

*March Aviation Society*

*Military Business Alliance*

*FY 2014*

***Proposal***

THE MARCH AVIATION SOCIETY IS A PRIVATE ORGANIZATION. IT IS NOT A PART OF THE DEPARTMENT OF DEFENSE OR ANY OF ITS COMPONENTS AND IT HAS NO GOVERNMENTAL STATUS.

March Aviation Society, P.O. Box 6031, March ARB, CA 92518 (760) 814-5801

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**MARCH AVIATION SOCIETY**

PO Box 6031, March ARB, CA 92518

501 (c)(3) Tax ID # 27-4745509

[www.marchaviationsociety.com](http://www.marchaviationsociety.com)

(760) 814-5801

Dear Potential Partner,

On behalf of the March Aviation Society (MAS), I would like to personally invite you to form an alliance with the men and women of March Air Reserve Base. This alliance is known as the **MAS Military Business Alliance** and was developed for local businesses like yours who want to support the March Air Reserve Base Community throughout the year.

**The mission of the March Aviation Society (MAS) is:**

* To provide a boost to the morale and welfare of our troops, better enabling them to focus on their important mission
* To provide a single, non-profit fund to better collect and disburse donations in support of the troops and their families in need
* To assist the military aid societies by providing a single vehicle to accept donations that will benefit the men and women of our Armed Forces and their families
* To promote better understanding and unity among veterans, local businesses, civic organizations and all people in the March Air Reserve Base Community.

**What is MAS MBA?**

The March Aviation Society Military and Business Alliance (MAS MBA) was established to encourage mutual cooperation between the March Air Reserve Base and the regional business and civilian community, to support military, health, welfare, morale, recruitment and retention activities by means of fundraising for such purposes everything necessary, proper, convenient, or incidental to such purposes not specifically disallowed by law. The MAS MBA shall exercise full control over all donated funds and discretion as to their use to ensure furtherance of the corporations’ charitable purposes. MAS MBA may make grants, contributions, or otherwise render financial assistance in furtherance of the corporations’ charitable purposes.

**MAS MBA Business Partners**

This is the first year for the MAS MBA. We hope to bring several businesses on board for FY2014. Collectively, these business partners’ goal will be to raise a minimum of $100,000 cash and in-kind goods annually to support the March Air Reserve Base Community.

**Programs Supported**

By combining resources MAS MBA will be able to support several local military programs including: Airmen and Family Readiness Center, Yellow Ribbon Program, Air Force Aid Society, Military Professional Development Programs, Air Force Military Ball, Military Family Days, Annual and Quarterly Airman Awards Banquets, Flag Mama’s Troop Fund, Re/Deployment Hangar, and the March AirFest “Thunder Over the Empire.”

**Why support MAS MBA**

* Corporate Responsibility – Donate to honor our service members and their families.
* Relationship Development – Network with local business leaders and military dignitaries.
* Brand Awareness – Name and logo recognition for contributions.
* Reach – By combining resources, businesses are visible at several venues through one donation.
* Target Market – March Air Reserve Base employs and supports more than 8,500 airmen and their dependants, employees 5,500 civilians/contractors, and over 10,000 military retirees from all branches of service in Riverside and San Bernardino Counties.

The enclosed page is a breakdown of some of the needs (Wish List) for the upcoming Fiscal Year of 2014.

**Contact MAS**

The March Aviation Society is a 501©3 tax-exempt nonprofit organization. Please support our efforts to help our local military and their families. Contributions begin at $2,500 and vary based on the size of your business. The March Aviation Society could not support the March Air Reserve Base Community without the generosity of donors like you. I look forward to working with you and I thank you for your support and interest in the MAS Military Business Alliance. If you require additional information about March Aviation Society and the MAS Military Business Alliance, please contact me and I will be happy to answer any questions you may have.

Sincerely,

Jengi A. Martinez

March Aviation Society President/Founder

[marchaviationsociety\_jm@yahoo.com](mailto:Jengi.Martinez@us.af.mil)

760-814-5801

**FY 2014 MAS MBA Wish List**

Cash - $100,000 minimum (combined)

Advertisement - Space in local newspaper, magazines, billboards, business marquees, online, radio airtime

Printing - Multiple printing needs for tickets, banners, poster, fliers, event ID badges

Shirts – Multiple sizes and colors for different event volunteers

Water – Bottled (8oz & 16oz)

Gallon

Waste Management – Porta-potties for multiple events

Trash liners/bins

Beverages - Multiple soft drinks

Sports drinks

Fruit drinks

Libations

Tableware - Plastic Plates (snack & dinner size)

Paper plates (snack & Dinner size)

Napkins

Cups (5oz, 8oz, 16oz)

Plastic Pilsner cups

Silverware (all)

Event Supplies - Lines (Black and White)

Tents

Fencing

Tables & Chairs

VIP furniture

Lighting

Event ID lanyards

Misc. - Phone Cards

Latex gloves

Hypo Allergenic gloves

Wet Wipes

Liquid hand sanitizer

Diapers (Bundles for Babies)

50/50 ticket rolls

Ice

Wristbands (multiple colors)

Coffee

Perishables - Fruit (Apples, Bananas, Oranges)

Vegetables (Carrots & Celery)

Peanut Butter

Bread sandwich loaves

Peanuts

Trail mix

Crackers/cheese

Desserts

Chips (snack size)

**Airshow Specific 21- 23 March 2013**

Car Rentals - For Airshow performers – US Navy Blue Angels

Hotel Rooms - For Airshow performers

Food/Meals (2 days) - For Airshow performers & volunteers