



A CENTURY OF AGRICULTURAL AVIATION 1921-2021

Looking Back. Thinking Forward.

A Century of Technological Evolution Protecting
Farms, Forests, and the Public Health

You're invited to take part in the aerial application centennial celebration!



Celebrating 100 Years of Aerial Application, an Industry of Achievement & Innovation

August 3, 2021 marks the 100th anniversary of an experiment in Ohio when lead arsenate dust was spread over catalpa trees to kill sphinx moth larvae. Under the direction of the Ohio Department of Agriculture, Lt. John A. Macready, a U.S. Army pilot, made the first application by aircraft with a modified Curtiss JN-6 “Super Jenny.” The government then utilized aerial application in the Southern states. In 1922, Curtiss biplanes were used to dust cotton fields near Tallulah, LA, to control bollweevils. In 1923, Huff-Daland Dusters, Inc.—the forerunner of Delta Airlines—did the first commercial dusting of crops with its own specially built aircraft.

NAAA is planning a major campaign to celebrate the 100th anniversary of the first aerial application flight. This includes a short documentary, a complete history book of the industry and a significant outreach campaign to the public and the media. Our industry has a great story to tell. It plays a crucial role in helping farmers feed, clothe and provide bio-fuel to the world. It has evolved remarkably in ten decades. As such we continue to grow as an industry today. Our historic story embracing technology, persevering and providing for the public good is the kind of lead attractive to the media that can really help broadcast a positive image of our industry with the world-at-large. But it can't be told without including the contributions of allied companies, such as yours. We've created numerous opportunities for you and your company to be a part of the celebration and ensure our industry's story is properly told.

2021 will be a year-long series of events including press briefings, outreach events, press releases, media events, book publishing, documentary release, etc. showcasing the proud history and promising future of aerial application. The centennial celebration is a once-in-a-lifetime event that will expand public awareness, education and celebration for the innovation of our industry.



CENTENNIAL CELEBRATION ACTIVITIES

2021 marks the 100th Anniversary of the aerial application industry. Proceeds support the efforts and resources to fund celebration activities intended to expand public awareness, education and celebrate milestones in the industry.

Illustrated Industry History

NAAA will publish a one-of-a-kind, detailed illustrated history of aerial application's first 100 years. This beautifully printed book will serve as an enduring legacy for this momentous occasion. This is a rare opportunity for a sponsor to share information about how its company has impacted the industry.

100 Years of Aerial Application Website

We will be creating a website dedicated to the 100th anniversary of aerial application. The website will periodically celebrate a new person, company, product, etc. that has impacted or been instrumental in the industry. We will celebrate operators, pilots, allied companies and support staff who have made a difference in technologically evolving the industry!

Video/educational feature film

A video documentary will be produced of the past, present and future of the aerial application industry. Documentary will include short video snippets for social media and websites.

Email Marketing

Several eblasts will be sent during the 100th Anniversary promotions. Your company has the opportunity to have a logo/branding on the eBlasts.

2021 Ag Aviation Expo | Dec. 6 - 9, 2021 | Savannah, GA

Join us at the **2021 Ag Aviation Expo** where we will celebrate the 100th anniversary **December 6-9, 2021 in Savannah, GA.**



Visit AgAviation.org for all event details.

AVAILABLE SUPPORT PACKAGES!

Visionary: \$20,000+

- ✓ All items under the Supporter package
- ✓ Logo featured for 30 seconds during the anniversary documentary
- ✓ ~~Coffee table book sidebar or appendix profile of your company within the appropriate timeline in the book. Note: An NAAA editorial committee will be the determining factor if information will be included as a sidebar in the book.~~ **Book has already been printed.**
- ✓ Five complimentary copies of the coffee table book and the opportunity to pre-purchase ten copies of the book at 40% off. Projected cost is \$45 per book; subject to change.
- ✓ Your company's ad/logo displayed as an advertisement for one month on the 100th Anniversary website homepage (12 sponsorships available throughout 2021)
- ✓ Ad/logo featured in three 100th anniversary eBlasts

Innovator: \$15,000+

- ✓ All items under the Supporter package
- ✓ ~~Coffee table book sidebar or appendix profile of your company within the appropriate timeline in the book. Note: An NAAA editorial committee will be the determining factor if information will be included as a sidebar in the book.~~ **Book has already been printed.**
- ✓ Three copies of the coffee table book and the opportunity to pre-purchase ten copies of the book at 40% off. Projected cost is \$45 per book; subject to change.
- ✓ Ad/logo featured in two 100th anniversary eBlasts

Pace Setter: \$6,000+

- ✓ All items under the Supporter package
- ✓ Ad/logo featured in one 100th anniversary eBlast

Supporter: \$2,000+

- ✓ ~~Coffee Table Book: Logo on the Centennial Celebration Sponsoring Companies page~~
- ✓ Logo featured on contributing sponsor page of the 100th anniversary website
- ✓ Logo featured in remainder of 2021 editions of *Agricultural Aviation* magazine
- ✓ Logo featured on signage at the 2021 Ag Aviation Expo in Savannah
- ✓ Logo featured on signage at 2021 events (AirVenture 2021 and August 3, 2021 Event)
- ✓ Recognition of your support will be shared on the NAAA Facebook page during 2021
- ✓ Logo in a 100th anniversary slide during the 2021-2022 PAASS Program

Other Donations

Want to contribute, but don't need a sponsorship? We'd love your support!

- \$1,000+ Donation
- \$500 Donation
- \$____ Donation

*All donors will be listed on the 100th Anniversary website and in the *Agricultural Aviation* magazine unless donation is specified to be anonymous.



Sponsor/Donor Information

Contact Name: _____

Donation Amount / Level: _____

Address: _____

City, State, Zip: _____

E-mail: _____

Phone: _____

Donor Name to be Listed: _____

Anonymous Donation: Yes No

Payment Information:

Check Enclosed (Please make checks payable to NAAA)

Please Invoice

Pay by Credit Card (complete below)

Card Number: _____

Exp. Date: _____ CVC (3-digit security code): _____

Address (if different from above): _____

City, State, Zip: _____

Name on card: _____

Signature: _____

Be A Part of the 100th Anniversary Celebration!

The aerial application centennial celebration offers an excellent opportunity to shine a special spotlight on your company, its people, and its products/services and innovations.



FOR MORE INFORMATION:

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