

# Air Force Association

# 2011 Sponsorship Program

The Air Force Association would like to present our 2011 Sponsorship Program. We appreciate your participation in our events and offer special sponsorship and marketing opportunities to those companies who support AFA efforts. Many options are exclusive opportunities that will disappear quickly. Sponsorships are only available to companies who are AFA Corporate Members and exhibitors in good standing.

The AFA Conferences, Symposia and Technology Expositions continuously attract attendees from industry, government, and military sectors, from across the country and around the world. Your participation as an exhibitor and sponsor provides your company the extraordinary opportunity to reach this lucrative audience with unique marketing opportunities at a variety of price points.

## Sponsorship, Marketing & Promotional Benefits

Following are some of the benefits you will receive by partnering with the AFA as a sponsor:

- Enhanced visibility and networking opportunities to increase awareness of your brand with top US Air Force and DoD leadership, influential aerospace industry leaders and members of air forces from around the globe
- Special signage placed throughout our events and in your booth identifying you as a sponsor
- Special mention in the official event program and in the Technology Exposition Exhibitors Guide, including your corporate logo
- Recognition on the AFA web site
- Special recognition in the AFA Annual Report acknowledging your support
- An invitation for you to provide one insert no larger than 8½" x 11" to be distributed to Conference attendees

**For more information or to secure an opportunity, please contact:**

**Mary Ellen Dobrowolski**  
*Director of Programs and Industry Relations*  
Phone: (703) 247-5823  
[MDobrowolski@AFA.org](mailto:MDobrowolski@AFA.org)

**Air Force Association**  
**Air Warfare Symposium**  
**and Technology Exposition**

**February 17-18, 2011**

**Rosen Shingle Creek Hotel**  
**Orlando, Florida**

- |  |                      |
|--|----------------------|
| <input type="checkbox"/> Strategic Partner   | \$25,000 or more     |
| <input type="checkbox"/> Four Star Partners  | \$15,000 to \$24,999 |
| <input type="checkbox"/> Three Star Partners | \$10,000 to \$14,999 |
| <input type="checkbox"/> Two Star Partners   | \$5,000 to \$9,999   |
| <input type="checkbox"/> One Star Partners   | up to \$4,999        |

- Your company logo and recognition as a sponsor on the AFA web site, in the official event program and on signage placed in your booth and at the event.
- Special recognition in the Technology Exposition Exhibitors Guide
- Special recognition in the AFA Annual Report acknowledging your support
- An invitation to provide one insert no larger than 8½" x 11" to be distributed to Conference attendees at any event where your company is a sponsor

**For more information or to secure an opportunity, please contact:**

**Mary Ellen Dobrowolski**  
*Director of Programs and Industry Relations*  
**Phone: (703) 247-5823**  
**[MDobrowolski@AFA.org](mailto:MDobrowolski@AFA.org)**

# Air Warfare Symposium and Technology Exposition

## Marketing and Promotional Opportunities

- Hotel Room Keys SOLD: EADS North America  
With your company's name, logo and corporate message along with the AFA logo and the conference logo. **Sponsor is responsible for all costs associated with the production of the keys and any fees charged by the Rosen Shingle Creek Hotel for the use of the keys.**
  
- Conference Attendee Bags SOLD: URS  
Featuring your corporate logo with the conference logo. **Production costs are included.**
  
- Event Note Pads & Pens \$5,000 + all production costs  
Sponsor to provide 1500 (suggested quantity) pads with their logo, the AFA logo, and the event logo. Sponsor may provide pens with their logo as well. **Sponsor is responsible for production, cost of production, and delivery of pads (and pens) to AFA by the specified deadline.**
  
- Attendee Portfolio SOLD: General Dynamics C4 Systems  
Featuring your corporate logo and the conference logo. **Production costs are included.**
  
- Booth Locator Displays \$5,000  
Featuring your company's logo, prominently displayed at the Exposition Hall entrances.
  
- Aisle Signs \$6,500  
Featuring your company's name and logo prominently within the Exposition Hall.
  
- Lanyards SOLD: Rolls-Royce North America  
Featuring your corporate logo along with the AFA logo. **Production costs are included.**
  
- Cyber Café SOLD: Northrop Grumman  
This sponsorship can involve financial support as well as loaned equipment.

- Conference Registration Sponsor**    **SOLD: Alenia North America**  
Your company will be recognized on the conference registration.

- Thursday Attendee Lunch Buffet on the Exhibit Floor**

One entire opportunity                      \$45,000

or

Lunch Stations                                  \$38,000

Beverage Stations                              \$6,000

Cookie Station                                  \$6,000

The event opens with a Lunch Buffet for all attendees on the exhibit floor. Sponsors may provide napkins and/or cups with their corporate logo.

- Thursday and Friday Conference Coffee Breaks**

**SOLD: L-3 Communications**

Sponsor may provide cups and/or napkins.

- Thursday Reception on the Exhibit Floor**

Cocktail Bar                                  **SOLD: Northrop Grumman**

Beer Bar                                         \$15,000

Food    \$75,000

Dessert                                         \$35,000

Sponsors may provide napkins and/or cups with their company logo, where applicable. Sponsors to be recognized on signage posted throughout the event.

- Friday Attendee Continental Breakfast on the Exhibit Floor**    \$20,000

Sponsors may provide napkins and cups with their corporate logo.

- Friday Gala Reception on the Exhibit Floor**

Cocktail Bar                                  **SOLD: Lockheed Martin**

Food    \$10,000

Sponsors may provide napkins and/or glassware with their company logo, where applicable.

- Friday Post-Gala Reception**

Bar    \$3,000

Food    \$2,000

Sponsors may provide napkins and/or glassware with their company logo, where applicable.



All sponsors underwriting a food or beverage function are invited to provide cups/glassware, plates, cup sleeves, and/or napkins with their name and logo (any or all of these as is applicable to the function).

All designs, logos, and marketing text for the special opportunities listed for the 2011 Air Warfare Symposium and Technology Exposition must be approved in advance and in writing by the Air Force Association.