



"Transforming Young Lives Through Flight"

Dear Aviation Friend,

I am contacting you in hopes that you would be willing to consider becoming a sponsor of the first **Michigan Air Rally** on **August 14-15, 2015**. Held at the Muskegon County Airport, this will be a **Family-Friendly Mini-Air Show** including an all-women sky diving team, an aerial display team and more. The actual "Rally in the Sky" will be for pilots who will complete a course from Muskegon to Harbor Springs and back. This proficiency challenge will offer aviators the opportunity to demonstrate their fuel planning, pilotage and dead-reckoning skills without the use of advanced navigation equipment.

The purpose of this event is to raise aviation awareness and funds for students and programs of **The West Michigan Flight Academy**. We have worked with economically disadvantaged urban and rural youth since 2007 to give them the opportunity to pursue a highly advanced technical career related to Aviation and Aerospace industries. With your investment, we can expand our in-school and afterschool programs, introductory flights, flight program, field trips to aviation museums and airport facilities as well as expand our summer aviation emersion day camps. One of our students, Julie Taylor, shared her father's remarks, "**WMFA is one of the greatest opportunities to ever come along for young people.**"

With your help, we can continue to provide vital educational and career exploration to children in West Michigan. Please consider becoming a sponsor of the Michigan Air Rally. There will be events allowing you to entertain clients, professional colleagues, employees and friends. This is a new and innovative way to advertise your business while helping children expand their horizons.

For your reference, I have attached a copy of our sponsorship packages and a copy of WMFA's Internal Revenue Service 501(c)(3) letter. Thank you very much for your support and for helping our young people achieve a brighter future. Please do not hesitate to reach out to me at patrick956@aol.com or (616) 633-3179 should you have questions.

Thank you for your consideration!

Best Wishes,

Patrick Johnson
Founder, President & CEO

Michigan Air Rally Sponsorship Levels

Bringing the **Michigan Air Rally** to **Muskegon** has a uniquely momentous impact on the community and beyond. Building an event that maintains its own viability is our goal. Sponsorship gives our community the opportunity for recognition, visibility and hospitality. The event provides these opportunities for those who wish to show support at higher and lower contribution levels. In being a sponsor, you're supporting the event, its sustainability, being a part of this major tourism attraction and most of all, you are supporting children in our community change their outlook on life through WMFA's aeronautics program. Options are as follows:

Event Sponsor/Shuttle Commander (\$20,000)

- Recognition in Event program
- Recognition on sponsor boards at event
- Recognition in all advertising - including company logo
- Opportunity to display banners at all event locations
- Table Recognition
- Press release mention
- Recognition on our website
- Recognition on mail and email to all pilots in the State of Michigan
- Website links
- Social media links
- Logo on WMFA aircraft for 12 months
- Logo/Name on billboards
- Name on 1st place trophy
- Representative to present first place trophy and speak
- 8 Tickets to dinner event at Muskegon Holiday Inn
- 8 Tickets to reception event at Muskegon Holiday Inn
- Space to set up info stand at the Muskegon Airport for aircraft takeoff event Saturday Aug 15th

Astronaut Sponsorship (\$10,000)

- Recognition in Event program
- Recognition on sponsor boards at event
- Recognition on all advertising - including company logo
- Opportunity to display banner at two event locations
- Table Recognition
- Press release mention
- Recognition on our website
- Recognition on mail and email
- Website links
- Social media links
- 6 Tickets to dinner event at Muskegon Holiday Inn
- 6 Tickets to reception event at Muskegon Holiday Inn
- Space to set up info stand at the Muskegon Airport for aircraft takeoff event Saturday Aug 15th

Test Pilot Sponsorship (\$5,000)

- Recognition in Event program
- Recognition on sponsor boards at event
- Recognition on all advertising - including company logo
- Opportunity to display banner at two event locations
- Table Recognition
- Recognition on our website
- Social media links
- 5 Tickets to dinner event at Muskegon Holiday Inn
- 5 Tickets to reception event at Muskegon Holiday Inn
- Space to set up info stand at the Muskegon Airport for aircraft takeoff event Saturday Aug 15th

Airline Pilot Sponsorship (\$2500)

- Recognition in program
- Recognition on some advertising
- Opportunity to display banner at one event location
- Table Recognition
- Recognition on our website
- Social media links
- 3 Tickets to dinner event at Muskegon Holiday Inn
- 3 Tickets to reception event at Muskegon Holiday Inn
- Space to set up info stand at the Muskegon Airport for aircraft takeoff event Saturday Aug 15th

Corporate Pilot Sponsorship (\$1000)

- Recognition in program Friends Of Aviation Page
- Opportunity to display banner at one event location
- Table Recognition
- Recognition on our website
- Social media links
- 2 Tickets to dinner event at Muskegon Holiday Inn
- 2 Tickets to reception event at Muskegon Holiday Inn
- Space to set up info stand at the Muskegon Airport for aircraft takeoff event Saturday Aug 15th

Commercial Pilot Sponsorship (\$500)

- Recognition in program Friends Of Aviation Page
- Table Recognition
- Recognition on our website
- Social media links
- 2 Tickets to dinner event or to reception event at Muskegon Holiday Inn
- Space to set up info stand at the Muskegon Airport for aircraft takeoff event Saturday Aug 15th

Private Pilot Sponsorship (\$250)

- Recognition in program Friends Of Aviation Page
- Table Recognition
- Space to set up info stand at the Muskegon Airport for aircraft takeoff event Saturday Aug 15th

Sport Pilot Sponsorship (\$150)

- Recognition in program Friends Of Aviation Page
- Table Recognition