



**SPORT AIRCRAFT ASSOCIATION  
OF AUSTRALIA**

Dear Aviation Supporter,

**RE: LANGLEY PARK 2020 SPONSOR INVITATION**

***Langley Park Fly-in – Perth City  
Western Australia’s First Airport  
SAAA Sponsored Sport Aviation Showcase in the City  
120 Sport Aircraft flown & and displayed between City & Swan River foreshore  
We did it in 2011 – we are doing it again  
18<sup>th</sup> & 19<sup>th</sup> April 2020***

The Sport Aircraft Association of Australia is in its 65<sup>th</sup> year supporting the construction and safe operation of sport aircraft.

The **SAAA Langley Park 2020 Team**, invite your company to participate as a Sponsor at this prestigious event.

This showcase event is over two days and will represent historic and modern aircraft in both static and flying displays. The aircraft will be supported aviation ground exhibitions - all at Langley Park on the Perth foreshore.

Participants are aircraft owners, and aviators that have a strong connection to the community via their passion for aviation, this is an opportunity for your organisation to market directly to them and the wider community.

This Langley event was successfully run in 2011. This popular event is anticipating over 20,000 attendees across the two days. National coverage by news, print, online, radio and TV will be sponsor’s recognition and will be highly visible.

The Langley event coincides with the School Holidays overlap for the East and West Coast. it’s the weekend after Easter so many families will be able to attend. Public entry is free.

In 2011 SAAA 100 planes landing at Langley Park, in 2020, 120 rare, historic, antique, vintage and modern aircraft are planned. This community-focused event will allow the public to meet the pilots and aircraft up close and personal, learn about aviation, take part in educational aviation activities, and generally be immersed in aviation.

Planned activities include flypasts from some of the passenger jets based at Perth airport, helicopter joyrides provided by one of Perth's local operators, aerobatic displays over the river, and various other activities on the ground for the public to take part in - along with all the usual food outlets, exhibitors and sponsor stands.

Langley Park, as an event, is managed to the highest safety standards with co-operation from CASA and City of Perth.

We would be grateful for any level of participation. We encourage you to make early reservations of your sponsorship preferred level.

***Help us showcase Sport Aviation & the City of Perth at this iconic location.  
An event of this type does not happen anywhere else in the world in a City Centre.***

We look forward to hearing from you.

Tony White – **President, SAAA**

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PO Box 4071, Londonderry, NSW 2753 Australia  
Telephone: 02 6889 7777 Website: [www.saaa.com](http://www.saaa.com) E-mail: [enquiries@saaa.com](mailto:enquiries@saaa.com)



## **History behind Langley Park**

### **About Langley Park – Perth’s First Airport**

Originally based at Langley Park, the first airline operations in Australia, Western Australian Airways (WAA), was formed in 1921. Its founder, Norman Brearley, foresaw a great future for aviation when he saw the first aeroplane flight in Western Australia, at Belmont Park Racecourse in January 1911.

As a fighter pilot during World War I Brearley shot down several enemy aircraft before he was shot down and seriously wounded himself. After recovering, he became an advanced flying instructor.

In July 1919, Brearley brought two military surplus Avro 504J aircraft back to Perth to demonstrate the potential of aviation. He conducted a public demonstration and joyride flights in 1919 from the WACA, Claremont Showgrounds, and Loton Park (East Perth Football Ground).

Flying over Perth in late 1919, Brearley noticed a patch of flat ground next to the river. He enquired about using it as an airfield, and Michael Durack invited Brearley to build a hangar at the foot of his property (263 Adelaide Terrace). Even though it was public land, and without official permission, Brearley accepted.

Langley Park was named in 1938.

### **Event Objectives**

This event is one of Perth’s biggest fly in events. SAAA bring together aviators and the community. It is a phenomenal demonstration of our great Australian general aviation community and spirit at work – it ticks all the boxes – fun, excitement, community spirit and engagement, education, technology and aviation.

### **SAAA Event Organisers**

The event is presented by The Sport Aircraft Association of Australia Inc. (SAAA) and celebrates its 65<sup>th</sup> birthday in 2020. SAAA had its beginnings in 1955 when a group of aviation enthusiasts formed an association for people interested in building their own aircraft. This organisation grew in numbers and expanded its interest to all aspects of powered sport aviation. In the mid 1970’s, with the advent of the Ultra-light movement, it was

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decided to restructure and change the name of the association to Sport Aircraft Association of Australia. The new name was more representative of the broader range of aviation interests of its members.

In 1955 the Dept Civil Aviation (DCA) through to Civil Aviation Authority (CAA) and now Civil Aviation Safety Authority (CASA) the SAAA has worked with statutory government authorities to allow citizens to build and fly their own aircraft. Consequently, SAAA members are the largest "supplier" of new aircraft in the Australian Aviation community.

The SAAA has something to offer everyone with an interest in sport aviation, whether you're a builder, a pilot or just enjoy being around aircraft and fellow aviation enthusiasts. If you're thinking about building your own aircraft, then the SAAA is your starting point. Our experienced Technical Councillors guide members through the challenges of a project and help them to build a competent, safe aircraft.

### Photos from the last event

- <http://www.aviationwa.org.au/aircraft-photos-movements/15-16-october-2011-saaa-fly-in-langley-park-perth/>

### Langley Park Activities

We are expecting 120 rare, historic, antique, vintage and modern aircraft to fly in. The Langley Park event is a community-focused, whereby the public are able to meet the pilots, view the aircraft up close and personal, learn about aviation, take part in educational aviation activities, and enjoy aviation. The attending pilots are all volunteering their aircraft and time to engage with the community - many are heavily involved in the industry.

Planned activities include flypasts from some of the big jets based at Perth airport plus helicopter joyrides provided by one of Perth's local operators, aerobatic displays over the river, and various other activities planned on the ground for the public to take part in - along with all the usual food outlets, exhibitors and sponsor stands.

Aviators and sponsors can participate in the dinner on the Saturday night. Come and join us, catch up with friends, meet new ones, relax and take the opportunity to provide and inspirational talk.

### Benefits & Opportunities

You will have the opportunity to increase the profile of your business to individuals and organisations in the aviation industry and beyond. There are multiple levels of sponsorship available to you: Bronze, Silver, Gold, Platinum, Sapphire and Diamond

Please see following pages.

We are, however, flexible and if there are other solutions that you would like to suggest, please call us.

### Summary

Being a Sponsor at this event will give you an insight into the aviation and community spirit. Langley 2020 is a great platform for you to market your business and create awareness at a relaxed, positive and vibrant event. This is a prestigious event and maybe the last time that this event can be held due to advancing high rise developments.

Please contact us to discuss Sponsorship opportunities at your earliest convenience.

Thank you in anticipation for your generosity and commitment to the event and sport aviation!

### Contact Information

Lainey Bradley, SAAA Ph: 0410 707189 or email: [mgts@saaa.com](mailto:mgts@saaa.com)

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## Sponsorship Levels

	<b>Bronze \$250</b>	<b>Silver \$500</b>	<b>Gold \$1,000</b>	<b>Platinum \$2,000</b>	<b>Sapphire \$10,000</b>	<b>Diamond \$20,000</b>	<b>Naming Rights \$50,000</b>
Recognition as a Sponsor on SAAA website and social media	✓	✓	✓	✓	✓	✓	✓
Recognition at Langley Saturday night dinner	✓	✓	✓	✓	✓	✓	✓
Recognition in SAAA AirSport publication after the event				✓	✓	✓	✓
Recognition on both days at the event of being a sponsor					✓	✓	✓
*Recognition on all televisions and radio media advertising as a named sponsor							✓
¼ page advert in SAAA AirSport publication		✓	✓				
½ page advert in SAAA AirSport publication				✓	✓	2 issues	
Full page advert in SAAA AirSport publication							4 issues
¼ page advert in event program (inside leaf)					✓	✓	
Full page advert back page in event program							✓
Banner advertising on fencing at Langley Park			1 banner	1 banner	2 banners	3 banners	unlimited
Exhibition space over 2-day event provided	BYO or we provide at an additional cost	BYO or we provide at an additional cost	3x3 provided	6x3 provided	✓	✓	✓
Ticket(s) to SAAA 65 <sup>th</sup> Birthday celebration dinner			1	2	4	4	6
Brief Address at SAAA 65 <sup>th</sup> Birthday celebration dinner						✓	✓

\* Recognition will be honoured if successful in obtaining media interest

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**Bronze: \$250 (incl GST) Cash Donation or Equivalent Value Donation in Kind**

Sponsor Contribution: Either or combination of:

Cash donation or service provided (to the value of the sponsorship) or a door prize for Saturday night dinner

Sponsor Benefit:

- Recognition as a Sponsor on SAAA website and social media
- Recognition at SAAA 65<sup>th</sup> birthday celebration dinner (Saturday night) for your donation
- BYO marquee for exhibition space with weighted tie downs or we can provide for an additional \$250 (including GST)

**Silver: \$500 (incl GST) Cash Donation or Equivalent Value Donation in Kind**

Sponsor Contribution: Either or combination of:

Cash donation or service provided (to the value of the sponsorship) or a door prize for Saturday night dinner

Sponsor Benefit:

- Recognition as a Sponsor on SAAA website and social media
- Recognition at SAAA 65<sup>th</sup> birthday celebration dinner (Saturday night) for your donation
- ¼ page advert in one issue of SAAA AirSport publication
- BYO marquee for exhibition space with weighted tie downs or we can provide for an additional \$250 (including GST)

**Gold: \$1,000 (incl GST) Cash Donation or Equivalent Value Donation in Kind**

Sponsor Contribution: Either or combination of:

Cash donation or service provided (to the value of the sponsorship) or a door prize for Saturday night dinner

Sponsor Benefit:

- Recognition as a Sponsor on SAAA website and social media
- Recognition at SAAA 65<sup>th</sup> birthday celebration dinner (Saturday night) for your donation
- ¼ page advert in one issue of SAAA AirSport publication
- 1 x banner advertising on fencing
- We will provide a 3 x 3 exhibition space complimentary
- 1 ticket to SAAA 65<sup>TH</sup> birthday celebration dinner

**Platinum: \$2,000 (incl GST) Cash Donation or Equivalent Value Donation in Kind**

Sponsor Contribution: Either or combination of:

Cash donation or service provided (to the value of the sponsorship) or a door prize for Saturday night dinner

Sponsor Benefit:

- Recognition as a Sponsor on SAAA website and social media
- Recognition at SAAA 65<sup>th</sup> birthday celebration dinner (Saturday night) for your donation
- Recognition as a sponsor in AirSport publication after the event
- ½ page advert in one issue of SAAA AirSport publication
- 1 x Banner advertising on fencing
- We will provide 6 x 3 exhibition space complimentary
- 2 tickets to SAAA 65<sup>TH</sup> birthday celebration dinner

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Incorporation No: A0046510Z ABN 65 176 969 964



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**Sapphire \$10,000 (incl GST) Cash Donation or Equivalent Value Donation in Kind**

Sponsor Contribution: Either or combination of:

Cash donation or service provided (to the value of the sponsorship)

Sponsor Benefit:

- Recognition as a Sponsor on SAAA website and social media
- Recognition at SAAA 65<sup>th</sup> birthday celebration dinner (Saturday night) for your donation
- Recognition as a sponsor in AirSport publication after the event
- Recognition on both days at the event for being a Sapphire sponsor
- ½ page advert in one issue of SAAA AirSport publication
- ¼ page advert in event program
- 2 x banner advertising on fencing
- Exhibition space for 2 days
- 4 tickets to SAAA 65<sup>TH</sup> birthday celebration dinner

**Diamond \$20,000 (incl GST) Cash Donation or Equivalent Value Donation in Kind**

Sponsor Contribution: Either or combination of:

Cash donation or service provided (to the value of the sponsorship)

Sponsor Benefit:

- Recognition as a Sponsor on SAAA website and social media
- Recognition at SAAA 65<sup>th</sup> birthday celebration dinner (Saturday night) for your donation
- Recognition as a sponsor in AirSport publication after the event
- Recognition on both days at the event for being a Diamond sponsor
- ½ page advert in two issues of SAAA AirSport publication
- ¼ page advert in event program (inside leaf)
- 3 x banner advertising on fencing
- Exhibition space for 2 days
- 4 tickets to SAAA 65<sup>TH</sup> birthday celebration dinner
- Opportunity to make a brief address at the SAAA 65<sup>TH</sup> birthday celebration dinner

**Naming rights Sponsor \$50,000 (incl GST) Cash Donation or Equivalent Value Donation in Kind**

Sponsor Contribution: Either or combination of:

Cash donation or service provided (to the value of the sponsorship)

Sponsor Benefit:

- Recognition as a Sponsor on SAAA website and social media
- Recognition at SAAA 65<sup>th</sup> birthday celebration dinner (Saturday night) for your donation
- Recognition as a sponsor in AirSport publication after the event
- Recognition on both days at the event of being our named sponsor
- Recognition on all televisions and radio media advertising as a named sponsor (if successful in obtaining media interest)
- full page advert in four issues of SAAA AirSport publication
- Full page advert on back page of the event program
- Unlimited banner advertising on fencing
- Exhibition space for 2 days
- 6 tickets to SAAA 65<sup>TH</sup> birthday celebration dinner
- Opportunity to make a brief address at the SAAA 65<sup>TH</sup> birthday celebration dinner

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