



B R A D L E Y
FamilyDay
Incorporated

Space & Aviation Day

at Bradley International Airport August 14, 2010, 9 a.m. - 4 p.m.

Fun & Discovery For Families & Aviation Enthusiasts

- Explore Military and Civilian Aircraft Up Close & Meet the Pilots
- Investigate Vintage Aircraft at the New England Air Museum
- Learn about the International Space Station from “Dr. Flush”
- Discover the Unique Teams of the Connecticut State Police and Air National Guard

All of This and More at Space & Aviation Day 2010!

This **FREE** event takes place at two airport venues offering a wide range of interactive displays, activities, demonstrations, entertainment and refreshments. See www.spaceandaviationday.org as more details become available!

Space Race / 5K at the Runway, 8 a.m.

Run/Walk around the planes on display at the Air National Guard Base to benefit the Hole in the Wall Gang Camp. Runners will feel the rumble of departing aircraft as they circle by unique aircraft displays. The Space Race continues along off-airport roadways and finishes back at the Base where there will be food and entertainment.

Bradley Air National Guard Base, 9 a.m. – 4 p.m.

Visitors can walk among fighter, refueling, and transport aircraft from bases around the country. Additional private and commercial aircraft will also be on display. The Connecticut State Police will feature Dive and SWAT teams, Amber Alert, Major Crime Van, Canine Unit and DARE. Entertainment, food and refreshments will be available.

New England Air Museum, 9 a.m. – 5 p.m.

Free admission! Visitors can tour vintage aircraft displays, build and fly water bottle rockets, learn about aviation and space with “Dr. Flush” and other presenters. Entertainment, food and refreshments will be available. www.neam.org

Space & Aviation Day is planned and coordinated by Bradley Family Day, Inc., a nonprofit group of volunteers based in and around Bradley Int'l Airport. Each year the event is attended by more than 3,000 people and raises over \$50,000 from individual contributions and event sponsorships. All proceeds from this event benefit The Hole in the Wall Gang Camp of Ashford, CT. See www.holeinthewallgang.org



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Sponsorship Opportunities

Presenting Sponsor **\$20,000** **SOLD**

- Exclusivity at Presenting Level
- Sponsor name and logo on signage at all event sites and at entrance
- Promotional booth at event
- Presenting Sponsor recognition in all printed collateral
- Back Cover (8x10) advertisement insert to be distributed in
 - Reminder News (42,000)
 - Airport News (10,000)
 - Event Program (2,000)
- Recognition in media releases for event
- Logo placement on back of Space Race Athlete T-Shirt
- Photo opportunity for check presentation
- Tickets to a special recognition event and a listing in annual report



\$20,000 A Cabinship!
Your \$20,000 sponsorship allows a cabin of eight children to attend camp for one week.

Space Race Sponsor **\$15,000**

- Sponsor name and logo on signage and banners at all race event sites including:
 - Logo identity on Finish Scaffolding Banners (3' x 10')
 - 3' x 7' banners used at finish sidelines
 - 3' x 7' banners in registration and post race area
 - 3' x 15' banner on Award Stage
 - 36" x 36" placards along finish approach
- Sponsor name and logo on all race-related printed matter including:
 - Race Bags – Insert to be provided by sponsor
 - Entry Forms – Logo identity
- Prominent logo placement on front of Athlete T-Shirts
- Race Sponsor recognition in Space & Aviation Day printed collateral
- Advertisement insert to be distributed in
 - Reminder News (42,000)
 - Airport News (10,000)
 - Event Program (2,000)
- Recognition in media releases for race generated by BFD and HMF
- Opportunity for spokesperson remarks at Awards Ceremony
- Complimentary individual race entries - 4
- Tickets to a special recognition event and a listing in annual report



\$15,000
Your \$15,000 sponsorship can equip Specialists in Camp's Hospital Outreach Program with supplies, games and activities for 8,000 children at their bedsides.



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Sponsorship Opportunities (continued)

First Class Sponsor **\$10,000**

- Sponsor name and logo on signage at three event sites and at entrance
- Promotional booth at event
- Recognition in all printed collateral and event website
- Advertisement insert to be distributed in
 - Reminder News (42,000)
 - Airport News (10,000)
 - Event Program (2,000)
- Logo placement on back of Space Race Athlete T-Shirt
- Photo opportunity for check presentation
- Tickets to a special recognition event and a listing in annual report



\$10,000
Your \$10,000 sponsorship
[Hero's Journey] [Green Initiatives]

Business Class Sponsor **\$5,000**

- Sponsor name on shared signage at two event sites and at entrance
- Promotional booth at event
- Recognition in printed collateral and event website
- Advertisement insert to be distributed in
 - Reminder News (42,000)
 - Airport News (10,000)
 - Event Program (2,000)
- Logo placement on back of Space Race Athlete T-Shirt
- Listing recognition in printed materials including news publication with statewide distribution



\$5,000
Your \$5,000 sponsorship allows ten families of seriously ill children to attend a healing weekend retreat in fall or spring.

Coach Class Sponsor **\$2,500**

- Sponsor name on shared signage at one event site and at entrance
- Recognition in printed collateral and event website
- Advertisement insert to be distributed in
 - Reminder News (42,000)
 - Airport News (10,000)
 - Event Program (2,000)
- Logo placement on back of Space Race Athlete T-Shirt



\$2,500
Your \$2,500 sponsorship allows one child to attend a session at Camp.



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Sponsorship Contract Form

Name: _____

Title/Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ Email: _____

I would like to purchase the following sponsorship options:

_____ Presenting Sponsor \$20,000

_____ Space Race Sponsor \$15,000

_____ First Class Sponsor \$10,000

_____ Business Class Sponsor \$ 5,000

_____ Coach Class Sponsor \$ 2,500

_____ Contact me regarding program advertising
Opportunities (ranging from \$150 - \$500)

Check in the amount of \$ _____ is enclosed.

Please charge the full amount to a _____ Visa _____ MasterCard _____ Discover

Card # _____ Exp. Date _____

Please make all checks payable to:
Bradley Family Day, Inc.

Mail all forms and checks to:
Bert Marien, Treasurer, Bradley Family Day, Inc.,
P.O. Box 3131
Windsor Locks, CT 06096



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Event Advertising Opportunities

Over 8,000 people from throughout Connecticut and western Massachusetts attend Space & Aviation Day. This year over 50,000 Programs will be printed and included in the Airport News and Reminder News and will be distributed at all venues.

In addition to program ad space, advertisers will receive logo identification on the Space Race 5K Athlete T-Shirts

___ \$350 Half Page Advertisement (3.5" x 4.75")

___ \$150 Quarter Page Advertisement (2.5" x 3.75")

Deadline for Copy: July 30, 2010

Name: _____

Title/Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ Email: _____

Indicate the size ad you would like to purchase in the event program.

Check in the amount of \$ _____ is enclosed.

Please charge the full amount to a _____ Visa _____ MasterCard _____ Discover

Card # _____ Exp. Date _____

Please make all checks payable to:
Bradley Family Day, Inc.

Mail all forms and checks to:
Bert Marien, Treasurer, Bradley Family Day, Inc.,
P.O. Box 3131
Windsor Locks, CT 06096

Black & white film, camera-ready mechanicals, PDF files, glossy photos or original artwork accepted. All materials supplied at advertiser's expense. Ads should be submitted to:
Kathy Maznicki, Travelers, Hangar 85-175, Bradley International Airport, Windsor Locks, CT 06096 or kmaznick@travelers.com.



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Volunteer Opportunities

Join us in making this day a success by volunteering with your family, friends or co-workers.

Volunteers are needed to help in the following areas:

- Space race – help with runner registration, water distribution or course direction
- Beverage/ice cream sales – we need volunteers to staff water/soda and ice cream sales
- Mini camp – volunteers are needed to assist in the mini camp craft area for kids
- Air museum – join in on the fun as you help kids make water bottle rockets

Volunteers will receive a t-shirt as well as food script