

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



Air Force Association Global Warfare Symposium

November 17-18, 2011

Century Plaza Hyatt Regency
Los Angeles, CA

Sponsorship Levels

- Strategic Partner \$25,000 or more
- Four Star Partners \$15,000 to \$24,999
- Three Star Partners \$10,000 to \$14,999
- Two Star Partners \$5,000 to \$9,999
- 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 at the event.
- 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.

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Global Warfare Symposium

Marketing and Promotional Opportunities

- Conference Registration Sponsor **SOLD: URS**
Your company will be recognized on the conference registration.
- Conference Attendee Bags \$10,000
Featuring your corporate logo with the conference logo. **Production costs are included.**
- Attendee Portfolio **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 500 (suggested amount) pads to be distributed to all attendees and made available at attendee registration. Pads to feature the AFA logo, the event logo, along with the logo of the sponsoring company. Sponsor may provide pens with their logo as well. **Sponsor is responsible for production, cost of production, and delivery of pads (and pens) to the event.**
- Lanyards **SOLD: URS**
Featuring your corporate logo along with the AFA. **Production costs are included.**
- Hotel Room Keys **SOLD: Northrop Grumman**
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 Beverly Hilton for the use of the keys.**
- Attendee Continental Breakfast \$18,000
Sponsors to be recognized by name and logo on signage posted throughout the breakfast areas on Friday, November 18. Sponsors may provide napkins with their corporate logo.
- Conference Coffee Breaks \$6,000 per break, two opportunities
Thursday November 17 PM Break
Friday November 18 AM Break: **SOLD: URS**
Sponsor may provide cups and napkins for daily coffee breaks throughout the conference.



AFA's Annual Air Force Ball Reception \$18,000 exclusive
Sponsor may provide cups and napkins to be used at AFA's Annual Air Force Ball Reception on Friday, November 18. Sponsors to be recognized by name and logo on signage posted throughout the reception station areas, and in the Dinner program.

AFA's Annual Air Force Ball Program Sold ATK
Sponsor will be recognized with short write up and logo in the official program.

AFA's Annual Air Force Ball Centerpieces \$6,000
Sponsor will be recognized with short write up and logo in the official program.

AFA's Air Force Ball Entertainment \$10,000
Sponsor will underwrite entertainment, to be determined, appropriate for our audience.
Sponsor will be recognized by name and logo in the Dinner program.

AFA's Annual Air Force Ball Corporate Benefactors \$3,000 per couple
Each year at our AFA Annual Air Force Ball we offer our supporters the opportunity to become Corporate Benefactors. For \$3,000 you will receive two seats at one of our Corporate Supporters Tables.

All sponsors underwriting a food or beverage function are invited to provide cups, plates, cup sleeves, 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 Global Warfare Symposium must be approved in advance and in writing by the Air Force Association.

