

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

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 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 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 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 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 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 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
Airport staff and commission members can also assist with donations.

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.

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

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