

**2012  
AMA Expo  
Sponsorship Opportunities**  
January 6-8, 2012  
Ontario Convention Center, Ontario, California



**Presenting Partner (limit one)**

This single partner will be the overall presenter of the 2012 AMA Expo. They will receive maximum exposure and universal benefits at all functions: category exclusivity, first right of renewal for 2012 Expo, logo recognition on banners, signage, web site, program, live recognition throughout event, exhibitor booths and promotional rights on collateral materials, program advertising, advance tickets, etc.

*Partner Fee: \$2,000*

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**Supporting Partners**

Each partner will be able to exclusively present one of the key functions/activities:

- ▶ **Education Area**
- ▶ **Flying Demo Area**
- ▶ **Exhibit Hall Stage**

Benefits include: first right of renewal for 2012 Expo, logo recognition on banners, live recognition, exhibitor booth and promotional rights on collateral materials, program advertising, etc.

*Partner Fee: \$1,000 (\* includes in-kind donations of products/services)*

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**Expo Partners**

Each partner will be able to exclusively present one of the key functions/activities:

- ▶ **Swap Shop Area** – Saturday and Sunday, January 8-9 Only
- ▶ **RC Flight Training Area**

Benefits include: first right of renewal for 2012 Expo, logo recognition on banners, live recognition, exhibitor booth and promotional rights on collateral materials, program advertising, etc.

*Partner Fee: \$500 (\* includes in-kind donations of products/services)*

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**Associate Partners**

Each partner will be able to exclusively present one of the key functions/activities:

- ▶ **Make 'n Take Rocket Area**
- ▶ **Static Display Competition**

Benefits include: Live recognition, banner exposure, exhibitor booth and promotional rights on collateral materials, etc.

*Partner Fee: \$250 each /cash or in-kind*

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**Program Advertising Partner**

Place an advertisement in the official Expo Program. Programs are distributed at the main Expo entrance doors. Ad provided by Partner, in black/white .pdf format. Full, half and quarter ad space available ranging from \$400 to \$100.

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**Other sponsor opportunities can be custom-created to fit YOUR marketing needs!**  
**For more information, contact Lora Knowlton, Expo Manager at 303/973-1209 or**  
[\*\*lorak@modelaircraft.org\*\*](mailto:lorak@modelaircraft.org)

# 2012 Academy of Model Aeronautics Sponsorship Form

January 6-8, 2012

Ontario Convention Center

Ontario, California



Please mark the sponsorship opportunity you are interested in:

- Presenting Partner
- Supporting Partners
  - Education Area
  - Flying Demo Area
  - Exhibit Hall Stage
- Expo Partners
  - Swap Shop Area
  - RC Flight Training Area
- Associate Partners
  - Make 'n Take Rocket Area
  - Static Display Competition
- Program Advertising Sponsor
  - Full Page – 8.5” x 11”
  - Half Page – 5.5” x 8.5”
  - Quarter Page – 4.25” x 5.5”

Due to the variation of each particular opportunity and the option to customize based on your needs, please contact AMA to ensure that your sponsor benefits can be maximized to the fullest. Contact Lora Knowlton at 303/973-1209 or [lorak@modelaircraft.org](mailto:lorak@modelaircraft.org).

**Complete and return to AMA:** Mail to Erin Dobbs, AMA, 5161 E. Memorial Drive, Muncie, IN 47302 or email to [erind@modelaircraft.org](mailto:erind@modelaircraft.org)

Sponsorship Information			
Business Name			
Contact			
Address			
City	State	Zip	
Phone	Fax		
Email Address			
Sponsorship Fees <i>(see Opportunity Sheet for benefits)</i>		Total	
Presenting Partner	\$2000		
Supporting Partners	\$1000		
Expo Partners	\$500		
Associate Partners	\$250		
Program Advertising Partners – Full Page \$400, Half \$200, Qtr \$100	Circle one		
	<b>GRAND TOTAL</b>	\$	
Payment Information			
Check one:	<input type="checkbox"/> Check – made payable to AMA	<input type="checkbox"/> VISA	<input type="checkbox"/> MasterCard
Credit Card #			
Expiration Date	Verification Code <i>(last 3 digits on back of card)</i>		
Signature			