



Leave your legacy, inspire theirs

EAA
GATHERING OF EAGLES
2011

PRESENTED BY
CESSNA AIRCRAFT COMPANY



Leave your legacy, inspire theirs

More than 1.6 million young people have been inspired. Thousands have become pilots, engineers, instructors—they are proof of your impact.

EAA will host its 26th annual Gathering of Eagles gala and auction on Thursday, July 28, 2011, at EAA AirVenture Oshkosh. The Gathering brings the aviation community together to support the future of aviation.

Funds raised during the gala support EAA's youth education and historic preservation. These programs inspire, prepare, and make it possible for youth of all backgrounds to achieve their aviation dreams.

Your help, generosity, and foresight are needed to secure the future of aviation and create a vibrant and growing aviation community for generations to come.

Join us for a night of fine food, fun, and philanthropy.

Proof of your impact

Here's more proof that the legacy you're building is making a difference. Preliminary research validates what has been believed for years: The Young Eagles first flight experience ignites their imagination and has taken thousands on the journey to becoming aviators. Of our 1.6 million Young Eagles, 1.1 million of them are between the ages of 15 and 34—when flight training and experience becomes practical, relevant, and possible. As they complete college and enter the work force, the impact on new pilot certification is beginning to show.

We've found that a Young Eagle is 5.4 times more likely than the general public to be an active pilot. Already, that's produced 7.3 percent of today's active pilot population between the ages of 15 and 34—12,000 pilots, 3,000 flight instructors, plus countless new friends of aviation. We've also found that the more flights a Young Eagle experiences, the more likely he or she is to become a pilot.



Why these numbers are so exciting

These young people achieved success on their own, without a structured path set by EAA. Imagine the impact over the next 10 years as Young Eagles are introduced to EAA's Young Eagles Flight Plan—taking youth past the first flight and on the journey to becoming a pilot.

The Young Eagles Flight Plan

In the last 18 months, 6,000 Young Eagles have enrolled in our free, online flight training program, made possible with support from Sporty's Pilot Shop. Of those students, more than 200 have completed the first portion of the flight training program and applied for their First Flight Lesson certificates. Several have completed the program and qualified for flight training scholarships. We have celebrated with several students as they completed flight training and earned their private pilot certificates. The numbers are growing.

This is your legacy. We are making a difference. We're growing a vibrant and healthy aviation community by helping young people achieve their dreams of flight.

Let's continue the legacy of the Wright brothers, that any person, anywhere, at any time has access to the resources and encouragement needed to achieve their dreams. Your support of and participation in the Gathering of Eagles sustains this legacy.

Make your reservation by contacting Elissa Lines, Vice President of Donor and Business Relations, at 800-236-1025, direct at 920-426-6101, or at elines@eaa.org.

Thank you for leaving your legacy, and inspiring theirs!

Table host benefits

As a thank you to attendees of EAA's Gathering of Eagles, we provide all table supporters with a number of gifts and special offerings to recognize their generosity and investment in the future of aviation.

All table hosts may receive the following:

- Guided tours of EAA AirVenture Oshkosh 2011
- Parking passes
- Recognition in the event program, the 2011 EAA Annual Report, and the nationally published Gathering of Eagles "thank you" ad
- Opportunities for commemorative photos
- Seating for 10 guests



SOLD
Naming Presenter | \$100,000

Present EAA's Gathering of Eagles, a premier fundraising event supporting programs and experiences that prepare the pilots, engineers, designers, aviation industry leaders, and innovators of tomorrow. Your name and logo will be included in all event promotions and signage.



SOLD
Balcony Skybox Host | \$80,000

Enjoy a bird's-eye view of the Gathering of Eagles gala event from the Eagle Hangar Skybox. Perfect for a company or an ownership group, each table will feature select wines for all to enjoy. You will also enjoy your own private reception with an appearance by Young Eagles Chairmen Chesley "Sully" Sullenberger and Jeff Skiles, and other event special guests.



SOLD
Grand Reception Host | \$50,000

You or your organization will be recognized throughout the gala reception with banners, posters, and a full-page ad on the inside back cover of the event program.



Raise the Windsock Challenger Leader | \$100,000

A challenge to all Gathering guests to match your donation of \$100,000 to support Young Eagles. The Young Eagles program is one of continual celebration. Volunteer pilots and ground support teams have provided nearly 1.6 million young people with a personal flight experience since the program began in 1992, opening the doors to their continued participation in aviation.

Gathering of Eagles benefits

- Celebrity guest at table
- Full-page ad in event program
- Full-screen welcome
- Name in the event program, the 2011 EAA Annual Report, and the nationally published Gathering of Eagles "thank you" ad
- Two prominent tables for 10 guests each
- Opportunity to challenge participation of all guests from stage
- Commemorative photos
- Pre-event reception for 20 guests
- 4 reservations for the private pre-Gathering Soiree – July 27 at 7 p.m.

AirVenture benefits

- AirVenture admission wristbands
- AirVenture logistic help for you and guests (lodging, car rental)
- Full week's use of an AirVenture golf cart
- Daily reserved seating for air show viewing for up to 20 guests
- 10 seats for helicopter tour of AirVenture grounds
- 10 parking passes for the full week
- Reserved seating for special evening performances
- Full use of the Flightline Chalet for up to 50 guests by reservation
- Special access to opening night concert
- Use of air-conditioned facilities
- Reserved aircraft parking for guests
- 10 one-day passes to the performers tent with air show access

Contact Elissa Lines, Vice President of Donor and Business Relations, to personally pledge your support at 800-236-1025, direct at 920-426-101, or at elines@eaa.org.

Host opportunities

Choose from a variety of host opportunity levels. Each level includes exclusive Gathering of Eagles and AirVenture benefits (see chart on next page).

Celebrity Host | \$35,000 (seating for 10)

You and your guests will be the honored hosts of Gathering of Eagles celebrities, welcome a special guest to join you at your table, arrange for photo opportunities with selected guests, gain access to exclusive AirVenture areas, receive two special invitations to the Gathering Soiree on Wednesday, and more.

Diamond Host | \$25,000 (seating for 10)

You and your guests will receive AirVenture wristbands, a full-page advertisement in the Gathering program, premier event seating, special reserved access to the AirVenture Flightline Pavilion and performers tent, and recognition in several EAA publications.



Gold Host | \$10,000 (seating for 10)

You and your guests will receive a featured full-page advertisement in the Gathering program, AirVenture wristbands and parking passes, and recognition in the EAA Annual Report.

Silver Host | \$5,000 (seating for 10)

You and your guests will receive AirVenture wristbands, parking passes, and recognition in the EAA Annual Report.

Patron | \$5,000 (per couple)

As an event patron, you and your guest will receive AirVenture logistics support, two-day golf cart use, two invitations to the Gathering Soiree on Wednesday evening, access to exclusive AirVenture areas, and more.

Host benefits	Silver Host Table \$5,000	Gold Host Table \$10,000	Diamond Host Table \$25,000	Celebrity Host Table \$35,000	Patron Seat \$5,000
EAA Annual Report recognition	✓	✓	✓	✓	✓
AirVenture wristbands and parking passes	✓	✓	✓	✓	✓
Gathering program advertisement		✓	✓	✓	✓
Access to AirVenture Flightline Pavilion		✓	✓	✓	✓
AirVenture performers tent access			✓	✓	✓
Access to meeting locations			✓	✓	✓
Helicopter tours			✓	✓	✓
Invitation to President's Breakfast				✓	✓
Use of an AirVenture golf cart				✓	✓
Reserved use of AirVenture Flightline Chalet				✓	✓
Celebrity guest at table				✓	✓
Wednesday evening soiree				✓	✓

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Event program advertising

The Gathering of Eagles attracts some of the most prestigious and influential participants in general aviation. These individuals are passionate about flight and dedicated to supporting the next generation of aviation enthusiasts. You can reach this highly sought after audience by advertising in the Gathering of Eagles event program. Filled with descriptions for the rare and one-of-a-kind items participants can bid on during the auction, your advertisement is sure to be noticed. Promote your business by scheduling a full-page color ad today.

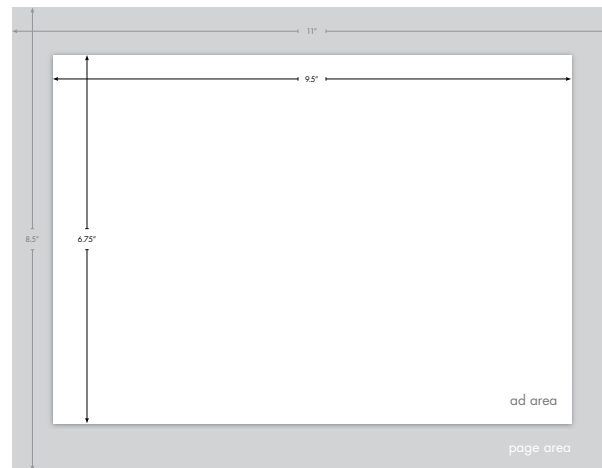
The cost is \$1,500 per full-page ad. To place an advertisement, contact EAA's Development Department at 800-236-1025.

Artwork due: June 1, 2011

Email finished ad to: development@eaa.org

Mechanical specifications

- Program is horizontal format, comb bound at the top
- All ads are full-page (page size 11" x 8.5")
- Ad size is 9.5" wide x 6.75" tall (no bleeds)
- All ads are full-color (CMYK)
- 300 dpi resolution for all images
- High resolution PDF (preferred) or TIFF (accepted)
- Microsoft Word or Publisher files are not acceptable



EAA | P.O. Box 3086 | Oshkosh, WI 54903-3086 | 800.236.1025 | development@eaa.org

EAA is a non-profit 501(c)3 charitable organization registered in the U.S. All gifts are tax-deductible to the full extent of the law.

For more information on EAA's Gathering of Eagles visit www.airventure.org/gathering or call 800-236-1025

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