

Canadian Aviation Pride

Fierté en aviation canadienne



Sponsorship Guide

Purpose of Guide

This guide briefly outlines the ways in which Canadian Aviation Pride (CAP) and external organizations can assist each other. This document may be shared with supporters and potential supporters.

Definitions

CAP defines a “**sponsor**” as someone who financially supports our organization, while a “**partner**” provides a non-financial service. In both cases, CAP then provides specific agreed benefits in return.

Philosophy

With our emphasis on inclusion and diversity in the aviation community in Canada, CAP believes that our organization is worthy of support.

We prepare an Annual Report for the preceding year to inform potential sponsors about how the organization operates, its priorities and its financial status.

CAP is pleased to enter into sponsorship or partnership with organizations which support the LGBTQ+ community and the values of diversity and inclusion.

We believe that this reflects well on the values and the progressive nature of a supporting organization, but CAP also understands that sponsors and partners need to know what their return on investment will be.

Support may be for a single event or type of activity, or it may be for multiple events. Similarly it may be limited to a single year, or it may be ongoing. Financial support may also be unrestricted in application and underwrite part of CAP’s general costs.

Note: As a not-for-profit organization, Canadian Aviation Pride is not able to issue charitable tax receipts in return for sponsorship funding.

Options for Support

There are several options by which an airline or aviation organization can choose to support CAP. The dollar figures below are the approximate costs we currently pay to operate these programs, and are areas in which we very much appreciate support.

Financial Support:

- Sponsoring booths and related insurance/rentals at career fairs (*\$550*) and pride festivals (*\$400 each*)
- Funding specific projects such as replacing a booth tent (*\$800 each*)
- Funding new inventory of promotional merchandise (*\$2500 annually*)
- Funding printing costs for brochures, flyers and business cards (*\$2700 annually*)
- Funding advertising of CAP in aviation publications (*\$200 and upward per individual advertisement*)
- Funding IT costs for CAP website and newsletter site (*\$550 annually*)
- Providing travel for attendance at joint activities
- Providing travel for Board members to the CAP annual general meeting
- Contributing to establishment of aviation scholarships
- Donating logo or promotional items to be used for fundraising

Non-financial Support

- Promoting CAP in newsletters and on company websites, to promote awareness and show support
- Working to co-develop diversity-related resources
- Jointly developing and co-facilitating diversity or professional learning sessions
- Providing meeting space for attendees participating in joint projects
- Jointly participating in Pride parades

CAP Support of Sponsors

CAP believes in providing benefits to a sponsor, including:

- Providing input to diversity and inclusion programs
- Assisting in the development of D & I resources
- Acting as neutral third party for conducting company diversity surveys
- Advising on LGBTQ+ issues in the workplace
- Providing brochures and posters for distribution in the workplace
- Recognition as a sponsor or partner on the CAP web site
- Recognition as a sponsor or partner in CAP's monthly newsletter

CAP Reach

76% of CAP's membership is in Canada with 21% in the United States, and the remaining 3% in nine other countries world-wide.

We have 520 newsletter subscribers, of which 25% are female. Our Facebook page has a monthly reach of just over 2000 people. Promoted events reach an average of 2,800 people.