


CBAACAA

CANADIAN BUSINESS | ASSOCIATION CANADIENNE
AVIATION ASSOCIATION | DE L'AVIATION D'AFFAIRES



Sponsorship & Advertising **PROSPECTUS**

THE VOICE OF BUSINESS AVIATION IN CANADA

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 www.cbaa-acaa.ca

About Us

Founded in 1961, the Canadian Business Aviation Association (CBAA) is the unified voice of business aviation in Canada. Representing approximately 400 member companies, including aircraft owners, corporate flight departments, flight management companies, OEMs, suppliers, and government agencies, CBAA advocates for the interests of the business aviation community and fosters industry growth.

Why Partner with CBAA

Partnering with CBAA provides a unique opportunity to connect with key players in the business aviation industry. Here's why you should get involved:

1

Direct Access to Decision-Makers – CBAA connects you with senior executives, aircraft owners, operators, and other industry leaders who influence purchasing decisions within the business aviation sector.

2

Enhanced Brand Visibility – Leverage CBAA's well-established platforms, including events, digital advertising, and sponsorships, to position your brand in front of a highly targeted audience of aviation professionals.

3

Industry Leadership & Advocacy – Align your brand with an organization that actively represents and advocates for business aviation interests in Canada, reinforcing your credibility and commitment to the industry.



Event Sponsorship Opportunities

1

Regional Chapter Meeting

Held twice a year in seven key regions across Canada, CBAA's regional meetings take place in the fall and spring. These events bring together local business aviation professionals for networking, knowledge sharing, and industry updates. Sponsorship provides valuable brand visibility through event materials, verbal recognition, and direct engagement with attendees. Opportunities start at \$750, with flexible options to support multiple regions.

2

CBAA Annual Convention & Exhibition

Canada's premier business aviation event, held annually in June or July, is a three-day gathering that attracts over 700 business aviation leaders, including Aircraft owners, Chief Pilots, Flight Management Companies, OEMs, Flight Operations Personnel, Major Industry Suppliers and Government.

With more than 65 exhibitors and 15+ static display aircraft, the event features keynote speakers, panel discussions, and a full-day tradeshow, providing extensive networking opportunities.

Sponsorship benefits include prime branding exposure, speaking opportunities, exhibit space, and exclusive access to VIP networking sessions. Sponsorship packages range from \$2,500 to \$25,000, with additional exhibiting and static display opportunities available.

Hope Air Charity Golf Tournament Sponsorship

As a signature charity event kicking off CBAA's Annual Convention, the Hope Air Charity Golf Tournament supports Hope Air's mission of providing Canadians in financial need with free travel to access medical care far from home. Sponsorship opportunities include Golf Hole Sponsorship, offering brand placement and a contest opportunity, as well as the option to register a foursome, allowing participants to build relationships while supporting a meaningful cause. Individual player spots are also available.

Industry Report Sponsorship Opportunities

Position your brand as a key supporter of the aviation industry by sponsoring CBAA's essential reports. Our in-depth studies provide valuable insights into the business aviation sector, offering a unique platform for your brand to gain visibility among industry leaders, policymakers, and aviation professionals.

Available Reports for Sponsorship:

CBAA Economic Impact Report

This report offers a comprehensive analysis of the economic contribution of business aviation, highlighting its role in driving jobs, investment, and growth within the sector.

CBAA Compensation Study Report

The Compensation Study provides critical data on industry compensation trends, offering benchmarks for salaries, benefits, and compensation packages across various aviation roles.

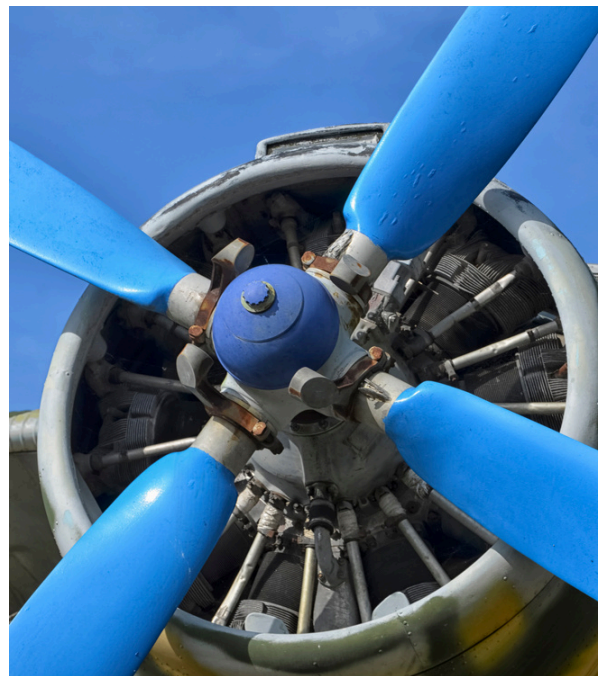
Sponsorship Packages:

\$3,000 Industry Report Sponsorship

- Logo placement on the report cover
- Inclusion of a support letter in the report
- Public recognition via CBAA's communications (website and other communication channels)

\$5,000 Industry Report Sponsorship

- All \$3,000 benefits
- Social media advertisement promoting your brand's sponsorship of the report
- Feature in a career/industry interview that highlights your company's role in supporting the aviation industry
- 1 customized promotional broadcast e-blast to entire database (2,500)
- Option to post open job position on Job board for 1 month (30 days)



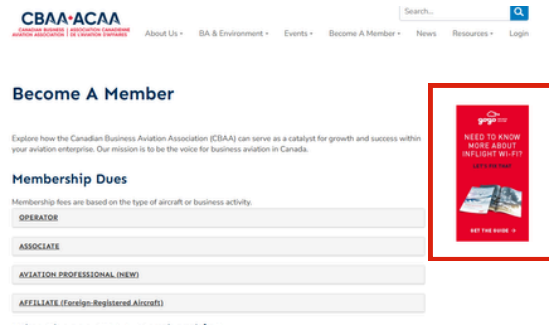
Website Advertising Solutions

HALF SKYSCRAPER

Promote your brand with a premium skyscraper advertisement on CBAA's website. This high-visibility, run-of-site ad (**160px x 300px**) is available for one month, reaching business aviation professionals, decision-makers, and industry leaders. Limited availability.

Must be under 1MB in size.
Accepted file formats: JPEG and PNG.

Pricing starting at: \$1,000/month

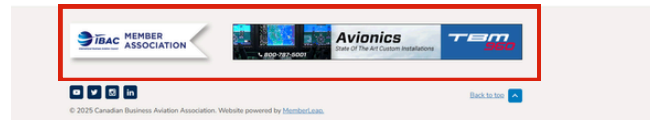


LOWER LEADERBOARD

Boost your brand with a premium lower leaderboard advertisement on CBAA's website. This high-visibility, run-of-site banner ad (**728px x 90px**) is available for one month, reaching business aviation professionals, decision-makers, and industry leaders. Limited availability.

Must be under 1MB in size.
Accepted file formats: JPEG and PNG.

Pricing starting at: \$500/month

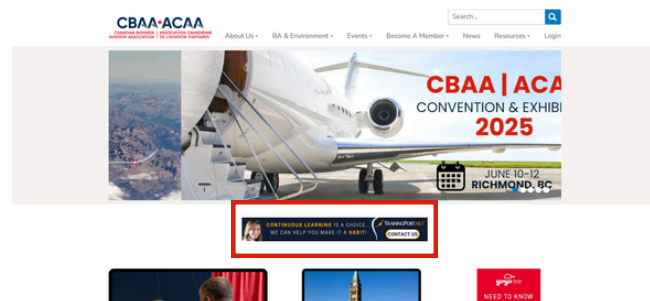


LEADERBOARD

Increase your brand's visibility with a top-of-page leaderboard advertisement on CBAA's website. This premium banner ad (**468px x 60px**) is positioned at the top of the page and available for one month. Limited availability.

Must be under 1MB in size.
Accepted file formats: JPEG and PNG.

Pricing starting at: \$1,000/month



e-Blast Advertising Solutions

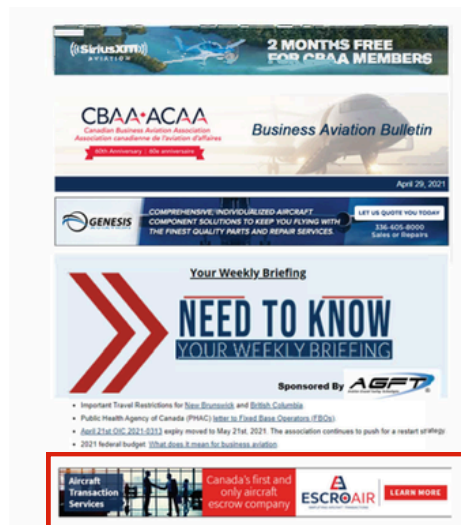
LEADERBOARD

Enhance your brand visibility with a leaderboard advertisement in CBAA's weekly e-newsletter. This premium banner ad (**728px x 90px**) will appear below the "Need to Know" stories, reaching business aviation professionals, decision-makers, and industry leaders. Limited availability

Must be under 1MB in size.

Accepted file formats: JPEG and PNG.

Pricing starting at: \$1,000/month



CUSTOM E-BLAST

Reach industry decision-makers with an exclusive custom e-blast opportunity. Send your marketing message directly to our entire database (2,500) and engage with key players in the business aviation industry. This package includes the following:

Subject Line: 50 characters max.

Headline: 8-12 Words max.

Word Count: 150-200 Words

Unlimited links

Image: 1600 x 530 px

Max file size: 40KB

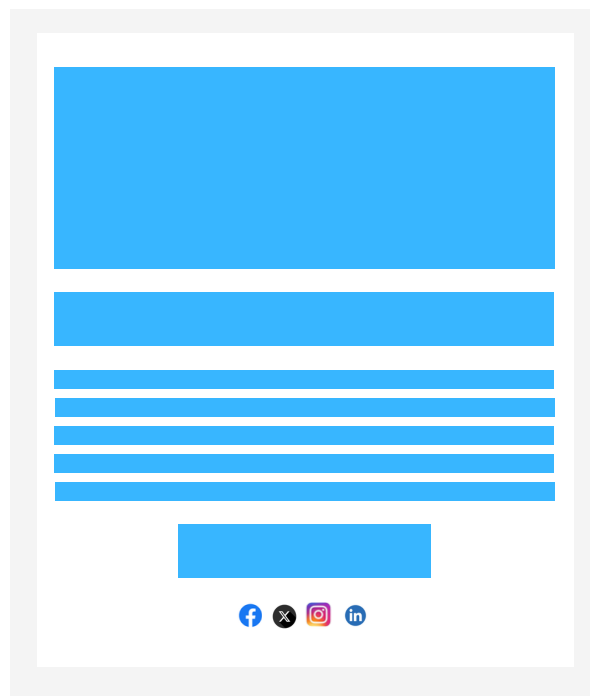
Accepted file formats: JPEG

Includes 1 link

Links to social platforms

This is a limited-time opportunity—secure your custom e-blast today and maximize your brand's exposure to influential decision-makers!

Pricing starting at: \$1,000/per email



Advertising Packages

ADVERTISEMENT PACKAGE

Maximize your brand visibility with a special advertising package that includes one **leaderboard** or **half skyscraper ad**, plus one **leaderboard ad** in our weekly news bulletin (**728px x 90px**). This premium package is available for one month, reaching business aviation professionals, decision-makers, and industry leaders. Limited availability

Must be under 1MB in size.
Accepted file formats: JPEG and PNG.

Pricing starting at: \$1,500/month

ALL-IN-ONE PACKAGE

Maximize your brand visibility with the All-in-One Advertising Package. This special offer includes one **leaderboard** or **half skyscraper ad**, plus one **leaderboard ad** in our weekly news bulletin (**728px x 90px**), and a **custom e-blast** that reaches our entire database of business aviation professionals, decision-makers, and industry leaders. This is a cost-effective way to boost your brand's exposure to key players in the business aviation industry. Available for one month. Limited availability.

Must be under 1MB in size.
Accepted file formats: JPEG and PNG.

Pricing starting at: \$2,200/month (Note: This package includes one custom e-blast per month).



Job Posting Opportunities

JOB AD PACKAGE

Maximize your recruitment efforts with strategic exposure across CBAA's industry channels.

What's Included:

Premium Job Board Placement (30 Days)

- Your job ad will be prominently displayed on the CBAA Job Board for 30 days, ensuring visibility to a dedicated audience of industry professionals.

Weekly News Bulletin & Website Feature (30 Days)

- **Reach:**
 - Distributed to 2,500 industry contacts via the CBAA News Bulletin
 - Shared with LinkedIn Newsletter subscribers
 - Listed in the News section of the CBAA website
- **Frequency:**
 - Your job ad will be mentioned weekly, maintaining visibility throughout the 30-day duration.

Social Media Promotion

- **Platforms:** LinkedIn, Twitter, Instagram
- **Frequency:** One post on each platform
- **Graphic Options:** Provide your own graphic or have CBAA create a standard graphic for your job ad.

Submission Requirements:

- Company Logo – High-resolution JPEG
- Job Write-Up – PDF with job description, requirements, and contact information
- Additional Graphics (Optional) – Any supporting visuals to enhance your ad

Pricing starting at: \$1000/month (CBAA Members: \$500.00/month)



Website Traffic Performance for 2024-2025

 Active Users

16,000

 New Users

4,000

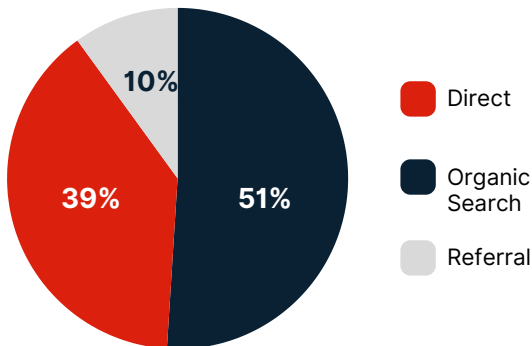
Engagement Rate

64%

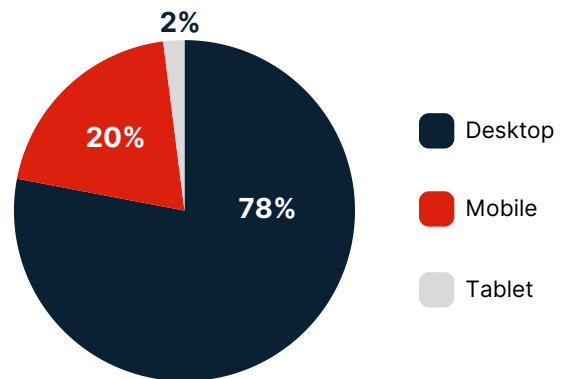
Average Session Duration

3:28

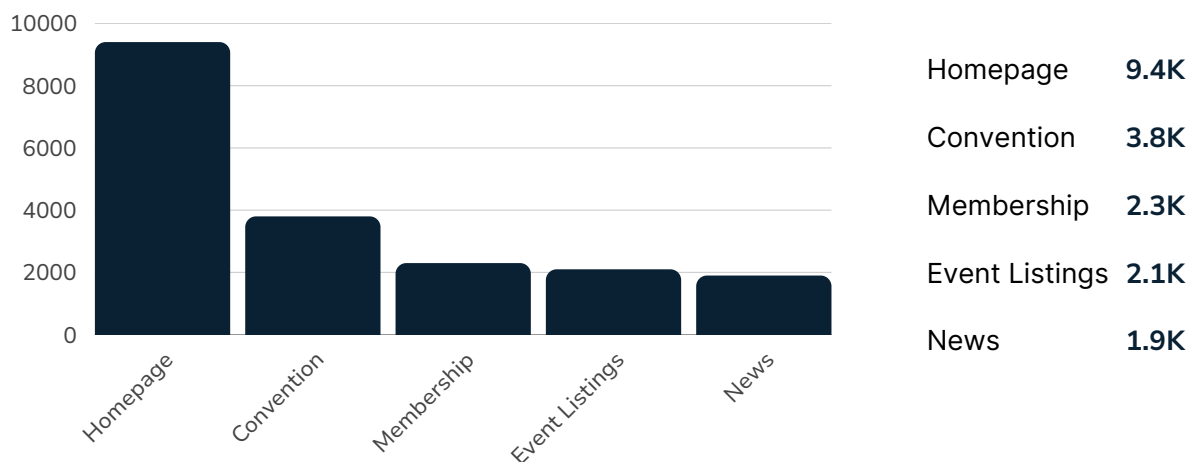
Session Primary Channel



Top Devices



Top Page Views



Social Media Traffic Performance

LinkedIn 2024- 2025 Performance Overview

5.7 K

Followers

564

New
Followers

124 K

Impressions

2.7 K

Reactions

211

Comments

27

Reposts

2.3 K

Page
views

1.1 K

Unique
Visitors

Instagram Last 90 day Performance Overview

1.1 K

Followers

7.8 K

Views

112

Interactions

50

Posts

44

Stories

Twitter 2024-2025 Performance Overview

842

Followers

7.2 K

Impressions

443

Engagements

Bulletin Traffic Performance for 2024-2025



Subscribers

3.1 K



New Subscribers

291

Impressions

38 K

Engagements

274

Article Views

67 K

Subscribers by Seniority

