



THE AIRLIFT/TANKER ASSOCIATION

Subject: **50th ATA Convention Sponsorship Activities**

To: Industry Partners

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AIRLIFT/TANKER ASSOCIATION

A Non-Profit Professional Organization

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In combination with the 50th Airlift/Tanker Association Convention celebration and several Industry Partner's interest to sponsor additional activities/events at this year's convention, the A/TA Board of Officers has decided to offer several new events as sponsorship items in which our loyal Industry Partners can support. Those Industry Partners helping sponsor these events/activities will receive additional recognition in the following manner:

1. The name of the company and event supported will be listed on a large banner posted at the convention registration booth.
2. Each company will also receive additional recognition in the A/TQ Quarterly Magazine provided in each convention attendee's registration package.
3. Companies participating in support of these events/items will be recognized from the stage during ATA events in the ball room.

The new sponsorship events are as follows:

1. ***A/TA 50 for 50 Scholarship Drawing***

Sponsor Request: \$1,000.00

Purpose: Support A/TA Scholarship Grants.

Concept: Each person who enters the Heritage Room will receive one free drawing ticket to compete for a prize. Thursday, Friday and Saturday evenings three prizes will be awarded. Drawings will be held each night at 2150, 2250 and 2350 until the three prizes are awarded. Ticket holders must be present to win. Additional tickets can be obtained for a donation/contribution of \$.50 each at the Heritage Room. Proceeds will go to A/TA Scholarship Grant Program. Advertising will indicate sponsor brand/logo.

2. ***A/TA Heritage Trivia Challenge***

Sponsor Request: \$2,000.00

Purpose: Support A/TA Chapters' Programs with cash awards for 1st, 2nd and 3rd places finish

Concept: Support A/TA Chapters who elect to compete in a 60 minute A/TA Heritage Trivia Challenge. Each Chapter or Wing organization will be asked to field a three/four person team to compete Friday night at 2105-2230 in the Heritage Room. Each team will randomly select the name of a mobility senior mentor/graybeard to be part of their team. Three rounds of questions supporting the A/TA and 50th Anniversary themes will be the pillars on which the questions are built. Prizes will be awarded to 1st, 2nd and 3rd place finishers. Advertising will indicate sponsor brand/logo.

3. ***A/TA Global Reach Heritage Race***

Sponsor Request: \$2,000.00

Purpose: Support A/TA individual participation and national membership growth and encourage interaction/dialogue with convention Industry Partners and exhibitors.

Concept: A/TA members who attend the convention will be offered the opportunity to pick a wingman and complete the Global Reach Heritage Race at the opening of the Exhibit Hall. The two-person teams will be given race materials (maps and ROE) and be required to visit approximately 21 exhibitors/Industry partners where they will have to answer a question before receiving a stamp/pass to proceed. Teams must visit/complete all sponsor booths and present their completed race scorecard NLT 2200L Friday October 26th to be eligible for the prizes. The 21 exhibitors/industry partners will be briefed by the Heritage Race committee regarding the rules and requirements of the game. Advertising will indicate Sponsor Brand/Logo.

4. *A/TA Chapter Heritage, Heroes, Horizons Challenge*

Sponsor Request: \$1,000.00

Purpose: Support A/TA Chapters with cash awards for 1st, 2nd and 3rd places finish

Concept: Each Chapter/Wing be offered the opportunity to produce a chapter storyboard, display, video, or other product that captures our 50th anniversary theme “Heritage, Heroes and Horizons”. The challenge is for Chapters to capture their mission heritage, heroes and horizons highlighting the Chapter/Wing Mobility Airmen in action. Awards for 1st, 2nd and 3rd places based on the Chapter/Wing that best presents/highlights its Heritage, Mission and Heroes, and Originality. Judges will be selected from A/TA Board of Advisors. Advertising will indicate Sponsor Brand/Logo.

5. *Convention Center Drive Banner* (30in X 20ft) +- \$4,000

6. *Convention Center Bridge Banner* (30in X 15ft) +- \$4,000

7. *Lobby Entrance Banner* (24in X 10ft) +- \$3,000

8A. *Coffee Stations* – Cost TBD These stations will be located at convention registration when registration is open.

8B. *Water Stations* – Cost TBD These stations will be located in the exhibition hall during evening reception

9. *Convention App* - \$20,000

Industry Partners interested in sponsoring any of these 50th Anniversary events/activities, please contact Doug Lynch at advertising@atalink.org or by cell phone at (478) 318-2655.

Sincerely,



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