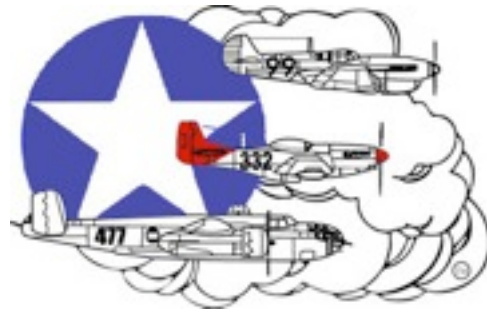


40th Annual
National Convention
Tuskegee Airmen, Inc.
August 3-7, 2011

**Gaylord National Resort and Convention Center
National Harbor, MD**



Official Sponsorship Packet



2011 National Convention Tuskegee Airmen, Inc. August 3-7, 2011

Gaylord National Resort and Convention Center

The Tuskegee Airmen, Inc. (TAI) invites you to be a sponsor investor at its 40th Annual Convention in the metropolitan Washington, DC area at the Gaylord National Resort and Convention Center. The theme of the event is “70 Years of Aviation Excellence: Then, Now, the FUTURE.” We will honor the 70th anniversary of the start of the Tuskegee Airmen Experience, when the Airmen proved that all citizens, given the opportunity, could perform in an exceptional manner and with distinction. This significant milestone should be the largest gathering of Original Tuskegee Airmen in recent history.

Building on the traditions established by the Airmen, we will honor the men and women who “Now” fight our nation’s current wars as we acknowledge the sacrifices made in the ten years since the attacks against our country on 11 September 2001.

An important goal of our organization is building the next generation of aviation pioneers. We will work with the youth during this event to inform and encourage them towards careers in aviation and the aerospace industry. A major focus will be demonstrating the importance of science, technology, engineering and mathematics as they prepare for their “FUTURE” goals. You can play a significant role in the success of this program by investing in our youth.

We expect over 1,000 attendees from all walks of life to conduct organizational business, network, engage in career developing workshops /seminars, and celebrate the legacy of the Tuskegee Airmen. The general public will be invited to view the exhibit area. The convention is an excellent opportunity to hear from many senior government and industry leaders concerning the current issues of the time. Additionally, current and future aviators, as well as aviation enthusiasts, can hear historical accounts, first hand, from American aviation pioneers. TAI hopes to impart on those who attend the values that allowed the Airmen to be successful despite insurmountable odds – honor, integrity, respect, responsibility, bravery, perseverance, and accountability.

Convention Events

General Sessions/Workshops

In addition to the annual meeting of the membership of TAI, there will be a series of skill-based (leadership / development training) sessions, presentations on the history of the Airmen, and youth programs supported by TAI.

Special Events

Tuskegee Airmen, Inc. will host an array of special events during the convention with two keynote speaker luncheons, multiple breakout sessions organized by topic and the Grand Gala with a featured speaker.

Military Forums

The Department of Defense (DoD) will conduct a series of targeted military forums led by senior leaders, relating to professional development and increased minority participation in the fields of aviation, aerospace and technology.

Exhibition Hall

Tuskegee Airmen, Inc. (TAI) will host an Exhibition Hall throughout the convention that will contain corporate, military, educational and informational exhibitors and vendors displaying leading edge capabilities, information and merchandise. Convention participants and the general public will have access to the Exhibition Hall throughout the event and during special events held in the area. This part of the convention area will be open to the general public.

For more information on any of the marketing and sponsorship opportunities listed here, or to secure an opportunity, please contact:

Clarence D. Smith, Jr., Colonel, USAF (Retired)
Convention Planning Officer
Phone: (703) 967-4463
cpo@ecctai.com

Tuskegee Airmen, Inc. (TAI) is a non-profit 501c(3) national organization existing to motivate and inspire young Americans to become productive participants in our nation's society and it's democratic process; to support young men and women pursuing excellence, with special attention to those interested in careers in aviation or aerospace; and to keep alive the history and accomplishments of America's first black military pilots, bombardiers, navigators and support personnel trained during World War II, now known as the Tuskegee Airmen.

Your contributions supporting the goals of TAI are tax deductible.

EIN: 52-1071569

Tuskegee Airmen, Inc.

Supporting Partners

For those who sponsor any of the items listed here for the Tuskegee Airmen 40th National Convention, we will total your sponsorship contributions and give you additional recognition as our **Partners**. TAI will acknowledge your contributions that highlight your partnership in support of preserving the legacy of Tuskegee Airmen and promoting programs encouraging youth pursuit of careers in aviation. All Tuskegee Airmen, Inc. Supporting Partners will have their company name listed with the level of sponsorship in the Conference Program. In addition, your partnership will be acknowledged on signage throughout the event.

PLATINUM LEVEL (\$100,000+) - Sponsors at the Platinum level will receive:

- Company logo on TAI website for one (1) year
- Full-Page advertisement in Convention Journal
- 20'x20' booth space (prime placement) in Hall
- Display of corporate signage at MAJOR TAI events
- Approved insert in convention briefcase
- Invitation/Acknowledgement at Ceremonies and Receptions
- Media acknowledgement as TAI Outreach Initiatives Sponsor
- Two VIP Tables for Heritage Luncheon
- Two VIP Tables for Youth Luncheon
- Two VIP Tables for Military Luncheon
- Two VIP Tables for Grand Gala
- Honorary Plaque
- Verbal acknowledgement at sponsored event

GOLD LEVEL (\$50,000+) - Sponsors at the Gold level will receive:

- Company logo on TAI website for one (1) year
- Full-Page advertisement in Convention Journal
- 20'x20' booth space (prime placement) in Hall
- Display of corporate signage at MAJOR TAI events
- Approved insert in convention briefcase
- Invitation/Acknowledgement at Ceremonies and Receptions
- Media acknowledgement as TAI Outreach Initiatives Sponsor
- One VIP Table for Heritage Luncheon
- One VIP Table for Youth Luncheon
- One VIP Table for Military Luncheon
- One VIP Table for Grand Gala
- Honorary Plaque
- Verbal acknowledgement at sponsored event

SILVER LEVEL (\$25,000+) - Sponsors at the Silver level will receive:

- Company logo on TAI website for one (1) year
- Full-Page advertisement in Convention Journal
- 10'x10' booth space (prime placement) in Hall
- Display of corporate signage at MAJOR TAI events
- Approved insert in convention briefcase
- Invitation/Acknowledgement at Ceremonies and Receptions
- Media acknowledgement as TAI Outreach Initiatives Sponsor
- VIP Seating (4 people) for Heritage Luncheon
- VIP Seating (4 people) for Youth Luncheon
- VIP Seating (4 people) for Military Luncheon
- VIP Seating (4 people) for Grand Gala
- Honorary Plaque
- Verbal acknowledgement at sponsored event

BRONZE LEVEL (\$10,000+) - Sponsors at the Bronze level will receive:

- Company logo on TAI website for six (6) months
- Half-Page advertisement in Convention Journal
- 10'x10' booth space (prime placement) in Hall
- Display of corporate signage at MAJOR TAI events
- Approved insert in convention briefcase
- Invitation/Acknowledgement at Ceremonies and Receptions
- Media acknowledgement as TAI Outreach Initiatives Sponsor
- VIP Seating (2) for Heritage Luncheon
- VIP Seating (2) for Youth Luncheon
- VIP Seating (2) for Military Luncheon
- VIP Seating (2) for Grand Gala
- Honorary Plaque
- Verbal acknowledgement at sponsored event

PATRON LEVEL (\$5,000+) - Sponsors at the Patron level will receive:

- Company logo on TAI website for six months
- Quarter-Page advertisement in Convention Journal
- 10'x10' booth space (prime placement) in Hall
- Verbal acknowledgement at sponsored event
- Display of corporate signage at MAJOR TAI events
- Media acknowledgement as TAI Outreach Initiatives Sponsor
- VIP Seating (2) for Military Luncheon
- VIP Seating (2) for Grand Gala
- Approved insert in convention briefcase
- Honorary Plaque
- Invitation/Acknowledgement at Ceremonies and Receptions

Convention Events

The following specific sponsorship opportunities are available at the 40th Annual Tuskegee Airmen, Inc. National Convention. In-kind sponsorships equal to the monetary donation amounts of partners receive the same stated benefit. If you have questions or need additional information, please contact the TAI Convention Planning Officer, C. D. Smith, at (703) 967-4463 or cpo@ecctai.com.

DOCUMENTED ORIGINAL TUSKEGEE AIRMEN

SPONSORSHIPS: \$3,000

Sponsor a Documented Original Tuskegee Airmen (DOTA) and guest. The DOTAs are the honored guest of the convention and make a great contribution to the historical significance of this occasion. Your support will provide transportation to the convention, accommodations, registration and cost of necessary incidentals. Specific costs of your sponsorship will depend on the home of the DOTA and if he/she is escorted. We request escorts travel with the DOTAs due to their age. Sponsors will receive personal time with the DOTA they sponsor.

CONVENTION BREAKFAST MIXERS and BREAK REFRESHMENTS

SPONSORSHIPS: \$25,000 (Package)

\$10,000 (Per Day)

Sponsoring this first meal of the day will guarantee your company's visibility and impact on all attendees, while providing an opportunity for networking with exhibitors, vendors and sponsors prior to attending scheduled morning sessions. Sponsors to be recognized by name and logo on signage posted throughout the area, along with verbal acknowledgement and convention journal recognition. Sponsor may provide glassware and napkins with their logo.

- Wednesday, 3 August
- Thursday, 4 August
- Friday, 5 August

LONELY EAGLE CEREMONY

SPONSORSHIP: \$10,000

This event recognizes Documented Original Tuskegee Airmen who have passed in the year prior to the Convention. This solemn ceremony will be the last opportunity for recognition of those who gave so much. Sponsors to be recognized by name and logo on signage posted throughout the area, along with verbal acknowledgement and convention journal recognition.

HERITAGE LUNCHEON

SPONSORSHIP: \$50,000

This event recognizes the contributions of heritage members (descendents of Tuskegee Airmen) to continuing the legacy of the Airmen and their contributions to youth programs. A nationally known heritage member will make the keynote presentation. Sponsors to be recognized by name and logo on signage posted throughout the lunch areas. Sponsor may provide glassware and napkins with their logo.

SPOUSE'S TEA

SPONSORSHIP: \$10,000

This special event allows the spouses and widows of Documented Original Tuskegee Airmen to meet and discuss issues of concern to them. Information is provided that help educate them on programs and benefits available. You can contribute to the success of this program with a sponsorship. Sponsors to be recognized by name and logo on signage posted throughout the area, along with verbal acknowledgement and convention journal recognition. Sponsor may provide glassware and napkins with their logo.

Convention Events

Continued

HISTORY SESSION

SPONSORSHIP: \$5,000

This event will feature a presentation by Dr. Alan Gropman, noted historian at National Defense University, on the accomplishments of the Tuskegee Airmen and their contributions to our history. This session will put into context the sacrifices made by the Airmen to achieve the greatness we now recognize. Sponsors to be recognized by name and logo on signage posted throughout the area, along with verbal acknowledgement and convention journal recognition. Sponsors may provide material with their logo.

WELCOME RECEPTION

SPONSORSHIP: \$20,000

This reception kicks off the convention and is a stellar opportunity for your organization to set a first and lasting impression on convention registrants, and national and local dignitaries. Sponsors to be recognized by name and logo on signage posted throughout the area, along with verbal acknowledgement and convention journal recognition. Sponsor may provide glassware and napkins with their logo.

YOUTH ACTIVITIES

SPONSORSHIPS: \$25,000

Sponsoring the youth participation events helps ignite imaginations and provides unique opportunities for the aviation and aerospace workforce of tomorrow – maximum impact for minimal cost. Youth participants will tour aircraft of the past and present. They have the opportunity to talk to individuals in various careers that support the aviation and aerospace industry. This sponsorship provides material that the youth will use throughout the day. Logos and signage of the sponsor will be on all youth material.

MILITARY SESSION

SPONSORSHIP: \$5,000

This session will feature briefings by senior members of the DoD on issues that impact members of the military and those that support them. This is an opportunity to hear first hand many of the challenges that face our military members and what can be done to support them. Sponsors to be recognized by name and logo on signage posted throughout the area, along with verbal acknowledgement and convention journal recognition. Sponsors may provide material with their logo.

YOUTH LUNCHEON

SPONSORSHIP: \$50,000

This event affords our youth participants to gather information on careers in aviation and the aerospace industry. They have the opportunity to talk to mentors, get hands-on experience with aviation and aerospace equipment, and meet Tuskegee Airmen. This sponsorship is for the entire lunch (food, beverages and dessert). Sponsors to be recognized by name and logo on signage posted throughout the lunch area, along with verbal acknowledgement and convention journal recognition. Sponsor may provide glassware and napkins with their logo.

AWARDS RECEPTION

SPONSORSHIP: \$35,000

This event recognizes the individuals whose contributions allow TAI to accomplish its mission through youth and educational programs. Maximize contacts with businesses that share common interests in supporting the Airmen. Sponsors to be recognized by name and logo on signage posted throughout the area, along with verbal acknowledgement and convention journal recognition. Sponsors may provide glassware and napkins with their logo.

Convention Events

Continued

TATTOO CEREMONY

SPONSORSHIPS: \$10,000

This formal parade will honor the Tuskegee Airmen for their contributions to American history. The event will be open to all convention attendees and the public. Sponsors to be recognized by name and logo on signage posted throughout the area, along with verbal acknowledgement and convention journal recognition. Sponsors may provide material with their logo.

MILITARY LUNCHEON

SPONSORSHIPS: \$50,000

This event recognizes the men and women who have sacrificed for our nation over the past ten years since 11 September 2001 by fighting today's wars and carry on the honored traditions of the Tuskegee Airmen. A senior DoD official will be the keynote speaker and many other DoD officials will attend. Sponsors to be recognized by name and logo on signage posted throughout the area, along with verbal acknowledgement and convention journal recognition. Sponsors may provide glassware and napkins with their logo.

TUSKEGEE AIRMEN FORUM & AUTOGRAPH SESSION

SPONSORSHIPS: \$10,000

This event will feature Documented Original Tuskegee Airmen telling their stories in their own words. Convention attendees will have an opportunity to ask questions and get personal time with Airmen. This will be the perfect time to get the autographs of the Airmen. Sponsors to be recognized by name and logo on signage posted throughout the area, along with verbal acknowledgement and convention journal recognition. Sponsors may provide material with their logo.

RECEPTION & GRAND GALA

SPONSORSHIPS: \$80,000 (Package)

Reception: \$30,000

Gala: \$70,000

The Grand Gala is the membership's most anticipated event and a convention highlight, taking place in a sit-down multiple course dinner environment where TAI recognizes individuals and organizations that best personify and support its goals and objectives. Sponsors to be recognized by name and logo on signage posted throughout the area, along with verbal acknowledgement and convention journal recognition. Sponsors may provide glassware and napkins with their logo.

BRUNCH

SPONSORSHIP: \$20,000

This is the final event of the convention. It is an opportunity for convention participants to fellowship and enjoy gospel music performed by local choirs. Sponsors to be recognized by name and logo on signage posted throughout the area, along with verbal acknowledgement and convention journal recognition. Sponsors may provide glassware and napkins with their logo.

Marketing and Promotional Sponsorships

CONVENTION COMMEMORATIVE JOURNAL

SPONSORSHIP: \$25,000

This special *Commemorative Journal* will be a much sought after keepsake that captures the 70 years of the Tuskegee Airmen. It has a hard back and features many unique personal statements from the Airmen and Heritage members. The journal is vital to all convention attendees and to those who contribute to the convention's success. This key reference will be used frequently by all attendees. Don't miss the opportunity to sponsor the most widely-used publication at the convention! The *Commemorative Journal* lists each day's events, provides historical information and identifies supporters and contributors to the convention, the organization and its initiatives. The sponsors will select location of their advertisement. Production costs are included.

CONVENTION PROGRAM POCKET GUIDE

SPONSORSHIP: \$5,000

The pocket guide is essential to convention attendees. This compact, convenient reference of daily activities for the entire convention is the perfect complement to the official Convention Commemorative Journal.

CONVENTION LANYARDS & NAME BADGES

SPONSORSHIP: \$10,000

Enhance your company's image! Showcase your company's name with a key promotional device. Convention policy requires all convention attendees and participants to wear their convention identification for access into convention activities. Your company's name or logo will appear on the lanyard as well as the badge holder. Production costs are included.

CONVENTION BRIEFCASE

SPONSORSHIP: \$20,000

Easily the most valued convention item! The briefcase is used long after the convention activities end by all attendees. This is an excellent sustained visibility opportunity to showcase a company's name and logo. Production costs are included.

CONVENTION BRIEFCASE INSERTS

SPONSORSHIPS: \$1,000 (each insert)

Put your company's logo and information in attendee's hands by sponsoring these highly effective marketing resources. Company logo items such as pens, note pads, etc. are welcomed.

CONVENTION INFORMATION SIGNS

SPONSORSHIP: \$5,000

This sponsorship allows your company name and logo to appear prominently on informational and/or directional signage throughout the convention.

CYBER CAFE

SPONSORSHIP: \$10,000

TAI will place a cyber cafe in the convention meeting area. This sponsor will receive recognition in the cyber cafe. The sponsor may provide a screen saver and corporate URL for their home page on each of the computers. An allowance is available in the form of a reduced price for sponsors who wish to demonstrate their own product by supplying the equipment for use in the cyber cafe. Sponsors to be recognized by name and logo on signage posted throughout the area, along with verbal acknowledgement and convention journal recognition. Sponsors may provide material with their logo.

EVENT PENS & PADS

SPONSORSHIP: \$10,000

Sponsors provide 1500 pens and note pads (suggested amount) to be inserted in each attendee registration bag. Pads will feature the TAI logo, along with the logo of the sponsoring company. Sponsor provided pens may have their logo. Sponsor is responsible for production and delivery of pens and pads to the event. All designs, logos, and marketing text for the special opportunities listed for the 2011 Tuskegee Airmen, Inc. National Convention must be approved in advance and in writing by Tuskegee Airmen, Inc. Production costs are included.

Marketing and Promotional Sponsorships

Continued

HOTEL ROOM KEYS

SPONSORSHIP: \$10,000

Have your company's name, logo and corporate message, as well as the event logo on the hotel room keys for our attendees. Sponsor to provide 1,000 room keys to be distributed to our attendees at the Hotel Registration desk when they check-in. Sponsor is responsible for all costs associated with the production, delivery, and any fees charged by the Gaylord National Resort and Convention Center for the use of the keys. All designs, logos, and marketing text for the special opportunities listed for the 2011 Tuskegee Airmen, Inc. National Convention must be approved in advance and in writing by Tuskegee Airmen, Inc. Sponsor is responsible for all costs associated with the production of the keys and any fees charged by the Gaylord Hotel for the use of the keys.

ATTENDEE PORTFOLIO

SPONSORSHIP: \$10,000

Your corporate logo will be displayed with the conference logo on all the official conference portfolios. These portfolios are used by the attendees long after the event is over. Production costs are included.

CONFERENCE REGISTRATION SPONSOR

SPONSORSHIP: \$10,000

This is a unique opportunity available to just one fortunate company. Your company will be recognized on the conference registration website as well as at the event in the registration area as the sponsor for registration. This means that EVERY attendee will be exposed to your exclusive message not less than twice with no distractions. Sponsors to be recognized by name and logo on signage posted throughout the area.

TAI PRESS/MEDIA ROOM

SPONSORSHIPS: \$10,000

Journalists from around the world cover the convention activities. The TAI Press/Media Room is the central locale for all media correspondents' story writing and filing; as well as interviewing of Airmen, speakers, and guests attending the convention. Company signage will be prominently displayed in the press/media room.

SPEAKER/VIP READY ROOM

SPONSORSHIPS: \$5,000

All speakers, moderators and VIPs for the Convention will gather in the Speaker/VIP Ready Room prior to presentations. Sponsor may provide cups and napkins with their corporate logo and will be recognized by name and logo on signage inside and outside the room.

BUSSES TO TAI EVENTS

SPONSORSHIPS: \$25,000 (Package)

Lonely Eagle Ceremony: \$10,000

Tattoo Ceremony: \$10,000

Youth Program: \$10,000

No other sponsorship opportunity offers this kind of exposure. Not only will every attendee who rides the bus will see your name but so will untold numbers of others at the points of events that include World War II Memorial, Bolling AFB, Andrews AFB, and Nationals Baseball Park. TAI will provide transportation to events away from the conference site. Your sponsorship includes having your company logo on signage on all busses and an opportunity for you to run your company video in all busses with video players. In addition your company logo will be featured on all bus schedule signage posted at the Gaylord. We will also display your company logo on the transportation desk at the hotel.

DONOR AND SUPPORTER LEVEL CONTRIBUTORS **SPONSORSHIP: All sponsor levels**

Contributors at the Donor Level (\$1,000+) and Supporter Level (less than \$1,000) will be greatly appreciated and acknowledged. If you would like to support part of an event or marketing opportunity please annotate on the Sponsor Information Form. The CPO will contact you to coordinate the appropriate acknowledgement. Non-monetary support is also accepted. Please list value of any support that is not monetary.



2011 TAI CONVENTION

August 3-7, 2011 Sponsor Information Form

Company/Organization Name: _____

Point of Contact: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: () _____ Fax: () _____

E-mail: _____ Web Address: _____

I/We would like to participate in the following sponsorship opportunities for the 2011 TAI Convention:

Convention Events

- | | | |
|---|--|--|
| <input type="checkbox"/> Documented Original Tuskegee Airmen | <input type="checkbox"/> History Session | <input type="checkbox"/> Tattoo Ceremony |
| <input type="checkbox"/> Convention Breakfast Mixers and Refreshments | <input type="checkbox"/> Welcome Reception | <input type="checkbox"/> Military Luncheon |
| <input type="checkbox"/> Lonely Eagle Ceremony | <input type="checkbox"/> Youth Activities | <input type="checkbox"/> Tuskegee Airmen Forum and Autograph Session |
| <input type="checkbox"/> Heritage Luncheon | <input type="checkbox"/> Military Session | <input type="checkbox"/> Grand Gala |
| <input type="checkbox"/> Spouse's Tea/Brunch | <input type="checkbox"/> Youth Luncheon | <input type="checkbox"/> Brunch |
| | <input type="checkbox"/> Awards Reception | |

Marketing/Promotional

- | | |
|--|--|
| <input type="checkbox"/> Convention Commemorative Journal | <input type="checkbox"/> Cyber Cafe |
| <input type="checkbox"/> Convention Program Pocket Guide | <input type="checkbox"/> Conference Registration Sponsor |
| <input type="checkbox"/> Convention Lanyards and Name Badges | <input type="checkbox"/> TAI Press/Media Room |
| <input type="checkbox"/> Convention Briefcase | <input type="checkbox"/> Speaker/VIP Ready Room |
| <input type="checkbox"/> Convention Briefcase Inserts | <input type="checkbox"/> Busses to TAI Events |
| <input type="checkbox"/> Convention Information Signs | <input type="checkbox"/> Event Pens and Pads |
| <input type="checkbox"/> Attendee Portfolio | <input type="checkbox"/> Hotel Room Keys |

Supporting Partner Level: _____

Other Sponsorship Contribution: _____

Total Contribution Amount/Value: _____

Signature: _____ Date: _____

PAYMENT METHOD: [] Cashier Check/Money Order (Payable to: Tuskegee Airmen, Inc.) [] PayPal (Via www.ecctai.org)
[] VISA [] MASTERCARD [] AMEX [] DISCOVER

Card Number _____ Expiration Date _____ Security (CVV) Code _____

Name on Card (Print): _____

Authorized Signature: _____

Please return this form with donation to:

TAI Convention 2011 P.O. Box 8541 Bolling Air Force Base Washington, DC 20032-8541

All payments are due on or before 31 May 2011.

Tuskegee Airmen, Inc. is a tax-exempt organization under section 501 (c)(3) of the Internal Revenue Code -- EIN: 52-1071569

THANK YOU FOR YOUR SUPPORT!

70 Years of Aviation Excellence: Then, Now, the FUTURE