



Snowbirds 50th Anniversary Sponsorship Package



1971-2020



431 AIR DEMONSTRATION SQUADRON

15 Wing
P.O. Box 5000
Moose Jaw, Saskatchewan
S6H 7Z8

431^e ESCADRON DE DÉMONSTRATION AÉRIENNE

15^e Escadre
C.P. 5000
Moose Jaw, Saskatchewan
S6H 7Z8



1474-1 (CO)

23 April 2019

To whom it may concern:

As Commanding Officer of 431 Air Demonstration Squadron, the Snowbirds, I am honoured to introduce this Snowbirds 50th Anniversary Sponsorship Package.

In October of 2020, current members of the Snowbirds, our alumni, Honorary Snowbirds and a very limited number of invited guests will gather in Moose Jaw, Saskatchewan to celebrate the 50th Anniversary of the Snowbirds. To plan and organize the largest reunion in its history, 431 (AD) Squadron and the Snowbirds Alumni Association will partner together during the next year and half to finalize all the details for hosting this historic four-day event.

The Snowbirds Alumni Association is Not-For-Profit (NFP) organization registered with Corporations Canada and in the Province of Saskatchewan. Although not considered a charitable corporation by Canada Customs and Revenue Agency, the Snowbirds Alumni Association is registered as a soliciting corporation. As the official NFP organization for the entire Snowbirds family, the Snowbirds Alumni Association will be the focal point for all fundraising activities for the 50th Anniversary Reunion.

On behalf of all members of 431 (AD) Squadron and the Snowbirds Alumni Association, we hope that you are interested in helping us celebrate the 50th Anniversary of the Snowbirds in 2020.

Sincerely,

Michael French
Lieutenant-Colonel
Commanding Officer



Snowbirds 50th Anniversary Sponsorship Package

In 2020 Canada's national aerobatic team, the Snowbirds, will celebrate their 50th successive season of airshow performances across Canada. Formed in 1971 to demonstrate the skill, professionalism and teamwork inherent in the Canadian Armed Forces, the Snowbirds carry on a proud tradition of aerial excellence that dates back to the early years of powered flight in Canada. Their eminent predecessors include aerobatic teams such as the Royal Canadian Air Force's first official aerobatic team in 1929, the Siskins, followed by many others including the Blue Devils, Red Knight, Golden Hawks and Golden Centennaires to name a few. In the post war years prior to the unification of Canada's military forces in 1968, the Royal Canadian Navy also formed several aerobatic teams including the Seafire Exhibition Flight and Grey Ghosts.

The genesis of the Snowbirds took place in early 1971 when the base commander of CFB Moose Jaw, Saskatchewan, Colonel O.B. Philp, decided to form a seven-plane airshow team to carry on the legacy of the Golden Centennaires which he had commanded in 1967 during Canada's Centennial Year. Initially flown by instructors at 2 Canadian Forces Flying Training School, the team expanded to nine CT-114 Tutor jets in 1972 and soon competitive tryouts were held for pilot volunteers from across Canada, such was the popularity of the new team.

Today, while continuing to provide an indispensable role in public relations and recruiting for the Canadian Armed Forces, the Snowbird team carries on its long established reputation as one of Canada's most visible and enduring symbols of national pride. The team will celebrate its 50th anniversary in 2020 with over 2,700 official airshows to its credit with hundreds more flypasts having been flown at every major outdoor event in Canada – from Canada Day on Parliament Hill to the Olympics and the Grey Cup.

The true significance of the Snowbirds and the legacy they represent can be measured in the hearts and minds of the millions of Canadians who turn their heads skyward year after year to marvel at the team's grace and precision as they weave their aerial magic across the nation. They continue to be proud ambassadors for Canada while paying tribute to the thousands of personnel, both military and civilian, who have contributed to their overwhelming success and popularity across North America spanning five decades.

To help the Snowbirds celebrate their 50th anniversary, the Snowbirds Alumni Association is spearheading a fund raising campaign which will enable the Snowbirds to host the largest reunion in their history from October 15th to 18th, 2020 in Moose Jaw, Saskatchewan. Events over the weekend will include the team's final show of the year and a gala dinner which we expect will draw upwards of 900 guests.

Should you or your corporation wish to contribute to this historic milestone, we are attaching a range of sponsorship opportunities for your consideration. All sponsors will be recognized as noted in the various levels of sponsorship. We would be honoured to have you join us in saluting the Snowbirds. Should you have any questions, please direct them to Maryse Carmichael, Treasurer at 1-306-690-3471. Contributions will be accepted by cheque made payable to - "Snowbirds Alumni Association" - or direct electronic transfer to - treasurer@snowbirdsalumni.ca.

Thank you for your consideration.

The Snowbirds Alumni Association



Platinum Sponsor / Title Sponsor **\$20,000**

- 6 Seats for Snowbirds Year-End Show on Friday, 16 October 2020
 - 6 seats for Snowbirds Red and White Ball on Saturday, 17 October 2020
 - Your corporate logo to appear during selected Anniversary events
 - Corporate logo on Snowbirds Alumni website
 - Acknowledgement of your support during all Reunion event commentary
-



Gold Sponsor **\$10,000**

- 4 Seats for Snowbirds Year-End Show on Friday, 16 October 2020
 - 4 seats for Snowbirds Red and White Ball on Saturday, 17 October 2020
 - Your corporate logo to appear during selected Anniversary events
 - Corporate logo on Snowbirds Alumni website
 - Acknowledgement of your support during all Reunion event commentary
-



Silver Sponsor **\$5,000**

- 2 Seats for Snowbirds Year-End Show on Friday, 16 October 2020
 - 2 seats for Snowbirds Red and White Ball on Saturday, 17 October 2020
 - Your corporate logo to appear during selected Anniversary events
 - Corporate logo on Snowbirds Alumni website
 - Acknowledgement of your support during all Reunion event commentary
-



Bronze Sponsor **\$2,000**

- 2 Seats for Snowbirds Year-End Show on Friday, 16 October 2020
 - Your corporate logo to appear during selected Anniversary events
 - Corporate logo on Snowbirds Alumni website
-



Friends of Snowbirds Sponsor **\$500-1,999**

- Your corporate logo to appear during selected Anniversary events
- Corporate logo on Snowbirds Alumni website