SPONSORSHIP OPPORTUNITIES

ABOUT US

The NGPA is the world’s leading non-profit advocating for lesbian, gay, bisexual, transgender, queer/questioning (LGBTQ) people in aviation. Since 1990, our mission has been to Build, Support, and Unite the LGBTQ aviation community. Through education, outreach, and advocacy, we advance our goals:

- PROMOTE aviation safety through diversity, equity, and inclusion.
- PROVIDE an affirming network for the LGBTQ aviation community.
- FOSTER LGBTQ equality through advocacy and outreach.
- ENCOURAGE LGBTQ participation through scholarships.

Over 30 years ago, the NGPA organized members to help each other and take on many challenges in the aviation community such as a culture of discrimination and hostility, combating dishonorable discharges for service members based on sexual orientation, and helping HIV+ pilots retain their medicals through education and policy change. In doing so, we broke stereotypes and continue to make aviation a better place.

MEMBER BENEFITS

- Networking events
- Scholarships
- Mentor programs
- City & University chapters
- LGBTQ family support
- Publications
- Ally support
- Discounts
- More

CONTACT

SPONSORSHIPS@NGPA.ORG
866.800.6472(NGPA)

KEY METRICS

- 5K+ ACTIVE MEMBERS
- $1.7 MILLION Value of Scholarship Awards Since 1998.
- 276K Social Media Reach

COMMUNICATION

2022 NAA Henderson Trophy
National award for vision and leadership that makes a significant and lasting contribution to the advancement of aviation in the United States.

EVENTS

- Industry Expo
- Winter Warm Up
- Wings Over...
- Worldwide Pride
- Cape Cod Classic
- Aviation Inclusion Summit

ADVOCACY

- Promote Safety
- Inclusion Training Team (ITT)
- Biennial Aviation Inclusion Summit
- Student Chapters at leading Aeronautical Universities
- Mentor Program

501(c)(3) Accredited Non-profit

Platinum Transparency 2023 Candid.
**SPONSOR BENEFITS**

This table outlines our standard offering of sponsor benefits. Benefits can be customized depending on your needs and offering of support, in-kind services, and more to the NGPA and its members. Each sponsor receives a final, written sponsorship agreement outlining their unique benefits.

<table>
<thead>
<tr>
<th>TITANIUM</th>
<th>DIAMOND ELITE</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>$70,000+</td>
<td>$50,000+</td>
<td>$25,000+</td>
<td>$12,000+</td>
<td>$6,000+</td>
<td>$3,000+</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NGPA Industry Expo Booth</th>
<th>Gratis 10' x 20'</th>
<th>Gratis 10' x 20'</th>
<th>Discount</th>
<th>Discount</th>
<th>Discount</th>
<th>---</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contrails Magazine Advert. Full color, 4 issues/year</td>
<td>Full Page</td>
<td>Full Page</td>
<td>Full Page</td>
<td>Half Page</td>
<td>1/4 Page</td>
<td>1/4 Page</td>
</tr>
<tr>
<td>Ability to Submit New Ad</td>
<td>quarterly</td>
<td>quarterly</td>
<td>quarterly</td>
<td>quarterly</td>
<td>quarterly</td>
<td>quarterly</td>
</tr>
<tr>
<td>Post Job Listings on NGPA’s Career Connections</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Event Sponsorships Applied Toward Organizational Giving Total With minimum organizational level commitment</td>
<td>Yes --- $12,000 (min.)</td>
<td>Yes --- $8,000 (min.)</td>
<td>Yes --- $6,000 (min.)</td>
<td>Yes --- $3,000 (min.)</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Logo Publication on NGPA Website</td>
<td>Large</td>
<td>Large</td>
<td>Medium</td>
<td>Medium</td>
<td>Small</td>
<td>Small</td>
</tr>
<tr>
<td>Logo Publication on Event Sponsor Signage</td>
<td>Large</td>
<td>Large</td>
<td>Medium</td>
<td>Medium</td>
<td>Small</td>
<td>Small</td>
</tr>
<tr>
<td>Social Media Spotlight Posts</td>
<td>3 per year</td>
<td>2 per year</td>
<td>2 per year</td>
<td>1 per year</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Logo Publication in On The Fly Newsletter</td>
<td>Yes</td>
<td>Yes</td>
<td>---</td>
<td>---</td>
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<td>---</td>
</tr>
</tbody>
</table>

**BUSINESS MEMBERSHIPS**

An NGPA Business Membership creates visibility for small businesses, flight schools, and organizations within the LGBTQ+ aviation community. Business members receive 3 complimentary individual memberships for employees, advanced exhibitor registration notice for our Industry Expo in Palm Springs, publications, priority access to our Inclusion Training Team and materials, job postings, and much more. More information: ngpa.org/businessmembership

**MAGAZINE ARTWORK SPECS**

<table>
<thead>
<tr>
<th>Full Page: Bleed</th>
<th>8.75”(w) x 11.25”(h)</th>
<th>Full Page: No Bleed</th>
<th>8”(w) x 10.5”(h)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page: No Bleed</td>
<td>8”(w) x 5.25”(h)</td>
<td>1/4 Page: No Bleed</td>
<td>4”(w) x 5”(h)</td>
</tr>
</tbody>
</table>

**2024 AD DEADLINES**

Q1: FEB 06
Q2: MAY 06
Q3: AUG 05
Q4: NOV 04

**WEBSITE LOGO SPECS**

Dimensions (w x h)

- LARGE: 600px x 300px
- MEDIUM: 300px x 250px
- SMALL: 300px x 150px

**ARTWORK & LOGOS**

EMAIL TO: SPONSORSHIPS@NGPA.ORG
2024 EVENT SPONSORSHIPS

NOTE: Some opportunities may be claimed or unavailable. Contact us for updated information.

Winter Warm Up & Industry Expo (FEB)
- Presenting Sponsor (WWU) $125,000
- Presenting Sponsor (EXPO) 100,000
- Friday Evening Reception 75,000
- Thursday Evening Reception 65,000
- Friday General Session Sponsorship 45,000
- Registration 25,000
- Attendee Lanyards 25,000
- Saturday Hangar Event 25,000
- Swag Bags 25,000
- Drag Brunch 25,000
- Queen of the Fleet 25,000
- Grab ‘n’ Go Attendee Lunch 20,000
- Sunday Solar Soak 15,000
- Student Summit Breakfast 15,000 /day
- Flight Deck Reception 14,000
- Expo Exhibitor Breakfast (2 available) 10,000 ea.
- Women’s Event 10,000
- Expo Wi-Fi 10,000
- Expo Headshot Station 10,000
- Event App 10,000
- Elevator 10,000
- Hotel Keycards 7,500
- Transportation (Fri./Sat.) 7,000 /day
- Daily Coffee Station 6,000 *
- New Member Social 5,000
- Photo Booth 5,000
- Door Tags 5,000
- Silent Auction 4,000
- Breakout Sessions (6 available) 4,000 ea.
- Expo Phone Charging Station 3,500
- Daily Water Stations 3,000 /day
- “Know Before You Go” Email 3,000
- Social Media (7 available) 2,500 ea.
- Daily Digest Newsletters (4 available) 2,500 ea.
- Conference Bag Insert 1,500
- Industry Briefing 1,500
- Student Registrations market rate

* $12,000 with company logo on the cups.

Transgender Social (APR)
- Welcome Reception $5,000
- Day 2 Dinner Banquet 5,000
- Day 2 Brunch 3,000
- Transportation 3,000
- Registration 2,000

Wings Over… (MAY)
- Presenting Sponsor $16,000
- Contributing Sponsor 7,500
- Supporting Sponsor 3,000

NGPA @ EAA AirVenture Oshkosh (JUL)
- Friday Night BBQ $8,000
- NGPA Booth 5,000
- Ngpa Camp Hospitality Tent 5,000
- NGPA Camp Meals 4,000
- NGPA Event Truck Branding 2,000
- RV Branding 2,000

Cape Cod Classic (SEP)
- Presenting Sponsor $40,000
- Saturday Evening Reception 12,500
- Friday Evening Reception 12,500
- Airport Hangar Lunch 10,000
- Sunday Drag Brunch 6,500
- Attendee Lanyards 6,000
- Registration 5,000
- Flight Deck Reception 4,000
- Women’s Event 3,000
- Airport Transportation 3,000
- Queen of the Fleet 2,500
- New member & Retiree Social 2,000

Aviation Inclusion Summit (NOV)
- Presenting Sponsor $50,000
- Day 1 Welcome Reception 10,000
- Lanyards 8,000
- Lunches (2 available) 8,000 ea.
- Day 2 Happy Hour/Networking 8,000
- Day 3 Happy Hour/Networking 8,000
- Breakfasts (2 available) 7,500 ea.
- Registration 6,000
- Summit Bag & Info Folder 5,000
- Event App 4,000
- Coffee Stations (2 available) 2,500 ea.

SCHOLARSHIP SPONSORSHIP

NGPA is proud to have given away more than $1.7M in scholarships to aspiring aviators and aviation mechanics, helping them become safe, qualified members of the worldwide aviation community. The cost of education and training is one of the most challenging barriers to entry for those interested in aviation as a career. Sponsorship amounts are flexible and provide a stepping stone for aspiring individuals at a crucial point in their journey.

For more information, contact scholarships@ngpa.org
**MEMBER ENGAGEMENT**

**SOCIAL MEDIA**

**LARGEST FOLLOWING**
The NGPA has twice as many followers as its closest peer non-profit organization (and 4x as many as those behind it) in the aviation industry.

**FASTEST GROWING**
Our social media following averages 5,000–7,000 new followers annually, faster than any other peer nonprofits in aviation.

**MOST ACTIVE**
The NGPA's social media accounts produce more weekly content with more consistent branding than any other peer aviation nonprofit. We average nearly double the weekly engagement (likes, comments, and shares) of the next closest peer aviation nonprofit.

**POSITIVE ASSOCIATION**
People associate the NGPA's social media accounts with warm, encouraging posts related to supporting members and promoting inclusivity. Advertising with the NGPA directly associates sponsors with the recognized optics of support and inclusion.

**TARGET AUDIENCE**
Our followers are almost exclusively pilots, many of whom are in various phases of training. Airlines need more pilots. It's a very competitive recruitment market. Advertising with the NGPA ensures a sponsor's post is seen by thousands of aspiring commercial and airline pilots. It is very targeted advertising.

**80,000 EYES**
We are the only aviation nonprofit to individually promote every scholarship and its sponsor on social media. That's over 80,000 followers made aware that sponsors are committed to NGPA members and their futures.

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**PUBLICATIONS**

NGPA publications like Contrails magazine (quarterly) and On The Fly e-newsletter (monthly) serve to inform members, showcase resources, support sponsors, and create community. NGPA's business and community sponsors demonstrate their commitment to promoting the LGBTQ+ community in aviation through our mission.

**CONTRAIRS MAGAZINE**
CIRCULATION: 4,000

**ON THE FLY E-NEWSLETTER**
VIEWS: 5,000