



# SPONSORSHIP AND ONLINE AUCTION OPPORTUNITIES



Silver Wings Industry and Scholarship Awards Celebration 2024

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[bit.ly/SW24](https://bit.ly/SW24)



## DATE

Friday, October 18, 2024.

## VENUE

Vancouver Convention Centre West  
F3 - 1055 Canada Place, Vancouver

## AGENDA

16:45-17:45 CWAAR

17:45 Main Reception: Networking,  
food service, music, online auction,  
50/50 Draw

19:25-20:45 Industry and Scholarship  
Celebration

21:00 50/50 Draw closes

21:30 50/50 Draw winners announced

21:00 - 22:00 Networking, dessert  
service, online auction (*closes  
November 1<sup>st</sup> @ 18:00*)

## DRESS CODE

Business, cocktail, flight uniform or job  
interview attire. Black tie optional.

## PRICING

BCAC Member + Guest \$159

Non-member \$209

Low Income Student/Recent Grad \$32

## RESERVED SEATING

Reserved seating is available for  
guests with accessibility  
requirements. Please contact Dave at  
[dave@bcaviationcouncil.org](mailto:dave@bcaviationcouncil.org)

## REGISTER NOW

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## SPONSORSHIP OPPORTUNITIES

Supporting the next generation of aviation and  
aerospace professionals in British Columbia.

The BC Aviation Council (BCAC) has been representing the interests of aviation and aerospace in the province for 86 years. Once a year, we bring together leading aviation and aerospace professionals from across the province to celebrate individuals and organizations who have been recognized with a Silver Wings Industry Award. In addition, one of the BCAC's priorities is to provide scholarships to worthy students pursuing their studies and career in all aspects of aviation and aerospace.

As a vast province that relies heavily on aviation to move goods and people, it is imperative to support the next generation of British Columbians who will keep our industry airborne. This is especially critical as we face ongoing human resource shortages in aviation and aerospace. We hope you will make a commitment to help by sponsoring the Silver Wings Industry and Scholarship Awards Celebration where our scholarship winners and other industry leaders are honoured at a spectacular event taking place at the Vancouver Convention Centre West.

SPONSORSHIP LEVELS	RATE	BENEFITS
<p><b>PRESENTING SPONSOR</b></p> 	\$10,000	<ul style="list-style-type: none"> <li>• Right of First Refusal for next year’s event.</li> <li>• Logo displayed with ‘Presenting Sponsor’ title on multiple social media campaign ads (Instagram, Facebook, LinkedIn, Twitter/X, Threads).</li> <li>• Speaking opportunity at the Silver Wings Celebration.</li> <li>• Frequent Flyer e-newsletter article to 8000 BCAC Supporters.</li> <li>• Prominent mention on printed materials, signage, table tent cards, video loop at event, BCAC website, online auction, and event registration page.</li> <li>• Preferred location for a pop-up display and materials/swag on the Welcoming Table.</li> <li>• Ten complimentary Silver Wings tickets.</li> <li>• Subsidized admission for 10 low-income Students/Recent Graduates to Silver Wings.</li> </ul>
<p><b>PLATINUM SPONSOR</b> Four available. InterVISTAS, RBC</p>	\$5,000	<ul style="list-style-type: none"> <li>• Right of First Refusal for next year’s event.</li> <li>• Social media support – Instagram, Facebook, LinkedIn, Twitter/X, Threads.</li> <li>• Frequent Flyer e-newsletter attachment to 8000 BCAC Supporters.</li> <li>• Mention on printed materials, signage, table tent cards, video loop at event, BCAC website, online auction, and event registration page.</li> <li>• Preferred location for pop-up display and materials/swag on the Welcoming Table.</li> <li>• Five complimentary Silver Wings tickets.</li> <li>• Subsidized admission for five low-income Students/Recent Graduates to Silver Wings.</li> </ul>
<p><b>GOLD SPONSOR</b> Eight available. Crowe MacKay, Flatiron Construction (1<sup>st</sup> Option), Air Canada (1<sup>st</sup> Option)</p>	\$2,750	<ul style="list-style-type: none"> <li>• Social media support – Instagram, Facebook, LinkedIn, Twitter/X, Threads.</li> <li>• Identification on printed materials, signage, table tent cards, video loop at event, BCAC website, online auction, and the event registration page.</li> <li>• Pop-up display.</li> <li>• Two complimentary Silver Wings tickets.</li> <li>• Logo appears in our Frequent Flyer e-newsletter (8000 Supporters).</li> </ul>
<p><b>SILVER SPONSOR</b> Twelve available. Avia NG, Boeing Canada, Air North, Helijet, WASCO, YCD, YLW, YPK, YXX, YYJ (All 1<sup>st</sup> Option)</p>	\$1,500	<ul style="list-style-type: none"> <li>• Identification on printed materials, signage, table tent cards, and video loop at event, online auction, and the BCAC website.</li> <li>• Space on Literature Table.</li> <li>• One complimentary ticket to event.</li> <li>• Logo appears in our Frequent Flyer e-newsletter (8000 Supporters).</li> </ul>
<p><b>BRONZE SPONSOR</b> Unlimited. Broughton Law, HUB International, Pomerleau, Tetra Tech Canada, YCG, Chinook Helicopters, Westholme Graphics, Vancouver Whitecaps FC, one22point1.ca - Rupert Robin (All 1<sup>st</sup> Option)</p>	\$750	<ul style="list-style-type: none"> <li>• Identification on printed materials, signage, and video loop at event.</li> <li>• Name will appear in our Frequent Flyer e-newsletter (8000 Supporters).</li> </ul>
<p><b>POP-UP BANNER</b> 20 Positions available.</p>	\$35	<ul style="list-style-type: none"> <li>• Display your support and promote your organization. High quality vertical pop-up banners available (including artwork &amp; transportation to the event) through the BCAC via Westholme Graphics, \$450.</li> </ul>



## ABOUT SILVER WINGS

Silver Wings is Western Canada's leading aviation and aerospace industry awards celebration and the BCAC's premium networking event.

Silver Wings also supports the largest Aviation and Aerospace Scholarship Endowment and Awards Program in Canada, awarding \$150,000 per annum.

Silver Wings is held at the renowned Vancouver Convention Centre – a spectacular waterfront venue with gourmet food and exemplary service.

Silver Wings targets over 300 participants through an assertive promotional campaign which includes:

- multiple articles in our Frequent Flyer e-newsletter (over 8000 Supporters)
- via our 17 affiliate organizations
- a print ad in SkyTalk magazine
- an eblast and ads in WINGS magazine
- ads in the Canadian Aviator magazine, weekly e-newsletter and on its website
- a Greater Vancouver Board of Trade Members e-blast
- a social media campaign posting multiple ads on our Instagram, Twitter/X, Facebook, Threads and LinkedIn accounts.

Half of all *gross proceeds* from the Online Auction and the 50/50 Draw support our Scholarship Program with remainder supporting our ongoing programming.

To sponsor this year's Silver Wings Industry and Scholarship Awards Celebration or to donate to the Online Auction, please contact:

Dave Frank, Executive Director  
604.644.6426 (direct)  
[dave@bcaviationcouncil.org](mailto:dave@bcaviationcouncil.org)

**REGISTER NOW**

[bit.ly/SW24](https://bit.ly/SW24)



## ONLINE AUCTION

*Total Gross Proceeds* support Scholarships and ongoing Programming.

### DONATION OF AN ONLINE AUCTION ITEM:

- Each online auction donor receives Sponsorship Level recognition equivalent to cash sponsorship at half Fair Market Value (FMV).
- Our first Silver Wings Online Auction had 13,611 page views, 109 auction items, and raised \$22,772 for Scholarships and Programming. Visit [www.32Auctions.com/SW24](http://www.32Auctions.com/SW24) to review the details.
- The Online Auction is heavily promoted to a wide audience in parallel with the Silver Wings Celebration event.
- Donated items can be large or small (don't forget our Student and Recent Graduate Supporters).
- We use [32Auctions.com](http://32Auctions.com) as our online auction platform as it provides superior exposure for your organization including corporate logo linked to your website, up to four high-resolution photos, plus a detailed description of your donated item and your organization. We are very pleased with this platform.
- Our Online Auction opens at 9AM Pacific on October 11th and closes at 18:00 Pacific on November 1st, 2024, for maximum exposure.
- If your donation is a physical item, the donation must include shipping the item from your location to any point in British Columbia.
- Visit [www.32auctions.com/SW24](http://www.32auctions.com/SW24) to view current online auction items and status.
- A licensed 50/50 Draw will be held during the Silver Wings Celebration.

**Questions?** Please contact us at [info@bcaviationcouncil.org](mailto:info@bcaviationcouncil.org)