



2020

MEDIAKIT

THE WORLDWIDE LGBTQ AVIATION COMMUNITY

NGPA

JANUARY 2020





NGPA
ngpa.org



THE WORLDWIDE LGBTQ AVIATION COMMUNITY /1

LEADING THE FLEET

THE NGPA IS THE LARGEST ORGANIZATION OF LESBIAN, GAY, BISEXUAL, AND TRANSGENDER (LGBTQ) AVIATION ENTHUSIASTS AND PROFESSIONALS WORLDWIDE. SINCE 1990 OUR MISSION HAS BEEN SIMPLE: TO BUILD, SUPPORT, AND UNITE THE GLOBAL LGBTQ AVIATION COMMUNITY.

NGPA MEMBERSHIP

42
AVG. AGE

\$166K
AVG. SALARY

\$1.42M
AVG. NET WORTH

89%
COLLEGE GRAD

97%
PROFESSIONAL

26

DOMESTIC
CHAPTERS AND
AFFILIATES

7

FLIGHT SCHOOL
& UNIVERSITY
CHAPTERS

4

INTERNATIONAL
CHAPTERS AND
AFFILIATES

THE LGBTQ AVIATION COMMUNITY

For over 30 years the NGPA has been the voice of the LGBTQ community in the aviation world. From humble beginnings as a group of pilots who remained anonymous to each other for fear of losing their jobs has grown an organization that advocates for the inclusion and equality of LGBTQ people throughout the industry and the world today. The NGPA **ENCOURAGES** people within the LGBTQ community, and their allies, to pursue their dreams in aviation through public outreach and promotion at aviation and LGBTQ events. The NGPA **FOSTERS** equal treatment of the LGBTQ community within aviation through advocacy efforts engaging all sectors of aviation. The NGPA **PROMOTES** aviation safety by offering training and guidance to its members and in developing industry best practices in diversity and inclusion. The NGPA **PROVIDES** an affirming social network where members of the LGBTQ aviation community find acceptance and camaraderie in sharing a common experience and assisting one another professionally and personally.

NGPA INITIATIVES

SCHOLARSHIPS One of the most effective ways the NGPA fulfills its mission is by providing scholarships to deserving candidates from both the LGBTQ and straight allies communities. With the generous support of NGPA members and corporate partners, we are able to offer financial assistance for Private Pilot Certificate training through Airline Transport Pilot certification as well as college degree and advanced technical programs. This removes one of the greatest barriers to entry for participating in aviation—the cost.

DIVERSITY AND INCLUSION The NGPA commits a broad offering of resources toward the development and promotion of the benefits that diversity and inclusion strategies bring to all areas of aviation. This includes conducting seminars and training for airline leadership, working with representatives from government agencies, and collecting data to measure effectiveness. The NGPA believes that when the aviation industry is open and welcoming, it is not only smart for the bottom line but is in the best interest of safety and efficiency.

ADVOCACY Throughout the year, NGPA volunteers are busy advocating for the LGBTQ aviation community around the globe. Members travel to industry conferences and increase awareness, conduct events in support of LGBTQ youth and transgender pilots, and provide guidance and resources regarding FAA Medical Certification issues specific to LGBTQ pilots. Many hours are spent creating and distributing print and electronic media in support of these efforts to promote the message of acceptance and equality in aviation for everyone.

GRASSROOTS Many people come to realize their passion for aviation through their hometown airport. The NGPA recognizes the importance of building a strong connection with local aviation communities and invests resources to create safe and welcoming outlets of support and camaraderie through local chapters and affiliates across the globe. With the NGPA and sponsor support, local groups are able to engage in activities that further our mission, such as conducting community outreach, providing educational seminars, attending national aviation-related events, and bringing the enjoyment and opportunities of a career in aviation to local LGBTQ communities.



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ENGAGEMENT



SCHOLARSHIP FUND

For over 20 years, the NGPA has raised money to help aspiring students pursue their dreams in aviation. We work with our sponsors to establish meaningful scholarship offerings that are in alignment with their objectives in supporting the LGBTQ aviation community. The NGPA also offers individuals an opportunity to create a scholarship in their name or in the name of a loved one. Please contact an NGPA Sponsorship representative so that we may assist you in developing the right solution for you or your organization.

EXAMPLES OF EXISTING SCHOLARSHIPS

- \$5,000 Private Pilot
- \$7,000 Commercial Pilot
- \$3,000 Aviation Technical Credentialing
- \$5,000 Advanced Flight Training
- \$7,000 Steven Moore Advocacy Award



CONTRAILS MAGAZINE 4X/YEAR

The NGPA's *Contrails* Magazine is the ONLY quarterly print and digital periodical that covers the global LGBTQ aviation community. With colorful full-featured spreads and in-depth reporting on issues relevant to the LGBTQ experience in aviation, our readers greatly anticipate the arrival of the magazine at home or via email. Engaging content is framed by opportunities for our sponsors to show their support for equality while making a connection with important market segments such as LGBTQ aircraft owners, aviation students, commercial pilots and staff as well as retired members. Full, half, and quarter page ads are available as well as click-through ads on our digital edition. We also welcome sponsored content featuring informative articles related to the goods and services provided by our sponsors when relevant to our membership.



- Circulation / 2,500 members and flight schools
- Reach / 5,000 approx.
- Format / Print and Digital



NAVEGAYTOR E-NEWSLETTER 12X/YEAR

NGPA members and interested followers stay abreast of local events and NGPA initiatives through a colorful and professionally designed e-newsletter sent directly to their email on a monthly basis. Content includes up-to-date event listings, local chapter contact information, and informative articles about NGPA initiatives and benefits.



- Circulation / 4000 approx.
- Reach / 5000 approx.
- Format / Digital
- Frequency / Monthly
- Open Rate / 52%



ENGAGEMENT

NGPA WEBSITE

Our website is the portal through which members and the general public engage with the NGPA to get information about events, scholarships, advocacy, and many other NGPA resources. NGPA.org is fully functional and beautifully displayed both on desktop and mobile devices creating a user experience that is easy and intuitive. Featured sponsors are prominently displayed on the homepage and other locations where relevant content is being viewed. Options include click-through logos, scholarship links, member discount links, and sponsored blog content. Consider the impact of having your logo prominently featured on the homepage as well as next to your sponsored scholarship on the scholarship application page. We can help put the right combination together in order to maximize your organization's visibility.

MEMBERS ACCESS NGPA.ORG

- DESKTOP / 48%
- MOBILE / 44%
- TABLET / 8%

WEBSITE STATS

- VISITS PER MONTH / 6,500
- VISIT DURATION / 4.5 MINS.
- PAGE VIEWS / 3,100/MO.

SOCIAL MEDIA

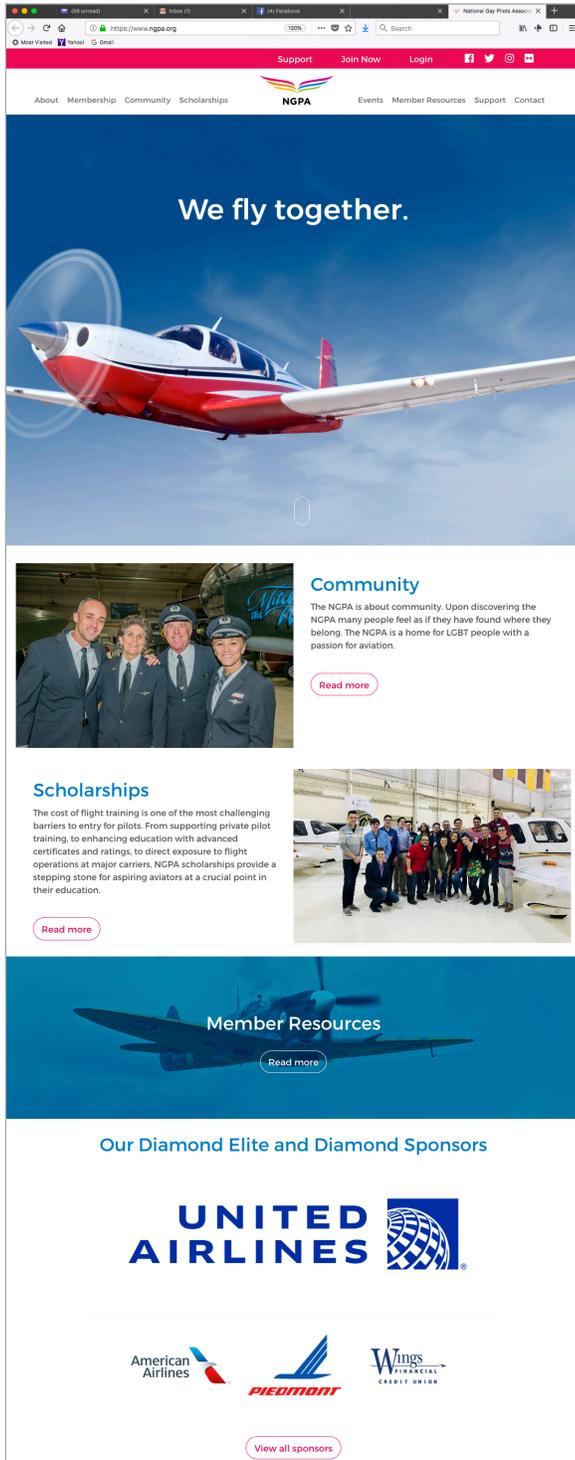
The NGPA capitalizes on the use of social media to connect with its members, conduct outreach, and promote the mission of the organization across the globe. Whether it's through the use of Facebook, Instagram, Twitter, or the many other social media platforms available today, the NGPA has an ever-increasing number of followers that connect with the NGPA on a daily basis. Opportunities for mentions, bit.ly links, sponsored Facebook Live and Instagram Stories all add to your organization's social media presence as a supporter of the LGBTQ aviation community.

- FACEBOOK / 26,000+ FOLLOWERS (104 AVG. ENGAGEMENTS/POST)
- INSTAGRAM / 4,300+ FOLLOWERS (111 AVG. ENGAGEMENTS/POST)

EVENTS AND FLY-INS

NGPA events and fly-ins are where members form an enduring bond to the organization while building lifetime friendships and connections. Our sponsors support for the NGPA is highly visible and acknowledged by our membership and the general public. Expand your reach and impact by visibly participating in event sponsorship at venues such as Banquets, Guest Speaker presentations, Local Chapter Dinners, Pride Festivals, Donor Receptions, Family Picnics, Hangar Parties, and Barbecues.

- WINTER WARM-UP (PALM SPRINGS, CA) / 1000+ MEMBERS
- CAPE COD CLASSIC (PROVINGETOWN, MA) / 500 MEMBERS
- NGPA INDUSTRY EXPO (PALM SPRINGS) / 1200 ATTENDEES/MEMBERS
- NGPA REGIONAL FLY-INS / 30-50 MEMBERS/GUESTS
- NGPA AT SUN 'N FUN, NBAA, EBACE, OBAP AND AIRVENTURE



2020 RATE CARD

RATES

CONTRAILS MAGAZINE	per issue
Full Page	\$500
3/4 Horizontal	\$450
3/4 Vertical	\$450
1/2 Horizontal	\$250
1/2 Vertical	\$250
1/4 Vertical	\$175
NGPA WEBSITE	per month
LARGE	\$350
LEADERBOARD	\$300
MEDIUM	\$250

PACKAGES

	\$4,000	\$3,000	\$2,000
CONTRAILS MAGAZINE (6 ISSUES PER YEAR)			
COLOR AD in each issue	FULL PAGE	HALF PAGE	QUARTER PAGE
NGPA WEBSITE			
LOGO PLACEMENT visible on every page	LARGE	MEDIUM	NAME LISTED
SOCIAL MEDIA			
Facebook/Instagram/Twitter Announcements	YES	NO	NO
NGPA EVENT PRESENCE*			
SHOWCASE/DEMONSTRATE products or services	YES	NO	NO
DISPLAY printed materials	YES	YES	YES
LOGO PLACEMENT on Publications and Signage	LARGE	MEDIUM	NAME LISTED
DISPLAY SCREEN	PREMIUM LOGO	LOGO	NAME LISTED
TICKETS (FOR ONE EVENT OF YOUR CHOICE)	4	2	2
TRADE SHOW EVENTS			
LOGO PLACEMENT on Publications and Signage	LARGE	MEDIUM	NAME LISTED

Sponsorship package amounts include a charitable donation to the NGPA accordingly: \$4,000 (\$1,000 donation) / \$3,000 (\$500 donation) / \$2,000 (\$250 donation).

*The corporate presence option is for one event of your choice—Winter Warm Up (JAN), Cape Cod Classic (SEP), or a booth at our NGPA Industry Expo (JAN).



ADDED RECOGNITION

We work with each sponsor to create a meaningful experience for both organizations. The process is simple—choose from one of our established sponsor opportunities or tell us about your unique idea and we will work to make it happen. When your contribution(s) reach the \$1,000 level (through event sponsorships, cash, in-kind donations, scholarship donations, etc.), we provide additional logo and/or name mentions by recognition level on the NGPA website, print and electronic event documents, and print and digital publications. Your listed level reflects your cumulative annual total.

LEVELS

DIAMOND ELITE	\$40,000 +
DIAMOND	\$25,000
PLATINUM	\$10,000
GOLD	\$5,000
SILVER	\$2,500
BRONZE	\$1,000

2020 SPONSORSHIP OPPORTUNITIES

- LOCAL CHAPTER EVENT SPONSOR
- UNIVERSITY/FLIGHT SCHOOL EVENT SPONSOR
- INCLUSION TRAINING TEAM SPONSOR
- WINTER WARM UP / CAPE COD CLASSIC SPONSOR
- NAMED SCHOLARSHIPS
- SILENT AND LIVE AUCTION ITEM DONATIONS
- TRANSPORTATION & LODGING SPONSORSHIPS
- AND MORE...

QUESTIONS?

**CONTACT 1-866-800-NGPA (6472)
OR SPONSORSHIPS@NGPA.ORG**



PRODUCTIONREQS

BY ADVERTISING IN *CONTRAILS* AND NAVEGAYTOR AS WELL AS THE NGPA WEBSITE, YOUR ORGANIZATION CONNECTS WITH THOUSANDS OF AFFLUENT AVIATORS COMMITTED TO SUPPORTING INDUSTRY PARTNERS.

ACCEPTABLE ARTWORK FORMATS

All artwork may be submitted in .eps or .pdf formats with a minimum resolution of 300 dpi at the preferred size. Please convert all spot colors to CMYK and convert all text to outlines. Layouts must be sized to the given dimensions. The NGPA reserves the right to alter any artwork received that does not meet size requirements. Proofs will not be provided. It is the responsibility of the sponsor or agency to proofread all artwork submitted for publication.

SUBMITTING LOGO FILES

Your corporate logo may be used on signage, promotional materials and event materials (according to your sponsorship level). It is very important that we receive your logo in the correct format to ensure optimal print quality and to avoid delays in marketing and promotion. Logo artwork must be sent in Adobe Illustrator format (.ai or .eps file extension). It must be originally created in Adobe Illustrator as vector line art (.jpg, .gif, .tif, .psd or similar files are unacceptable and CANNOT be scaled to fit materials with clarity). To ensure that your company receives maximum marketing exposure, please make sure that we receive your logo as soon as possible.

MAGAZINE SPECS

- Trim Size:** 8.5" x 10.875"
- Safety From Trim:** .25"
- Bleed:** Positioned .125" from trim
- Trim Crop Marks:** Positioned outside bleed area by .125"
- Binding:** Saddle Stitch
- Jog Position:** Foot

CONTRAILS	DIMENSION	LIVE AREA
Full Page Bleed	8.75" x 11.25"	7.75" x 10.25"
Full Page Trim	8" x 10.5"	
3/4 Horizontal Bleed	8.75" x 8.35"	8" x 8"
3/4 Horizontal Trim	8" x 8"	
3/4 Vertical Bleed	6.4375" x 11.25"	6" x 10.5"
3/4 Vertical Trim	6" x 10.5"	
1/2 Horizontal Bleed	8.75" x 5.625"	8" x 5.25"
1/2 Horizontal Trim	8" x 5.25"	
1/2 Vertical Bleed	4.325" x 11.25"	4" x 10.5"
1/2 Vertical Trim	4.25 x 11"	
1/4 Vertical Bleed	4.325" x 5.625"	4.2" x 5.4"
1/4 Vertical Trim	4" X 5"	

WEBSITE

- Large 300 x 600 px
- Leaderboard 728 x 90 px
- Medium 300 x 250 px

QUESTIONS? CONTACT: 1-866-800-NGPA (6472) or sponsorships@ngpa.org

EMAIL ARTWORK & LOGOS TO: sponsorships@ngpa.org

THANK YOU FOR SUPPORTING THE NGPA AND OUR MISSION TO BUILD, SUPPORT, AND UNITE THE LGBTQ AVIATION COMMUNITY.