



Pacific Northwest  
Business Aviation Association

## 2017 Safety & Security Day Sponsor Prospectus

Thursday April 6, 2017 at The Museum of Flight in Seattle, Washington

February 8, 2017

On behalf of a grateful membership, the Pacific Northwest Business Aviation Association (PNBAA) would like to thank you for considering the sponsorship of our 9th annual PNBAA Safety & Security Day. Our professional member programs throughout the year rely upon your personal involvement and financial support. The 2017 organizing committee continues to evolve this program to create a better value for our sponsors and a memorable experience for loyal attendees. We welcome your input and look forward to seeing you in April. *Thank you!*

### 2017 Organizing Committee

Mark Bryan, USAIG  
Pete Combs, KOMO NewsRadio & NBAA Podcast  
Ernesta Corcoran, Jetstream Aviation  
Tati Craft, MedAire  
Dale Eldredge, Aircare International  
Cindy Hales, HUB International  
Kristi Ivey, NBAA  
Brett Palmiero, Textron Aviation  
Wayne Werner, Jetstream Aviation



## What We Are Planning:

- Industry recognized presentations over a full day. Preliminary topics will relate to the broad Safety & Security theme and previewed below. They will be educational and relevant to the entire audience. Plan on hearing presentations you will talk about the rest of the year.
  - NBAA – Christa Lucas, VP of Government Affairs with recorded Ed Bolen welcome; Dave Ryan, Safety Committee
  - Leadership – Bill Ayer, Retired Alaska Airline Chairman/CEO, NBAA Board of Director
  - Aviation Medical – Dr. Quay Snyder, Aviation Medicine Advisory Service
  - Travel Security Best Practices – Kris Cannon, Gavin de Becker & Associates
  - Impact of UAS on Business Aviation – Jim Williams, Dentons
  - Motivational – Captain Charlie Plumb, Former Navy Pilot & P.O.W.
- Relationship development time throughout the day. Start with a continental breakfast, breaks, luncheon and finish with an open bar social hour.
- 130 attendees – Anticipate another SELL OUT
  - Flight Department Managers, Maintenance Technicians, Flight Attendants and Pilots primarily with turbine aircraft interest
  - 25 sponsoring companies representing business aviation services providers and aircraft manufacturers
  - Six students with aviation aspirations will be invited to attend at no cost
- Please consider this prospectus is prepared months prior to the program, so final elements are subject to change.

## Sponsorship Packages:

	<b>Luncheon \$3,400</b>	<b>Platinum \$2,900</b>	<b>Gold \$1,900</b>	<b>Silver+ \$1,500</b>	<b>Silver \$1,000</b>
	<b>Limit 1</b>	<b>Limit 2</b>	<b>Unlimited</b>	<b>Limit 1</b>	<b>Unlimited</b>
Address audience with personal introduction and welcome (5 min)	Exclusive	Yes	n/a	n/a	n/a
Display your marketing materials exclusively at <i>luncheon</i>	Exclusive	n/a	n/a	n/a	n/a
Display table for your marketing materials in presentation room	1	1	½ table	n/a	n/a
Invitation to Speaker's Dinner on Wednesday, April 5 <sup>th</sup>	2	2	1	n/a	n/a
Donate up to four raffle prizes	Yes	Yes	Yes	n/a	n/a
Logo on lanyard	n/a	n/a	n/a	Exclusive	n/a
Provide attendee tote bag marketing materials	Yes	Yes	Yes	Yes	Yes
Entitlement Sponsor Registration (\$120 value per person)	4	3	2	1	1
Logo on event materials such as website, table tents, emails and at social breaks	Yes	Yes	Yes	Yes	Yes
Recognition by emcee	Yes	Yes	Yes	Yes	Yes

*Thank you again 2016  
sponsors!*



TEXTRON AVIATION

GLOBAL AEROSPACE



Honeywell



ARINC Direct™

JETSTREAM



NBRA

BOMBARDIER



RELIABLE

CLAYTON

Signature

DASSAULT FALCON JET

StandardAero

GlobalAviation

STARR COMPANIES



USIIG

## Your Next Steps:

Confirm Interest	<p>Please share if you would like to participate as a sponsor as soon as practical. Sponsor contact details are provided below.</p> <p>Note the Luncheon, Platinum and Silver+ packages are available in limited quantities. These packages will become available <b>on January 24, 2017</b>. Starting on that date please email sponsor contacts Brett Palmiero &amp; Ernesta Corcoran to confirm availability.</p>	<b>January 3 - February 28, 2017</b>
Logo	New sponsor or recent logo change? Email <u>both</u> .eps and .jpg file formats to sponsor contact Brett Palmiero.	Received by <b>March 9, 2017</b>
Payment	<p>Complete sponsorship payment either:</p> <ul style="list-style-type: none"><li>• Online credit card at PNBA Safety &amp; Security Day event webpage</li><li>• Mail check to PNBA P.O Box 81022, Seattle, WA 98108-1022; Reference (selected) sponsorship. Email Invoice is available upon request.</li></ul>	Received by <b>March 23, 2017</b>
Tote Bag Collateral	<p>Ship in advance quantity = 140 with note confirming for tote bags:</p> <p>Wayne Werner/Jetstream c/o Kenmore Aero Services 8555 Perimeter Road South Seattle, Washington 98108</p>	Received by <b>March 31, 2017</b>

<p>Display Tables (Luncheon/Platinum/Gold exclusive)</p>	<p>Table space will be provided in the presentation room to showcase your company. A table is approximately 5' x 2.5'. Luncheon and Platinum sponsors have a whole table; Gold sponsors have a half table. Bring marketing materials with you –<b>or</b>- ship in advance with note confirming for display tables:</p> <p>Wayne Werner/Jetstream c/o Kenmore Aero Services 8555 Perimeter Road South Seattle, Washington 98108</p>	<p>Received by <b>March 31, 2017</b></p>
<p>Raffle Prize Donations (Luncheon/Platinum/Gold exclusive)</p>	<p>Bring raffle prizes with you –<b>or</b>- ship in advance with note confirming for raffle prizes:</p> <p>Wayne Werner/Jetstream c/o Kenmore Aero Services 8555 Perimeter Road South Seattle, Washington 98108</p>	<p>Received by <b>March 31, 2017</b></p>
<p>Entitlement Registration(s)</p>	<p>Each sponsorship package includes a <i>limited</i> number of entitled Sponsor Attendee Registrations. Complete the online registration(s) or confirm if it will be unused. Sponsor contact Ernesta Corcoran.</p>	<p>Register by <b>March 31, 2017</b></p>
<p>Speaker's Dinner Invite (Luncheon/Platinum/Gold exclusive)</p>	<p>Select sponsorships include an invitation of one or two to join the April 5<sup>th</sup> Speaker's Dinner at Salty's Alki Beach. It promises to be a memorable evening for all. RSVP name(s) and company to sponsor contact Brett Palmiero.</p>	<p>RSVP by <b>March 31, 2017</b></p>

## Sponsor Contacts:

Brett Palmiero, Textron Aviation  
425.296.1750  
[bpalmiero@txtav.com](mailto:bpalmiero@txtav.com)

Ernesta Corcoran, Jetstream Aviation  
208.345.3730  
[ecorcoran@jetstreamaviation.com](mailto:ecorcoran@jetstreamaviation.com)