



NorthWest Scale Aero-Modellers



Model Aeronautic Association of Canada

## Radio Controlled Aero-Modelling Event Promotion Fund Raising Suggestions/Ideas

April 2015

### Introduction

The primary objective of this document is to provide suggestions/ideas to draw a sizable crowd of R/C participants, aviation enthusiasts/spectators.

The reason for hosting a sanctioned 'Flying Event' is to provide a venue for Aero-Modellers to meet, share ideas & enjoy the hobby. The club has an opportunity to promote the hobby to the community, potentially get some new members and make some revenue. In order to achieve this, advanced planning before the event is needed.

- Proper planning begins months prior to your sanctioned fly-in date.

The club may want to involve the general public to various degrees depending on your local flying site capacity and accessibility.

There have been many disappointed club members when they realize that their event was not well attended because they forgot to promote their first fun fly. Word of mouth is not enough -- you must initiate a sensible advertising program.

Revenue for the club, charity and Single Interest Group (SIG) is a third objective & hopefully generate enough revenue to offset basic expenses for running the event and perhaps take in sufficient additional funds to help with the expenses of the flying site's maintenance and upkeep.

The community will be very responsive to assisting you to advertise your event. They recognize that there is a benefit of tourist dollars from out of town attendees to the community.

The following paragraphs will point out some proven ideas that will draw participants, modellers and the public to your 'Fly-Ins' event.

### Advertising/Promoting

There are two advertising requirements;

- Attract **Modellers** to come to the event, this starts well before the end of the year prior to the event.
- **Community** advertising if the club has the facilities to handle spectators.

### Modellers

Send in a AMA/MAAC sanction request announcing that this will be your (first, second, third etc.) annual Fly-In or Contest.

Note; to ensure good participant attendance AMA and MAAC event sanctions should be sent out before the end of the year previous to the event. (People need time to plan around family and work activities.)

- Provide sanction number, date, times, concession, camping or not and other pertinent information and list the benefits. Include a simple easy-to-understand map or directions to the fly-in.
- Emphasize the fact that you have no landing fee (if applicable) or reduced entrance fees for Single Interest Group members.
- Non-members are encouraged to join sponsoring Single Interest Group (NW Scale Aero-Modellers, IMAC, Scale Masters, National Association of Scale Aero-Modelers) at the event to reduce the landing fee.



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#### Advertising/Promoting

##### *Modellers - continued*

- Request contact information from the Single Interest Group. Send mailers/e-mails to other R/C clubs and past modellers known to have attended similar events. Utilize 'Face book' and SIG websites to advertise your event.
- Make an attractive poster for web postings on RC Aero-Modellers group sites.

#### Community

If your club is trying to get the community to view your event; using the following information will help them 'show-up' to your 'Miniature Air Show'.

- The amount of spectators will be directly proportional to the effort put in.

Suggest calling the event a "Miniature Aircraft Show";

- The public will understand what an air show is; they do not know what a "RC Fly-in" is.
  - R/C meaning is not normally understood by those outside the hobby.

#### 6 months before the event:

- One or more local TV stations may be happy to give you a "live" interview some morning one week prior to your event. Many people watch morning shows and transfer local information to their friends and family quite readily.
- Very Important People invites; arrange this 6 months before the event so they set time aside for you
- TV station will be more than happy to arrive at your flying site and film a portion of your "Air show" and interview your fly-in director. If this file is shown during the evening of your first day, you will have an overflow crowd for your second and most important day. Proper media exposure breeds much success.
- Contact the local newspapers and ask if they will do an interview and photo session for your event. Arrange for a time and date so they can include the article for the week of the event ***before*** the event starts. (A good source of free advertising)
  - Contact the area Community advertising section in newspapers to add a notice about your event.
  - Local Chamber of Commerce may help advertise and provide a free goodie bag for the "Pilots and Judges".
- If you follow these guidelines be prepared for lots of cars - Arrange for parking attendants - local Cadets may be willing to help. You could share a portion of parking fees with them.

#### A month Before the event

Confirm with TV and Newspaper contacts your previous discussion for interviews before and during the event.

- Be prepared to show airplanes and have people available to be interviewed.



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#### Two weeks before the event

- Arrange some time that you can spend with the newspapers to make up some very good looking ads guaranteed to catch the eye. Because you are a non-profit, if you pay for one ad - they may run one or two ads more without charge.
- Final 'community advertisements' should appear a minimum of 14 days but not less than 10 prior to your fly-in date(s). (People have busy lives and to advertise much before that - we forget.)

#### A week before the event make up 'Community Posters';

- Keep them Simple - Miniature Air Show - Date - Time - Location & place them strategically in the Community near high traffic areas such as department stores, gas stations, fast-food restaurants etc.

#### Days of the event

- Placing roadside signs along the roads leading to the event works very well.
- Be prepared for lots of cars - Arrange for parking attendants - local Cadets may be willing to help. 2-way radios may help them.

#### Additional Event support Requirements - See separate document with the details.

##### At least 2 weeks before the event

- **Concession Stand**
- **Car parking attendants.**
- **Porto-Potty rentals** - are a must and accurately proportioned to the crowd expected.
- **(PA) system** - a good quality public address mandatory.
- **Event programs;** Your Club/S.I.G. should help to make up a few hundred simple hand-outs.
- **Specialty Flyers - Full Size 'fly-by's** - arrange for 'Noon hour spectator entertainment.
- **Police and ambulance people** - need to be notified of site location .
  - It's a nice touch to see them at the event.
- **RV/Camping area** - set aside away from public.
- **Public Relations and Image**

The quality of your sanctioned event is limited only by your ability to organize and promote your event to operate in a smooth efficient manner.

We hope that this guide will help with the Promotion and Success of your event.

If you have any ideas on how to improve this document contact the NorthWest Scale Aero-Modellers -

<http://www.nwsam.org/> or

MAAC RC Scale Committee - [http://www.maac.ca/en/committees\\_details.php?committee\\_id=9](http://www.maac.ca/en/committees_details.php?committee_id=9)