



YOUTH DEVELOPMENT PROGRAMME
SPONSORSHIPS

Platinum Sponsorship Package - R200 000

Standard benefits;

1. Company name / logo on selected AAD Youth Development programme print communications
2. Company name / logo listed on sponsorship poster within the Youth Development Pavilion.
3. Company name / logo displayed on AAD/YDP website with a hyperlink to your company website.
4. Company corporate information and logo in the 2010 AAD exhibitors catalogue
5. 10x trade day invitations and 10x public day complimentary tickets to visit the exhibition / airshow.
6. 3x invites to YDP Sponsors cocktail
7. Company name / logo listed in the “Gratitude” flyer (full distribution at 2010 AAD airshow for 5x days)
8. Company / logo on AAD YDP website until the next AAD
9. 1x Full page company corporate information and logo in the 2010 AAD YDP catalogue
10. Certificate & Letter acknowledging participation at YDP
11. The knowledge that your organisation will be making a contribution to the future of South Africa through directly investing in the youth resulting in the future growth of the economy.
12. Formal acknowledgement at 2010 AAD Sponsors cocktail
13. Speaking slot (5 min) at the 2010 AAD Sponsors cocktail.
14. Provides brand exposure, builds association value and serves as an important branding vehicle that can expand and reinforce brand personality traits through association with the qualities of the AAD Brand.
15. A unique way of generating brand loyalty and long term corporate awareness.
16. Enables marketers to obtain coverage and brand awareness and simultaneously incorporates corporate Public relations and social responsibility programmes.
17. Value gained through a sponsorship is the creation of long term relationships with stakeholders and the community at large.
18. Potential credits accrue in terms of BBBEE scorecard as a result of participating in socio economic development programmes i.e. AAD Youth Development Programme.





Diamond Sponsorship Package - R100 000

Standard benefits;

1. Company name / logo listed on sponsorship poster within the Youth Development Pavilion.
2. Company name / logo displayed on AAD/YDP website with a hyperlink to your company website.
3. Company corporate information and logo in the 2010 AAD exhibitors catalogue
4. 8x trade day invitations and 10x public day complimentary tickets to visit the exhibition / airshow.
5. 2x invites to YDP Sponsors cocktail
6. Company name / logo listed in the "Gratitude" flyer (full distribution at 2010 AAD airshow for 5x days)
7. Company / logo on AAD YDP website until the next AAD
8. 1x Full page company corporate information and logo in the 2010 AAD YDP catalogue
9. Certificate & Letter acknowledging participation at YDP
10. Formal acknowledgement at 2010 AAD Sponsors cocktail
11. Company name / logo on selected AAD Youth Development programme print communications The knowledge that your organisation will be making a contribution to the future of South Africa through directly investing in the youth resulting in the future growth of the economy.
12. Provides brand exposure, builds association value and serves as an important branding vehicle that can expand and reinforce brand personality traits through association with the qualities of the AAD Brand.
13. A unique way of generating brand loyalty and long term corporate awareness.
14. Enables marketers to obtain coverage and brand awareness and simultaneously incorporates corporate Public relations and social responsibility programmes.
15. Has the potential of directly influencing sales performance.
16. Value gained through a sponsorship is the creation of long term relationships with stakeholders and the community at large.
17. Potential credits accrue in terms of BBBEE scorecard as a result of participating in socio economic development programmes i.e. AAD Youth Development Programme.



Rising to new dimensions

21-25 Sept., Air Force Base Ysterplaat, Cape Town, South Africa

The largest exhibition of Air, Sea and Land Capability on the African continent



Gold Sponsorship Package - R50 000

Standard benefits;

1. Company name / logo on selected AAD Youth Development programme print communications
2. Company name / logo listed on sponsorship poster within the Youth Development Pavilion.
3. Formal acknowledgement at 2010 AAD Sponsors cocktail
4. Company name / logo displayed on AAD/YDP website with a hyperlink to your company website.
5. 6x trade day invitations and 10x public day complimentary tickets to visit the exhibition / airshow.
6. 2x invites to YDP Sponsors cocktail
7. Company name / logo listed in the "Gratitude" flyer (full distribution at 2010 AAD airshow for 5x days)
8. Company / logo on AAD YDP website until the next AAD
9. Company corporate information and logo in the 2010 AAD YDP catalogue
10. Certificate & Letter acknowledging participation at YDP
11. The knowledge that your organisation will be making a contribution to the future of South Africa through directly investing in the youth resulting in the future growth of the economy.
12. Provides brand exposure, builds association value and serves as an important branding vehicle that can expand and reinforce brand personality traits through association with the qualities of the AAD Brand.
13. A unique way of generating brand loyalty and long term corporate awareness.
14. Enables marketers to obtain coverage and brand awareness and simultaneously incorporates corporate Public relations and social responsibility programmes.
15. Value gained through a sponsorship is the creation of long term relationships with stakeholders and the community at large.
16. Potential credits accrue in terms of BBBEE scorecard as a result of participating in socio economic development programmes i.e. AAD Youth Development Programme.



"Mobilise the Youth today to sustain the Aerospace & Defence capability tomorrow"



AFRICA
AEROSPACE
& DEFENCE 2010

Silver Sponsorship Package - R25 000

Standard benefits;

1. Company name / logo listed on sponsorship poster within the Youth Development Pavilion.
2. Company name / logo displayed on AAD/YDP website with a hyperlink to your company website.
3. Formal acknowledgement at 2010 AAD Sponsors cocktail
4. 4x trade day invitations and 10x public day complimentary tickets to visit the exhibition / airshow.
5. An invite to YDP Sponsors cocktail
6. Company name / logo listed in the "Gratitude" flyer (full distribution at 2010 AAD airshow for 5x days)
7. Company / logo on AAD YDP website until the next AAD
8. Company corporate information and logo in the 2010 AAD YDP catalogue
9. Certificate & Letter acknowledging participation at YDP
10. The knowledge that your organisation will be making a contribution to the future of South Africa through directly investing in the youth resulting in the future growth of the economy.
11. Provides brand exposure, builds association value and serves as an important branding vehicle that can expand and reinforce brand personality traits through association with the qualities of the AAD Brand.
12. A unique way of generating brand loyalty and long term corporate awareness.
13. Enables marketers to obtain coverage and brand awareness and simultaneously incorporates corporate Public relations and social responsibility programmes.
14. Value gained through a sponsorship is the creation of long term relationships with stakeholders and the community at large.
15. Potential credits accrue in terms of BBBEE scorecard as a result of participating in socio economic development programmes i.e. AAD Youth Development Programme.

OTHER:

Please note that the company's contribution/s is not limited to the above packages.

Companies can also contribute by sponsoring specific components/activities of the programme.

Please contact us (refer to sponsorship agreement for contact detail) to discuss and finalise your contribution and branding opportunities. The following opportunities exist in terms of sponsoring towards the Youth Development Programme;

- The knowledge that your organisation will be making a contribution to the future of South Africa through directly investing in the youth resulting in the future growth of the economy.
- Provides brand exposure, builds association value and serves as an important branding vehicle that can expand and reinforce brand personality traits through association with the qualities of the AAD Brand.
- A unique way of generating brand loyalty and long term corporate awareness.
- Enables marketers to obtain coverage and brand awareness and simultaneously incorporates corporate Public relations and social responsibility programmes.
- Value gained through a sponsorship is the creation of long term relationships with stakeholders and the community at large.
- Potential credits accrue in terms of BBBEE scorecard as a result of participating in socio economic development programmes i.e. AAD Youth Development Programme.



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