

**DAV Aviation Public Outreach Program**  
**DAV Flight Team**  
**2016 Support Manual**

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



Dear Airshow Coordinator:

The DAV (Disabled American Veterans) is a non-profit organization representing more than 1.2 million disabled veterans. Founded in 1920 and chartered by the U.S. congress in 1932, it is dedicated to one, single purpose: fulfilling our promises to the men and women who served.

On behalf of DAV, we thank you for the opportunity to bring the DAV Aviation Outreach Program to your airshow. The DAV Flight Team makes every effort to ensure that participation in your event not only raises awareness for veterans but also brings value to your show through the appearance of WWII aircraft such as the B-25 Mitchell Bomber and the interactive DAV Flight Team mobile display.

We are proud to sponsor the B-25 and other warbirds as part of our public outreach program. They are legendary warbirds that stand as symbols of the sacrifices veterans made and continue to make for freedom. By their side, our colorful DAV Flight Team display serves as a central hub for information about veteran's benefits.

We are excited about participating in your airshow and are confident we can enhance your event. Please do not hesitate to contact us should you have any questions about the sponsorship or public outreach program.

Yours Sincerely,



Michael C. McCabe  
President  
AirSupport, LLC

Lynn May  
DAV Flight Team  
Event/ On-site Media Coordinator  
812-249-9398  
[Lynn@AirSupport.com](mailto:Lynn@AirSupport.com)

Kerry Ward  
DAV Flight Team  
Advanced Media Relations  
415-580-2704  
[Kerry@Airsupport.com](mailto:Kerry@Airsupport.com)



The DAV Airshow Public Outreach Program is a nationally recognized public outreach effort. Now in its 14th airshow season, the program receives recognition on a regional and national level for its efforts to reach veterans and their families by participating in airshows throughout the country.

*While the aircraft serves as the vehicle through which to share this message, it is important to understand the value that the entire program brings to your show.*

Sponsored airshows are included in DAV's national media campaign including DAV magazines, newsletters and websites serving over 1.2 million DAV members. In addition, the DAV Flight Team Media Coordinator works directly with your media representative and local media to maximize the aircraft's visibility at your show. The media ride that hosts up to five people, never fails to gain multiple media hits for airshows.

The program's value to your event is enhanced by the aircraft performances that can include solo performances, simulated bombing missions and formation flying with other warbirds. On the ground, the bombers and the DAV message are highlighted by a vibrant, interactive display that provides information about veterans' earned benefits.

DAV offers your event the opportunity to bring your spectators a historical aircraft, a patriotic and timely message and large scale media exposure with NO APPEARANCE FEE (valued at \$5,500—FREE).

Listed in this manual are the support requirements for hosting the DAV Flight Team at your airshow. These requirements are the maximum we request. Please work with Event /On-Site Media Coordinator, Lynn May, on any questions or issues that may arise during event planning.

**DAV Flight Team**  
**Lynn May, Event/ On-Site Media Coordinator**  
**812-249-9398**  
[Lynn@AirSupport.com](mailto:Lynn@AirSupport.com)

## DAV Flight Team Logistical Requirements

- 1. Location** – One of the goals is to meet as many veterans and spectators as possible. Therefore, the DAV Flight Team display and the B-25 should be located in a high profile and central area with a very high traffic flow. The wing span of the B-25 is 68 feet while the length is 54 feet. The DAV Display trailer is 36 feet long and 24 feet wide with the awning. The truck that is displayed with the trailer is 22 feet long.
- 2. Point of Contact** – Please designate a Point of Contact responsible for all communications with the DAV Flight Team Event Coordinator. The POC will assist with specific logistic needs including hotel accommodations, fuel provider, equipment, meals maps, social events, and all other logistical details.
- 3. Media** – The DAV Flight Team should be considered for all media and publicity opportunities. Please coordinate with DAV Flight Team Advanced Media Relations: Kerry Ward – [Kerry@airsupport.com](mailto:Kerry@airsupport.com)  
(Please see *Media section for additional information.*)
- 4. Credentials** – The DAV Flight Team consists of members from the aircraft crew, the ground display team, and local members of the DAV. The local DAV Chapter volunteers are invited to assist veterans and explain services and benefits.
  - Fifteen (15) Performer passes for DAV Flight Team
  - Two (2) Ramp Passes for DAV Flight Team vehicles
  - Six (6) Performer Parking Passes for the crew's rental cars and local DAV representatives.
- 5. Hotel** – The DAV Flight Team will require a total of up to six (6) non-smoking rooms (3 single and 3 double beds). If the team stays on a military base with single beds, we will need between 8-10 rooms. The ground crew usually arrives on Thursday and departs on Monday, upon arrival they need a hotel and rental car. The aircraft crew typically will arrive on Friday and depart on Sunday or Monday. Please confirm arrival and departure dates with DAV Flight Team Event Coordinator. *Note the ground crew will usually arrive the day before the aircraft.*
- 6. Rental Cars** – The DAV Flight Team requires two (2) full size cars and one (1) minivan or SUV for a total of three (3) vehicles. Insurance and fuel should be provided by the airshow.
- 7. Golf Cart** – A four-seat gas golf cart is required - for DAV's exclusive use throughout the event. This is necessary for transportation of the veterans throughout the weekend.
- 8. Sponsorship Benefits** – On occasion, it may be necessary to request sponsorship benefits for DAV Officials or VIP's who might be attending the show.

## **B-25\* Airplane Requirements**

- 1. Weather** - The team abides by strict safety regulations and is subject to all FAA weather requirements.
- 2. Emergency Services** – In the interest of safety, fire-fighting personnel should be in place during media flights and during the show.
- 3. Equipment** – When the B-25 performs during the show, provisions should be made to move the B-25 to and from the display area to the operational area in a timely manner, so as to minimize time away from the display site. The B-25 is easily moved with most tow vehicles. Note the B-25 will provide their own tow bar. We request that the B-25 be located on the ramp by the DAV Display in a high traffic area. The Event Coordinator can assist you with several options for the ramp layout.
- 4. Aircraft Fuel** – The show will provide up to 700 gallons of aviation gasoline (100LL) as necessary throughout the event. This is based on one 20-minute media ride and a two 12-minute performance. Any additional flying will require additional fuel needs mutually agreed upon.
- 5. Aviation Oil** – The B-25 requires a maximum of 20 gallons aviation oil as needed. Oil should be provided in two and a half gallon plastic containers.

- Panchito - Phillips XC25W-60 Aviation Oil (2.5 gal plastic containers)

\*If another aircraft other than the B-25 is used, requirements will vary.

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## **Publicity and Media**

In order to share its patriotic message of volunteerism and support of our nation's disabled veterans, DAV strives to maintain a highly visible media presence. A DAV Flight Team media kit will be available to your show early in the airshow season. The DAV Flight Team Media Team will work closely with your designated media representative to maximize coverage for your show and DAV. The items listed below should be given consideration when devising a cooperative media plan with the DAV:

- 1. Sponsorship Recognition** – The DAV logo and photos of the aircraft will be provided to you well in advance of the airshow. These materials should be included in all event advertising at a level equivalent to a \$5,500.00 sponsorship. *This includes airshow posters, programs, billboards, websites and any print or broadcast media.*

**2. Media Familiarization Flights** – The DAV will sponsor one (1) media flight. This flight will accommodate up to 5 media riders. Media Rider is defined as an individual with valid media credentials to a reputable media venue. Bloggers and other contributors to social media will be considered on a case by case basis, determined by their outreach. The DAV Flight Team Event /on-Site Media Coordinator will coordinate with the airshow in the selection process for local mainstream television and print media. The purpose of this flight is to increase visibility for your airshow and DAV’s mission.

**3. Television, print, radio and web media** -The DAV Flight Team, featuring the B-25 Mitchell Bomber (or other aircraft as agreed), should be included in all press releases and published on broadcast performer rosters.

**4. Social Media** - DAV Flight Team has a strong social media presence including Facebook, Twitter, Instagram, YouTube and Flickr feeds that we monitor and post on with great frequency. Please feel free to discuss any social media related to your show as the DAV Flight Team will make every effort to collaborate with your social media efforts.

**5. Website** - The DAV Flight Team should be included as a performer and sponsor on the airshow website.

DAV Flight Team should be listed with a link to [www.DAVFlightTeam.com](http://www.DAVFlightTeam.com).



The also be



DAVs' logo should

listed on the sponsor page with a link to [www.DAV.org](http://www.DAV.org).

**6. Public Appearances and Interviews** – To aid in maximizing exposure for your airshow and DAV, we willingly accommodate media interviews. In addition, interviews with the DAV Flight Team, DAV representatives or the aircraft pilots and crew are available by phone prior to the airshow.

**7. Public Address Announcements** – The DAV will provide the airshow with professionally drafted patriotic scripts to be read throughout the show and during the performance. These scripts should be forwarded to the airshow announcer and sound technician. In addition, the DAV will provide professionally recorded audio files to be played throughout the airshow.

Event/On-Site Media Coordinator, Lynn May, [Lynn@AirSupport.com](mailto:Lynn@AirSupport.com) 812-249-9398  
Advanced Media Relations, Kerry Ward, [Kerry@AirSupport.com](mailto:Kerry@AirSupport.com) 520-955-1359

## Checklist for DAV Flight Team

Name \_\_\_\_\_ Show \_\_\_\_\_

Email to: [DAVFlightTeam@AirSupport.com](mailto:DAVFlightTeam@AirSupport.com)

### Due 30 days from date of airshow

- \_\_\_\_\_ High visibility location for aircraft and DAV Flight Team Mobile Display Unit
  - \_\_\_\_\_ Sponsor recognition Inclusion in all publicity opportunities.
    - \_\_\_\_\_ DAV Flight Team listed on website as sponsor and performer
    - \_\_\_\_\_ Airshow poster
    - \_\_\_\_\_ Airshow program
    - \_\_\_\_\_ All published performer rosters
  - \_\_\_\_\_ List of potential media riders sent to the DAV Event Coordinator
  - \_\_\_\_\_ Fifteen (15) Performer credentials each day
  - \_\_\_\_\_ Six (6) non-smoking rooms (3 single & 3 rooms with 2 beds)  
or 8-10 rooms on military base
  - \_\_\_\_\_ Three (3) rental cars (2 full size cars and 1 Minivan or SUV)
  - \_\_\_\_\_ Two (2) Ramp passes for the tow vehicle and rental car
  - \_\_\_\_\_ Six (6) Vehicle credentials for parking including rental cars
  - \_\_\_\_\_ Golf Cart (4-seats) to assist veterans with transportation
  - \_\_\_\_\_ Aviation gasoline not to exceed 700 gallons - based on one 20 minute media ride and two 12 minute performances in the show on both days.  
Any additional flying will require additional fuel needs.
  - \_\_\_\_\_ Aviation oil not to exceed 20 gallons  
Panchito requires Phillips XC25W-60 in 2.5 gal plastic containers
- Other aircraft requirements to be determined



## Agreement for the DAV Flight Team



On behalf of DAV, AirSupport, LLC will provide the DAV Aviation Public Outreach Program with the aircraft performance(s) to the following sponsor.

Name of Airshow \_\_\_\_\_

Event Dates \_\_\_\_\_ Location \_\_\_\_\_

Director \_\_\_\_\_ Phone \_\_\_\_\_

Cell Phone \_\_\_\_\_ E-mail address \_\_\_\_\_

Web site address \_\_\_\_\_

This agreement is subject to the following terms and conditions.

1. That AirSupport, LLC agrees to present the "DAV Flight Team" at the location and dates listed above. Performance(s) shall include the following:
  - B-25 or other aircraft to perform 12 minute act during the air show **and** be on static display.
  - 1 Media Ride. (20 minutes up to 5 seats)
  
2. The DAV Public Outreach Program provides the following:
  - Aircraft on site a minimum of 1 day in advance of event start for media interaction and public outreach activities. (weather permitting)
  - Dedicated Event Coordinator to work with your staff in all DAV pre-event planning.
  - Detailed high quality displays highlighting the historic role of the aircraft.
  - Aircraft to fly a 12 minute demo each show day and be on static display.
  - Aircraft to provide 1 media flight per air show for 5 bonafide media riders. The DAV Event/Media Coordinator will coordinate with the airshow in the selection process for local mainstream television and print media.
  - High quality Mobile Display Unit that provides free information to veterans, their families and the public.
  - Free DAV Newsletter subscription & chance to win a B-25 model to those completing a request card.
  - Inclusion of event in DAV national media campaign to include DAV national magazines, newsletters, web site and social media serving the over 1.2 million DAV members and their families nationwide.
  - All of the above is conservatively valued at over \$5,500.00 and is provided to your event at no cost except as noted below.



3. The airshow agrees to provide the following:
- A FEATURED, HIGH VISIBILITY, CENTRAL DISPLAY LOCATION
  - At least 15 days prior to event start a copy of a detailed map or site plan showing location of proposed DAV display location as well as admission points, crowd lines, show line, show center, show control, VIP areas and other major displays.
  - Aircraft must be displayed together with the DAV Mobile Display Unit and tow vehicle. The trailer is 36 feet long and when the awning is set up, the display is 24 feet wide.
  - Aircraft to fly demo each day of airshow (12 minutes) and be on static display.
  - Provisions must be made to move the aircraft to and from the display area to the operational area in a timely manner, so as to minimize time away from the display site. (tow bar provided by aircraft)
  - Airshow narrator to use DAV provided script or pre-recorded script.
  - A designated member of your staff to serve as media liaison to the DAV Flight Team Coordinator.
  - DAV Flight Team to be listed on website with a link to [www.DAV.org](http://www.DAV.org) and [www.DAVFlightTeam.com](http://www.DAVFlightTeam.com).
  - Event announcer to highlight DAV Mobile Display Unit throughout each day. (suggested pre-recorded scripts to be provided by DAV)
  - Fifteen (15) performer credentials for aircrew and support staff to include meals and hospitality venues for each day.
  - Up to six (6) non-smoking rooms (3 single and 3 rooms with 2 beds). If the team stays on a military base with single beds, 8-10 rooms may be needed.
  - Three (3) rental cars (2 full size cars and 1 minivan or SUV) with appropriate access credentials. Fuel and insurance included.
  - Two (2) Ramp Passes for DAV Flight Team vehicles.
  - Six (6) Performer Parking Passes for rental cars and local DAV members.
  - One (1) four-seat gas golf cart, available upon aircraft arrival, for DAV exclusive use throughout the event for transportation of veterans.
  - Inclusion in all event advertising and media (to include posters, billboards, program, print, online and broadcast media) at a level equivalent to a \$5,500.00 sponsorship.
  - Post event report (within 30 days) to include details and samples of all media placements and actual event attendance.
  - Aviation Gasoline as necessary throughout the event (not to exceed 700 gallons total – based on one 20 minute media ride and two 12 minute performances)
  - Aviation oil for B-25 or other aircraft as needed, not to exceed 20 gallons total.
    - o Panchito requires Phillips XC25W-60 aviation oil in 2.5 gal plastic containers
    - o Other aircraft requirements to be determined.

Date: \_\_\_\_\_

\_\_\_\_\_  
Airshow Name

\_\_\_\_\_  
Michael C. McCabe, President  
AirSupport, LLC

\_\_\_\_\_  
Airshow Director's Signature

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