

# PROJECT RUNWAY

Repaving the runway at the community's airport



## The Future

Let's keep our options open for transportation

Today, there are 4,800 aircraft movements every year at the airport. This includes life-saving services, businesses and tourists. We help our regional communities every single day, and are capable of doing more.



## The Value

The region benefits from us every day

Every week, a local person needs air ambulance from the airport. Twice a week, our forests, wildlife and water are monitored. Once a month, police use the airport to protect us. 100 local businesses are users of the airport.



## The Ask

We need help from the community we serve

Our campaign is simple: we need to repave the runway so that we are ready for the future. To do that, we are "selling" a foot of runway for \$250. The runway is 5,000 feet long. If we raise \$250 for 5,000 feet we will have \$1.25 million.



## Opportunities To Donate

- + Donations can be made by individuals or as collaborative donations
- + An industry group can make a donation on behalf of its membership
- + Donations can be in honour of an aviation enthusiast
- + Pledges can be made for multi-year commitments

## FOR MORE INFORMATION

Contact Jennifer Layman at 613-732-7774 or [marketing@flycyta.ca](mailto:marketing@flycyta.ca)

# Runway Campaign Options

## Individual Foot of Runway: \$250

- + Donation photo shared on social media
- + Invitation to opening of the runway
- + Aerial photo of newly paved runway
- + Listed on the YTA runway recognition wall (terminal building)
- + Listed as a donor in the newsletter
- + Listing on [www.flycyta.ca](http://www.flycyta.ca) website
- + A charitable tax receipt

## Bronze Level Donor: \$1,000

- + Announcement of donation with prepared media release
- + Donor level collective "thank you" in Ottawa Valley Business
- + Donation photo shared on social media
- + Invitation to opening of the runway
- + 8x10 aerial photo of the newly paved runway, framed/matted
- + Listed on the YTA runway recognition wall (terminal building)
- + Listed as a donor in the newsletter
- + Listing on [www.flycyta.ca](http://www.flycyta.ca) website
- + Option to contribute over five years
- + A charitable tax receipt

## Silver Level Donor: \$2,500

- + Announcement of donation with prepared media release
- + Donor level collective "thank you" in Ottawa Valley Business
- + Donation photo package for display and use on social media
- + Invitation to opening of the runway
- + 11x14 aerial photo of the newly paved runway, framed/matted
- + Listed on the YTA runway recognition wall (terminal building)
- + Listed as a donor in the newsletter
- + Listing on [www.flycyta.ca](http://www.flycyta.ca) website
- + Option to contribute over five years
- + A charitable tax receipt

## Gold Level Donor: \$5,000

- + Announcement of donation with prepared media release
- + Quarter page "thank you" in Ottawa Valley Business newsletter
- + Donation photo package for display and use on social media
- + Invitation to opening of the runway
- + 8x10 aerial photo of the newly paved runway, framed/matted
- + Listed on the YTA runway recognition wall (terminal building)
- + Listed as a donor in the newsletter
- + Listing on [www.flycyta.ca](http://www.flycyta.ca) website
- + Option to contribute over five years
- + A charitable tax receipt

## Diamond Level Donor: \$10,000

- + Announcement of donation with prepared media release
- + Half page "thank you" in Ottawa Valley Business
- + Donation photo package for display and use on social media
- + Invitation to opening of the runway
- + 11x14 aerial photo of the newly paved runway, framed/matted
- + Listed on the YTA runway recognition wall (terminal building)
- + Listed as a donor in the newsletter (every issue)
- + Two tickets to the YTA Wine Mixer afternoon gala
- + Listing on [www.flycyta.ca](http://www.flycyta.ca) website
- + Option to contribute over five years
- + A charitable tax receipt

## Platinum Level Donor: \$25,000

- + Announcement of donation with prepared media release
- + Full page "thank you" in Ottawa Valley Business newsletter
- + Donation photo package for display and use on social media
- + Invitation to opening of the runway with "ribbon cutting" photo
- + 16x20 aerial photo of the newly paved runway, framed/matted
- + Listed on the YTA runway recognition wall (terminal building)
- + Listed as a donor in the newsletter (every issue)
- + Four tickets to the YTA Wine Mixer afternoon gala
- + Listing on [www.flycyta.ca](http://www.flycyta.ca) website
- + Option to contribute over five years
- + A charitable tax receipt

## Friends of the Pembroke & Area Airport

For individuals wishing to contribute an amount less than \$250, you will be included as part of the "Friends of the Airport" donation squad. This donation level comes with the following:

- + "Friends" listing on YTA recognition wall
- + Personal listing on the YTA website
- + Listed as a donor in the newsletter
- + A charitable tax receipt for donations over \$20

## Additional Donation Amounts or In-Kind

If you wish to make a donation for an amount not included in this package, or you have in-kind services to offer in exchange for donor recognition, please speak to us.

### Main Contact Person: Jennifer Layman

Ph: 613-732-7774 | Cell: 613-312-7824 | [marketing@flycyta.ca](mailto:marketing@flycyta.ca)  
Airport staff and commission members can also assist with donations.

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## Donations can be made via cheque, cash, credit card or electronic funds transfer.

For cheque donations requiring receipts, address your cheque to: Town of Laurentian Hills, Town of Petawawa, City of Pembroke, Township of Laurentian Valley or Township of Whitewater Region. Please include "Pembroke & Area Airport" in the memo line.

EFT and credit card donations can be made via our website: [www.flycyta.ca](http://www.flycyta.ca).

Credit card, cash and non-receiptable donations can be provided to the Airport who will process them appropriately.

Visit us at: [www.flycyta.ca](http://www.flycyta.ca) or [www.Facebook.com/FlyCYTA](https://www.facebook.com/FlyCYTA)