on youth or those interested in pursuing careers in the aviation industry. Participants can expect to see an array of pilots, aircraft, local companies, post-secondary schools, aviation schools, and various professions that will be excited to engage in conversation about careers in aviation, sharing their path and experiences, aiming to ignite the aspirations of future generations.

Similar events in other communities have successfully drawn more than 800 attendees and we hope to draw a similar audience. With a marketing plan in place that will utilize a website, social media, paid ads, and an expanded reach through our education and industry partners, our efforts will target local students, recent grads, Girl Guides, Cadets and youth.

An event like this is not small undertaking, and to ensure we can scale and create an impact that will draw youth and aviation enthusiasts from the southern Alberta region, we need support from sponsors like you!



DATE: Saturday, May 25, 2024

TIME: 10:00 - 17:00

LOCATION: Lethbridge Airport
417 Stubb Ross Road
Lethbridge, Alberta
T1K 7N3

- FEATURING:**
- Career Fair/Tradeshow
 - Aircraft Displays
 - Interactive Learning
 - Speakers
 - Networking Opportunities
 - Food Trucks
 - 50/50 Draw

Sponsorship Benefits

Partnering with YQL Aviation Day offers companies:

- positive brand exposure to attendees and the community
- a highly-engaged audience
- support to local youth and the aviation industry
- memorable event experiences

Each package may include:

Community Brand Awareness

Digital Advertising Mentions

VIP Opportunities

Onsite Display Advertising

Premium Tradeshow Booth Opportunity



Sponsorship Opportunities

OPPORTUNITY	BENEFITS	AVAILABILITY	PLEDGE
Speaker Series Sponsor	<p>YQL Aviation Day will feature a series of speakers who will share their aviation journey. Be part of the buzz by sponsoring our speakers!</p> <ul style="list-style-type: none"> Name and/or logo on all speaker series marketing and socials VIP hosting opportunity for your clients and/or guests (lunch and VIP table at event for 10 people) Speaking opportunity during the opening address Premium 10 x10 booth space with table and power or as discussed 	1 Available	\$5,000
Exhibitor/ VIP Lunch Sponsor	<p>Show your company's support and appreciation to the YQL Aviation Day exhibitors and VIPs by keeping them fed and hydrated.</p> <ul style="list-style-type: none"> Name and/or logo on event-day signage and in program Name or company name on our website with links to your business Social media mention with link to business 	2 Available	\$2,000
Volunteer Sponsor	<p>Without our volunteers, YQL Aviation Day and the important connections that will be made with youth, would not happen.</p> <ul style="list-style-type: none"> Name and/or logo on event-day signage and in program Name or company name on our website with links to your business Social media mention with link to business 	1 Available	\$2,000
Supporting Sponsor	<p>Show your general support of the event and help cover the costs of all the logistics required to make it happen.</p> <ul style="list-style-type: none"> Name listing on event-day signage and in program Name and/or logo on our website with links to your business 	Many Available	\$1,000
Friends of YQL Aviation Day	<ul style="list-style-type: none"> Gift in kind - recognition on event day Thank you note and appreciation posts on social media 	Many Available	



Sponsorship Sign Up

SCAN
HERE! 



Thank you so much for supporting the first ever YQL Aviation Day!
Please complete the online sponsorship form by:

- Visiting www.lethbridgeairport.ca/aviationday
- [Clicking here](#), or
- scanning our QR code.

If you have any questions at all or would like to further discuss sponsorship opportunities, please contact:

Shelby Versteeg

Marketing Coordinator

City of Lethbridge

Shelby.Versteeg@lethbridge.ca

403-320-4003

Once your sponsorship form is complete, please remit payment by the preferred options below:

Mail

Cheque or Money Order (do not send cash) payable to:

Lethbridge Airport

417 Stubb Ross Road

Lethbridge, AB T1K 7N3

By Phone

Call 403-329-4466

8:00am to 4:30pm, Monday to Friday (Closed Holidays)

Visa, Mastercard and American Express are accepted

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See you on the airfield!

