



ELEVATE AVIATION
INSPIRE 2020
SPONSORSHIP PACKAGE

www.elevateaviation.ca

Elevate Aviation Founder and Chair – Kendra Kincade



Speaker, philanthropist, and Air Traffic Controller, there is no doubt that Kendra Kincade is a true inspiration, a beautiful reminder to us all that it is possible to intentionally change your life and live your dreams.

Overcoming a challenging early life, a single mother raising four children, Kendra discovered quite by accident that the pathway to her own salvation lay in helping others find theirs. She enthusiastically embarked upon her quest to make a difference, fundraising for worthwhile organizations, even climbing Mt. Kilimanjaro to raise money for a local hospital. Soon, she was heading up her first non-profit organization, Changing Stories, and choosing her own projects such as the construction of a sports playground in El Salvador.

Her long-time career as an Air Traffic Controller broadened the horizon for the aspiring young woman, literally as well as figuratively, when Kendra, recognizing the negligible female presence in the industry, set out to remedy the situation with Elevate Aviation.

Kendra's contributions to the aviation community have been recognized nationally as the recipient of the Global Woman of Vision award, the NAV Canada Chairman's Award, and the Women of Inspiration Award from the Universal Women's Network. In 2019 Kendra was appointed Honorary Colonel of 417 Helicopter Squadron.

Kendra Kincade is proof positive that when you direct your energy towards your goals, you can make miracles happen. "You just have to imagine it and go after it." as she would assure you. "You CAN 'elevate' your life.

WHO WE ARE

Elevate Aviation was started because of a passion to help women become strong, independent and self-sustainable. Women are vastly under-represented in the aviation and aerospace sectors and Elevate Aviation was created to close the gender gap. Below is just a small sampling of the statistics we wish to change:

- Women make up only 6% of private pilots in Canada
- Fewer than 5% of all airline transport pilot license holders are female
- Female mechanics make up under 2% of mechanics worldwide
- Only 11% of aerospace engineers are women
- Women hold only 16% of jobs as Air Traffic Controllers in Canada
- Less than 19% of the Royal Canadian Air Force are women

Elevate's goal is to create a shift in the aviation industry that promotes gender balance by connecting women with a network of support. We encourage women to pursue careers in the aviation industry and provide support to those who dream of a career in aviation. Elevate amplifies women's voices that are already in the field and provides a platform for women to thrive and succeed. By partnering with other industry professionals and organizations, we are creating a disruption in the current climate and seeing amazing results.

What We Do

Elevate Aviation has several programs in place to assist women in becoming successful in the challenging and rewarding aviation industry:

- The Elevate Aviation Learning Centre
- Economic Security for Women through Aviation (ESWA)
- Mentorship Program
- Cross Country Tour
- Speakers
- Bursary Program

PROGRAMS

The Elevate Aviation Learning Centre

The Centre’s mission is to provide participants with the most authentic, memorable, and life-changing aviation experience possible. A first-of-its-kind, The Elevate Aviation Learning Centre invites youth, indigenous groups, and adult women in rich, week-long experiences through collaboration of education, business, and resources from industry partners.



Economic Security for Women Through Aviation (ESWA)

ESWA is a nationwide project devoted to discovering specific obstacles that girls and women face in fulfilling their economic potential within the aviation industry. Information and data gathered from key demographics are utilized to create a comprehensive plan through which positive change can be initiated. This project represents nationwide efforts to implement strategies that can lead to improved economic security and opportunities for women through aviation.



Mentorship Program

Elevate Aviation's Flight Path to Success is a five-tier mentorship program that provides support to women from the start of their career through professional development for management positions. We connect motivated women with successful women already in the field. This proven approach to drive rich learning and development enables women to achieve their desired level of success. We now have over 100 mentors from coast to coast and over 600 mentees currently in the program.



Cross-Country Tour

Annual cross-country tours allow attendees to spend the day with women in the industry, hear inspirational stories of their journeys into aviation and visit their workplaces to see firsthand why they love their jobs. These are all-day events, with inspirational and professional speakers in the morning, followed by a complimentary lunch. After lunch, students experience a behind-the-scenes tour of the airport, hangars, and air traffic control centers. What started as a day for 20 young girls in Edmonton has now expanded to 20 cities in 2019 and has connected with over 1,500 girls.



Speakers

Elevate Aviation provides inspirational speakers all across Canada who visit schools, Indigenous communities, career fairs, and organizations to share the world of aviation and spark interest in the industry.

Bursary Program

Women in Canada who show exceptional potential and need financial assistance throughout training are eligible for our bursaries. Since 2015 we have awarded over \$15,000.

For more information on our programs visit www.elevateaviation.ca.



WHY SPONSOR US

We are a Solution Provider

By partnering with Elevate Aviation:

- Your brand gains visibility as a business that will help create a shift in the aviation industry by promoting gender balance
- You will benefit from the exposure and good will of our business of helping women thrive and succeed through aviation
- You will be identified as an organization that supports diversity and inclusion initiatives in the workplace

Support a Great Cause

Every sponsorship dollar is in support of our Elevate Aviation programs and is put towards raising awareness about careers in aviation to solve the looming industry shortage, provide women with mentorship to achieve economic security, and close the gender gap in the industry.

What Others are Saying

“The work these women have done in just a few years is remarkable. The events are always enjoyable to attend, but what they have done with the funds raised at these events has had an immediate impact in the industry. I have been proud to sponsor these events in the past and look forward to continue doing so.”

-Chris Del Colle, Del West Hydraulic Services

“CATCA is proud to sponsor Elevate Aviation. Their mission not only supports women by offering them an opportunity for economic security; but benefits the industry as a whole by educating all people about aviation careers.”

-Peter Duffey, President and CEO, Canadian Air Traffic Control Association

INSPIRE FUNDRAISING GALA

Each fall in Edmonton, AB, we host 400 guests to an evening of inspiration, entertainment, auction and decadent appetizers. Our cocktail style event is a must attend, with a program showcasing eight women in aviation through feature videos, loads of entertainment, and incredible raffle and auction prizes to raise funds for our programs.

Our yearly fundraising gala is the aviation event of the year!

As a sponsor you will be our VIP guest while making a difference in the lives of women in your community. 2020 marks our seventh celebration of remarkable women in aviation. Each year our guests leave feeling inspired and content knowing that their contribution will make a difference in someone's life.

Event Information

Location – **Aurora Jet Partners Hangar, Edmonton, AB**

Date – **October 3, 2020**

Time – **7PM – 12AM**



Three of the women featured at the 2019 Inspire Gala.

INSPIRE PACKAGES

Package Level	Copper \$500	Bronze \$2,000	Silver \$3,000	Gold \$5,000
Company mention on all promo materials and media				✓
Social media acknowledgement before and after the event		✓	✓	✓
Invitation to a sponsor only pre-event cocktail hour	✓	✓	✓	✓
Recognition on screens during the event	✓	✓	✓	✓
Advertisement in the event program	Logo on sponsor page	¼ page ad	¼ page ad	½ page ad
General Admission tickets	2	2	2	4
VIP event tickets	N/A	2	4	6

Packages are negotiable. Contact us for more information

IN-KIND AND A LA CARTE OPTIONS

Entertainment | \$1,000 (2 opportunities)

This sponsorship will cover the price of the after party band and cocktail hour entertainment.

Décor | \$1,500 (3 opportunities)

This covers the cost of event décor and rentals, including furniture.

Liquor / Bar Services | In-kind

This will include alcohol, mix, and bar services for the evening for approximately 400 guests. Full details are to be discussed.

Food / Catering | In-kind

This will include appetizers prepared for 400 guests. Full details are to be discussed.

Each a-la-carte opportunity also includes the following:

- Sponsorship announced at the gala by the emcee
- Social media acknowledgement before and after the event
- Logo displayed on screens inside event hall
- 2 general admission tickets to the launch event

Thank you for your support!