



National Conference 2024

Sponsorship Opportunities



2024 NATIONAL CONFERENCE

**Aug. 15-17, San Antonio,
at the San Antonio Marriott Riverwalk**

As a sponsor of the 2024 Civil Air Patrol National Conference, you'll have unparalleled access to a targeted group of engaged individuals in emergency services / search and rescue, aerospace education and youth development. We annually see 800 attendees looking to advance their leadership capabilities, mission knowledge, and professional development.

We would be honored to have you as a sponsor of the 2024 CAP National Conference. Included in the following slides are the details of the various sponsor levels designed to provide sponsors with valuable recognition and engagement opportunities. Thank you for considering this opportunity.



**Maj. Gen.
Edward Phelka**

CAP National
Commander/CEO

Connect, learn, and celebrate at the National Conference

Why Sponsor the National Conference?



Brand Visibility:

Gain exposure to a diverse audience, including key CAP leadership, members, and professionals.

Targeted Marketing:

Tailor your message to reach attendees interested in emergency services, aerospace, and youth development.

Industry Connections:

Engage in discussions, forge partnerships, and establish valuable connections with influential leaders.

Thought Leadership:

Showcase your organization as a thought leader by joining as a National Conference sponsor.

Audience Facts



65,231 members nationally and overseas



1,400 units across the U.S. and overseas



36,024 adult members ages 21+



29,207 cadets ages 12-21



5,700 teacher members nationally



93,000 Facebook followers



23,000 Instagram followers



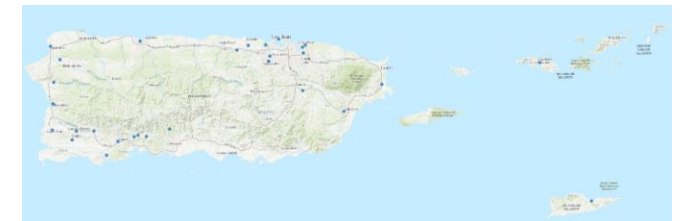
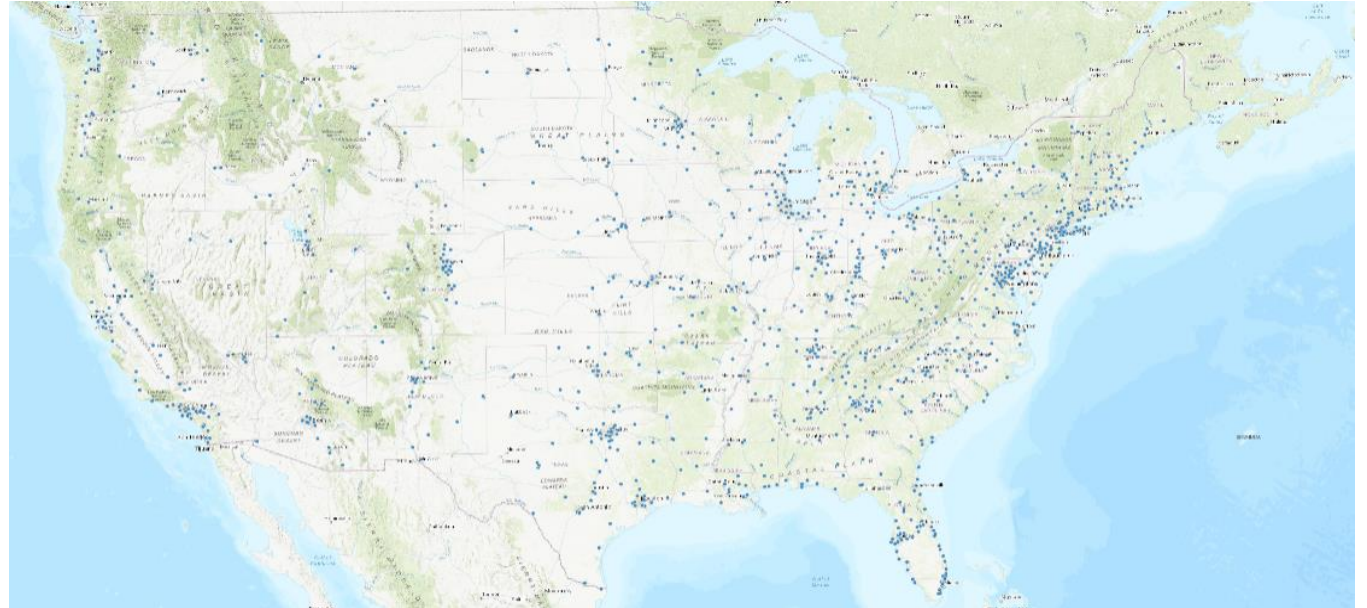
19,000 LinkedIn followers



14,600 YouTube followers



13,000 X followers



Service Population: United States, Puerto Rico, U.S. Virgin Islands

What you can Achieve at the National Conference.

Build your Brand

Leverage sponsorship, pre-event marketing support, and onsite promotional opportunities to increase brand awareness among a captive audience of decision-makers and thought leaders.

Generate Leads

Capture data from exhibit visitors and education session participants that can drive business opportunities all year long.

Corporate Social Responsibility

Showcase your commitment to help in our mission to save lives and shape futures by supporting aerospace education, youth character development, and emergency rescue efforts.



Past Marquee Talent

Connecting with conference luminaries



Frank Kendall

Secretary of the Air Force

26th secretary of the Air Force responsible for organizing, training and equipping the U.S. Air and Space Forces. Former vice president of Raytheon Co.



Malcolm Gladwell

New York Times Bestselling Author

Renowned journalist, speaker and author of six bestsellers, including *The Tipping Point* and *Outliers*. Gladwell is also president and co-founder of Puskin Industries.



Dr. Jason Womack

Development Branch Chief of the U.S. Space Force

With a passion for leadership and team dynamics, Dr. Womack has dedicated his career to empowering individuals and guiding teams.



Vanessa Blacknall-Jamison

Change Adviser, FAA

As a 45-year professional aviation veteran, Blacknall-Jamison drives change efforts for the Federal Aviation Authority. She formerly managed emergency procedures training for United Airlines.

2023 Conference Snapshot

THURSDAY

Time	Function
7:00 am - 5:00 pm	Command Post
8:00 am - 6:00 pm	Registration
8:00 am - 5:00 pm	Summer Command Council Meeting
7:00 pm - 9:00 pm	Aerospace Education Summit

FRIDAY

Time	Function
7:00 am - 8:00 am	CAP Call to Prayer
7:00 am - 5:00 pm	Command Post
7:00 am - 6:00 pm	Registration
8:00 am - 5:00 pm	Vanguard Store
8:00 am - 5:00 pm	National Cadet Advisory Council Meeting
8:00 am - 5:00 pm	CAP-USAF Breakout 1 (Closed)
8:00 am - 5:00 pm	CAP-USAF Breakout 2 (Closed)
8:00 am - 5:00 pm	CAP-USAF Breakout 3 (Closed)
7:30 am - 8:30 am	Hangar Time
9:00 am - 10:45 am	Keynote Session
11:00 am - 11:45 am	Learning Sessions
11:00 am - 2:00 pm	Official Photos
11:45 am - 1:00 pm	Lunch on your own
1:00 pm - 1:45 pm	Learning Sessions
2:00 pm - 3:00 pm	Keynote Session
3:00 pm - 4:00 pm	Hangar Time
4:15 pm - 5:00 pm	Learning Sessions
5:00 pm - 6:00 pm	Cadet Programs Officer Reception
5:00 pm - 7:00pm	Washington Wing Awards
6:00 pm	Jewish Worship Service

SATURDAY

Time	Function
7:00 am - 5:00 pm	Command Post
7:00 am - 1:00 pm	Registration
8:00 am - 2:00 pm	Vanguard Store
8:00 am - 5:00 pm	National Cadet Advisory Council Meeting
7:30 am - 8:30 am	Hangar Time
9:00 am - 10:45 am	Keynote Session
11:00 am - 11:45 am	Learning Sessions
11:00 am - 2:00 pm	Official Photos
11:45 am - 1:00 pm	Lunch on your own
1:00 pm - 1:45 pm	Learning Sessions
2:00 pm - 3:45 pm	Keynote Session
3:45 pm - 4:45 pm	Hangar Time
4:00 pm - 5:00 pm	Official Photos
4:30 pm	Catholic Mass Service
4:30 pm	Protestant Worship Service
7:00 pm	National Commander's Reception (Ticket Required)

4 Keynote Speakers

3 Award Sessions

36 Learning Sessions

40 Hangar Booths

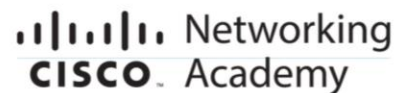
National Commander Reception

2023 National Conference Sponsors

TITLE SPONSOR:



GOLD SPONSORS:



BRONZE SPONSORS:



PATRON SPONSORS:



GENERAL SPONSORS:



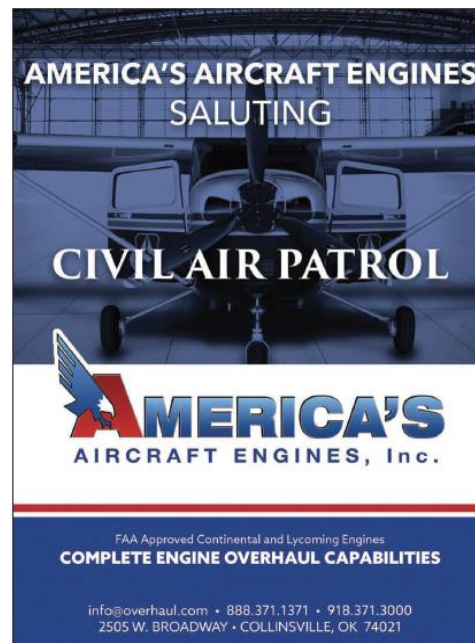
IN-KIND SPONSORS:



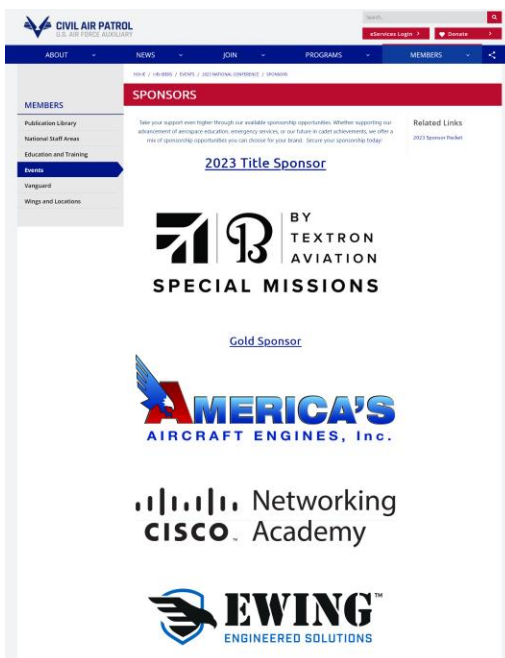
Sample Promotion

Advertisement
In Program

Facebook
Spotlight



Website
Listing



LinkedIn
Video
Promotion



CAP Props
Newsletter



Sponsor Testimonials



Textron Aviation Title Sponsor

"By participating in the national conference each year, Textron Aviation is able to connect with and hear from the largest fleet owner of Cessna piston aircraft."
- Bob Gibbs, Vice President, Special Missions Sales, Textron Aviation [Textron Aviation | Manufacturer of Beechcraft and Cessna Aircraft \(txtav.com\)](https://www.txtav.com)



America's Aircraft Engines Inc. Gold Sponsor

"Sponsoring CAP's National Conference aligns perfectly with our values, strategically benefiting our commitment to the aviation community. The diverse audience creates opportunities to connect with clients, members, collaborators, and industry experts. Proud to be part of this impactful conference for over 19 years, we plan to continue our support." - Steve Fowler, President, America's Aircraft Engines Inc. [America's Aircraft Engines - Complete engine overhaul capabilities - Overhaul.com](https://www.aae.com)

Platinum

What's included in your sponsorship?

Naming Opportunity

- Name an event or activity with your brand:

Sponsor keynote presentation

Sponsor a breakout session

Sponsor a reception or lunch

2025 priority placement offering

National Conference Access - 6 Passes Value \$1,800

- In-person conference registrations
- In-person passes to Commander's reception with VIP access
- In-person invitations to VIP reception with key leadership
- VIP seating for keynote sessions

Brand Placement

- Logo placement on mutually agreed-upon item at VIP reception
 - PLATINUM recognition on multiple screens throughout conference, social media, and promo materials
 - Promotional items in conference registration bags
 - Hangar and keynote sessions giveaways
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Marketing & Reach

- Full-page color ad in conference program in prominent position
- Social media video engagement with pre-event attendee outreach (recorded video spots broadcast on CAP social media channels)
- In-person exhibitor interaction, lead generation

\$20,000

Gold

What's included in your sponsorship?

National Conference Access - 4 Passes

- In-person conference registrations *Value \$1,320*
- In-person passes to Commander's Reception with VIP access
- In-person invitations to VIP reception with key leadership
- VIP seating for keynote sessions

Brand Placement

- GOLD recognition on multiple screens throughout conference, social media, and promo materials
- Promotional items in conference registration bags
- Hangar and keynote sessions giveaways

Marketing & Reach

- Full-page color ad in conference program in prominent position
- Social media video engagement with pre-event attendee outreach (recorded video spots broadcast on CAP social media channels)
- In-person exhibitor interaction, lead generation

\$10,000

Silver

What's included in your sponsorship?

- 3 in-person conference registrations *Value \$990*
- 3 in-person passes to Commander's Reception with VIP access
- 3 in-person invitations to VIP reception with leadership
- VIP seating at keynote sessions
- SILVER recognition on multiple screens throughout the conference, social media sites and promo materials
- "Sponsor spotlight" post on CAP social media spots with link to business web presence Half-page color
- ad in conference program in prominent position In-person exhibitor interaction, lead generation
- Promotional items in conference registration bags

\$7,500

Bronze

What's included in your sponsorship?

- 2 in-person conference registrations *Value \$660*
- 2 in-person passes to Commander's Reception with VIP access
- VIP seating at keynote sessions
- 2 in-person invitations to VIP reception with leadership
- BRONZE recognition on multiple screens throughout the conference, social media sites and promo materials
- "Sponsor spotlight" post on CAP social media spots with link to business web presence
- Quarter-page color ad in conference program in prominent position
- In-person exhibitor interaction, lead generation Promotional items in conference registration bags

\$5,000

Patron

What's included in your sponsorship?

- 1 in-person conference registration *Value \$330*
- 1 in-person pass to Commander's reception with leadership
- PATRON recognition on multiple screens throughout conference, social media, and promo materials
- "Sponsor spotlight" post on CAP social media spots with link to business web presence broadcast on CAP social media channels
- Promotional items in conference registration bags

\$3,000

General

What's included in your sponsorship?

- GENERAL recognition on multiple platforms throughout the conference and promo materials
- "Sponsor spotlight" post on CAP social media spots with link to business
- Promotional items in conference registration bags

\$1,500

IN-KIND

- Recognition on multiple platforms throughout the conference and promo materials
- Promotional items in conference registration bags

In-Kind

Special Opportunity!

This year, we invite sponsors to make an even bigger impact by providing **Cadet Scholarships**. Help better the life of a youth by contributing \$1,000 or more toward a scholarship in addition to your sponsorship.

Sponsors who donate will be added to CAP's donor wall. You can brand a scholarship with your organization's name when you contribute \$2,500 or more toward scholarships.

Your organization can make a world of difference across the nation when you provide scholarships for youth.

Just select this option on your sponsorship form to participate.





Thank you!

Ready to sponsor?

Just [click here!](#)