



2023 Giving Brochure

Ally with IAWA for a Global Impact on Diversity, Equity, and Inclusion



www.iawa.org



IAWAs Global Impact on Women in Leadership

Since its founding in 1988, IAWA has been at the forefront of conversations on inclusion and gender equity and has raised the profile and number of women in the global aviation and aerospace industry. IAWA achieves its mission of cultivating and advancing women leaders in the industry by:

- fostering a strong network of women professionals
- presenting in person conferences, leadership forums and virtual events
- sharing select content with our industry allies
- referrals for speaking at events across the industry (lawyers, engineers, pilots, etc.)
- partnering with others on global studies and initiatives
- mentoring program available to all members of our very own mentoring network
- providing college and graduate school scholarships and facilitating internship opportunities

IAWA members serve as role models, connections, and mentors for women seeking advancement and growth into leadership positions. For example, in 2019, IAWA teamed with other industry associations and Korn Ferry, a global consulting firm, to conduct research for the study *Soaring Through the Glass Ceiling*, which identifies key enablers and inhibitors of women advancing into leadership positions throughout the aviation and aerospace industry. In 2021, IAWA teamed with Oliver Wyman, a global consulting firm, on *Liftoff to Leadership*, a survey of 450 women and men in aviation leadership roles and interviews of successful female leaders to identify the barriers and potential solutions for the gender imbalance in aviation leadership. In addition, IAWA members served on the FAA's Women in Aviation Advisory Board, which recently concluded its research into the barriers for female students and aviators to pursue a career in aviation and produced a comprehensive report with recommendations for the FAA and Congress and in Europe, IAWA members collaborate with the Women in Transport – Platform for Change initiative and Ambassadors for Diversity - Program of the European Commission.

We have received such good feedback on our programming that we have reshaped our giving opportunities so that our donors can share in the rich influence and sustained impact of IAWA. Our events attract women leaders from more than 260 companies globally, spanning 60 industry sectors. IAWA members working together on projects and initiatives, as well as sharing ideas and information at IAWA conferences, receptions, events and connects result in professional and business connections that benefit all involved.

Thank you for your alliance with IAWA,

Kathy Guilfoyle
IAWA President



IAWA's Continuous Contributions to DEI

Creating the pipeline must be viewed as an investment in the future of the industry



SCHOLARSHIPS

Currently maintain relationships with nine (9) university partners globally, and provide a scholarship to one recipient from each school annually.

Collaborate on annual events at university partners. Create awareness of the advocacy and support to women and nonpilot careers.

Conduct annual review of KPIs with university partners regarding demographics of students and educators.



MENTORING

Created in 2021, the IAWA Mentoring program pairs members as mentors/mentees, where, to date, four of Apprentice Members who participated earned promotions at their companies.

Board and Advisory Board members act as mentors to scholarship recipients who attend IAWA's Annual Conference to help build their network of industry resources.



CAREER GROWTH

In 2022, IAWA launched its members-only program that focuses on developing the skills and experiences that enable all of us to invest and reinvest in careers. Each quarter focuses on a new topic with curated content delivered through webinars and reinforced through proprietary podcasts highlighting members' experiences, member-led book reviews; and engaging reports.

IMPACT: IAWA members gain promotions, jobs and internships as a result of the skills obtained, mentoring received, experiences realized, and networks developed – and they reinvest in it.

Ally with IAWA:

Your support, in addition to our membership dues and Advocate fees, funds everything that IAWA does. For the next generation: scholarships, mentoring, internship and job facilitation; for Members: career growth, mentoring, and a strong network; for everyone: conferences, forums, virtual events, newsletters, and a strong network; and demonstrates your support for diversity, equity, and inclusion in our industry.

Your alliance will help drive real change and progress on diversity, equity and inclusion which benefits the industry. This alliance is realized in the sharing of select content that has been created or curated by IAWA members and its allies. Alliance with IAWA provides you with requisite recognition in print, social media, and at our events to raise women in the industry and to eliminate gender disparity. You will also be recognized with connects or content that you share with IAWA through the alliance.



**260 Major Companies
Represented**



**398 Senior Level
Members**



**3,700 Worldwide
Network**



**40 Countries
Represented**



**80+ Scholarships
Granted**

IAWA: Updated Value Proposition

IAWA is changing how we look at our relationship with our supporters; seeking to improve our relationships and provide value for all.

Grow Relationships: Diversity, Equity and Inclusion has become an imperative in our industry, and IAWA would like to ally with our supporters. We are providing access to select content for its allies as a benefit, webinars and workshops. With our new giving plan, ally companies receive access to select content (webinars, workshops) created or curated by IAWA to share with employees.

Provide Allies a Voice: With our new giving plan Allies provide workshops or webinars for IAWA Members or host a connect to bring awareness to Diversity, Equity and Inclusion and key industry issues. Every event is an opportunity for attendees to expand their professional relationships.

The alliance benefits are outlined in the following pages:

CORPORATE ALLIANCE

Association
Development



Stakeholder
Experience

DOUBLE DIAMOND Alliance - \$75,000

1. Recognition as **DOUBLE DIAMOND Ally** on the website, in all printed and digitally published IAWA materials and for the Annual Conference, Connects, Forums and Virtual Events throughout the year
2. Access for company selected employees to 9 webinars (25 seats each event) during the alliance year from the IAWA digital content library
3. One (1) co-branded scholarship for aviation or aerospace related degree student
4. Five (5) complimentary one-year memberships for qualified new members and discounted “full” membership (\$75 discount/member) for qualified individuals employed by the same company (or pre-identified affiliated company)
5. Five (5) complimentary conference registrations (choose from GA Forum, EU Forum or Annual)
 - a. Featured ad in program or app for all conferences
 - b. Opportunity to be named as a key sponsor of each of the primary events (e.g., GA Forum, EU Forum and Annual Conference sessions) during the alliance year
 - c. Five (5) invitations to the Speakers Reception at the opening of the Annual Conference
 - d. Reserved tables at each of the two (2) Annual Conference dinners
 - e. Exclusive sponsorship of Welcome Dinner or Gala Event at Annual Conference
6. Commitment to co-host one (1) workshop, webinar or networking event on a mutually selected aviation or aerospace topic to support IAWA career development efforts during the alliance year (encourage use of Advocates and other supporters as speakers)
7. Access to request IAWA speakers for company events
8. Advertisement of your intern and professional positions on IAWA website

DOUBLE DIAMOND

DIAMOND

PLATINUM

GOLD

SILVER

BRONZE



DIAMOND Alliance - \$50,000

1. Recognition as **DIAMOND Ally** on the website, in all printed and digitally published IAWA materials and for the Annual Conference, Connects, Forums and Virtual Events throughout the year
2. Access for company selected employees to 7 webinars (20 seats each event) during the alliance year from the IAWA digital content library
3. One (1) co-branded scholarship for aviation or aerospace related degree student
4. Four (4) complimentary one-year memberships for qualified new members and discounted “full” membership (\$50 discount/member) for qualified individuals employed by the same company (or pre-identified affiliated company)
5. Four (4) complimentary conference registrations (choose from GA Forum, EU Forum or Annual)
 - a. Featured ad in program or app for all conferences
 - b. Opportunity to be key sponsor of choice of two of the primary events (e.g., GA Forum, EU Forum or Annual Conference) during the alliance year
 - c. Four (4) invitations to the Speakers Reception at the opening of the Annual Conference
 - d. Reserved tables at each of the two (2) Annual Conference dinners
6. Commitment to co-host one (1) workshop, webinar or networking event on a mutually selected aviation or aerospace topic to support IAWA career development efforts during the alliance year (encourage use of Advocates and other supporters as speakers)
7. Access to request IAWA speakers for company events
8. Advertisement of your intern and professional positions on IAWA website

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PLATINUM Alliance - \$25,000

1. Recognition as **PLATINUM Ally** on the website, in all printed and digitally published IAWA materials and for the Annual Conference, Connects, Forums and Virtual Events throughout the year
2. Access for company selected employees to 5 webinars (15 seats each event) during the alliance year from the IAWA digital content library
3. One (1) co-branded scholarship for aviation or aerospace related degree student
4. Three (3) complimentary one-year memberships for qualified new members and discounted “full” membership (\$50 discount/member) for qualified individuals employed by the same company (or pre-identified affiliated company)
5. Three (3) complimentary conference registrations (choose from GA Forum, EU Forum or Annual)
 - a. Featured ad in program or app for all conferences
 - b. Opportunity to be key sponsor of choice one of the primary events (e.g., GA Forum, EU Forum or Annual Conference sessions) during the alliance year
 - c. Three (3) invitations to the Speakers Reception at the opening of the Annual Conference
 - d. Reserved tables at each of the two (2) Annual Conference dinners
6. Commitment to co-host one (1) workshop, webinar or networking event on a mutually selected aviation or aerospace topic to support IAWA career development efforts during the alliance year (encourage use of Advocates and other supporters as speakers)
7. Advertisement of your intern and professional positions on IAWA website

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GOLD Alliance - \$12,500

1. Recognition as **GOLD Ally** on the website, in all printed and digitally published IAWA materials and for the Annual Conference, Connects, Forums and Virtual Events throughout the year
2. Access for company selected employees to 3 webinars (10 seats each event) during the alliance year from the IAWA digital content library
3. One (1) co-branded scholarship for aviation or aerospace related degree student
4. Discounted “full” membership (\$50 discount/member) for qualified individuals employed by the same company (or pre-identified affiliated company)
5. One (1) complimentary conference registration (choose from GA Forum, EU Forum or Annual)
 - a. Featured ad in program or app for all conferences
 - b. Opportunity to be named sponsor of 3 sessions or breaks at IAWA event (e.g., GA Forum, EU Forum or Annual Conference sessions) during the alliance year
 - c. One (1) invitation to the Speakers Reception at the opening of the Annual Conference
 - d. Reserved tables at one of the Annual Conference dinners
6. Commitment to co-host one (1) workshop, webinar or networking event on a mutually selected aviation or aerospace topic to support IAWA career development efforts during the alliance year (encourage use of Advocates and other supporters as speakers)
7. Advertisement of your intern and professional positions on IAWA website

DOUBLE DIAMOND
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GOLD

SILVER

BRONZE



SILVER Alliance - \$7,500

1. Recognition as **SILVER Ally** on the website, in all printed and digitally published IAWA materials and for the Annual Conference, Connects, Forums and Virtual Events throughout the year
2. Access for company selected employees to 3 webinars (5 seats each event) during the alliance year from the IAWA digital content library
3. One (1) co-branded scholarship for aviation or aerospace related degree student
4. Discounted “full” membership (\$50 discount/member) for qualified individuals employed by the same company (or pre-identified affiliated company)
5. One (1) complimentary conference registration (choose from GA Forum, EU Forum or Annual)
 - a. Featured ad in program or app for all conferences
 - b. Opportunity to be named sponsor of 2 sessions or breaks at IAWA event (e.g., GA Forum, EU Forum or Annual Conference sessions) during the alliance year
 - c. One (1) invitation to the Speakers Reception at the opening of the Annual Conference
6. Commitment to co-host one (1) workshop, webinar or networking event on a mutually selected aviation or aerospace topic to support IAWA career development efforts during the alliance year (encourage use of Advocates and other supporters as speakers)
7. Advertisement of your intern and professional positions on IAWA website

DOUBLE DIAMOND

DIAMOND

PLATINUM

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SILVER

BRONZE



BRONZE Alliance - \$5,000

1. Recognition as **BRONZE Ally** on the website, Annual Conference materials, and choice of one (1) Connect, Forum or Virtual Event during the alliance year
2. Access for company selected employees to a webinar (5 seats) during the alliance year from the IAWA digital content library
3. Featured ad in program or app for the one (1) selected event
4. Discounted “full” membership (\$50 discount/member) for qualified individuals employed by the same company
 - a. Opportunity to be named sponsor of 1 session or break at IAWA event (e.g., GA Forum, EU Forum or Annual Conference sessions) during the alliance year
5. One (1) complimentary conference registration (choose from GA Forum, EU Forum or Annual) and One (1) invitation to the Speakers Reception at the opening of the Annual Conference
6. Advertisement of your intern and professional positions on IAWA website

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Friend of IAWA: If you are a supporter of the IAWA mission but not committing to an alliance, other financial support is welcome with the following benefits.

1. Recognition as Friend of IAWA on the website, Annual Conference materials, and choice of one (1) Connect, Forum or Virtual Event during the year
2. Featured ad in program or app for the one (1) selected event
3. Advertisement of your intern and professional positions on IAWA website

A la Carte Items:

Receptions, breaks, tables, activities and in-kind items for special events to be recognized at benefit levels commensurate with the value. Each (conference special event, forum etc.) will have a menu of the a la carte availability.

Contact info@iawa.org or call 202-960-3900 with questions or to find out more.