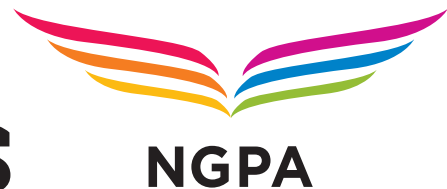


SPONSORSHIP OPPORTUNITIES



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

KEY METRICS



5K+
ACTIVE
MEMBERS



\$1.7
MILLION
Value of Scholarship
Awards Since 1998.



276K
Social Media
Reach



COMMITMENT

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.



501(c)(3)

Accredited Non-profit



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

CONTACT

SPONSORSHIPS@NGPA.ORG

866.800.6472(NGPA)



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.

	TITANIUM	DIAMOND ELITE	DIAMOND	PLATINUM	GOLD	SILVER
	\$70,000+	\$50,000+	\$25,000+	\$12,000+	\$6,000+	\$3,000+
NGPA Industry Expo Booth	Gratis 10' x 20'	Gratis 10' x 20'	Discount	Discount	Discount	---
Contrails Magazine Advert. Full color; 4 issues/year	Full Page	Full Page	Full Page	Half Page	1/4 Page	1/4 Page
Ability to Submit New Ad	quarterly	quarterly	quarterly	quarterly	quarterly	quarterly
Post Job Listings on NGPA's Career Connections	Yes	Yes	Yes	Yes	Yes	Yes
Event Sponsorships Applied Toward Organizational Giving Total With minimum organizational level commitment	Yes --- \$12,000 (min.)	Yes --- \$8,000 (min.)	Yes --- \$6,000 (min.)	Yes --- \$3,000 (min.)	---	---
Logo Publication on NGPA Website	Large	Large	Medium	Medium	Small	Small
Logo Publication on Event Sponsor Signage	Large	Large	Medium	Medium	Small	Small
Social Media Spotlight Posts	3 per year	2 per year	2 per year	1 per year	---	---
Logo Publication in On The Fly Newsletter	Yes	Yes	---	---	---	---

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

Full Page: Bleed

8.75"(w) x 11.25"(h)
7.75" x 10.25" (live area)

Half Page: No Bleed

8"(w) x 5.25"(h)

Full Page: No Bleed

8"(w) x 10.5"(h)

1/4 Page: No Bleed

4"(w) x 5"(h)

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 it's 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.

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.

CONTRAILS MAGAZINE

CIRCULATION: 4,000



ON THE FLY E-NEWSLETTER

VIEWS: 5,000

