



# Ford Tri-Motor Chapter Hosting Summary

EAA chapters are critical to achieving the goal of growing participation in aviation by promoting The Spirit of Aviation. EAA chapters have also been a vital part of the success of the Ford Tri-Motor tour since 1991, which are a means for EAA to carry out its mission nationally. More so, touring events are mutually beneficial for EAA chapters. They project a positive message about aviation within your local community, bring positive media coverage to your local airport and chapter, and present an opportunity for members to volunteer, raise funds, and most importantly, have fun!

EAA Headquarters is here to support you in your hosting efforts — we will do all we can to provide resources and aid you in preparing for your event. We will provide printed marketing materials, digital materials, event and sponsor ideas, and connect you with other chapter leaders who have hosted successful touring events in the past. We trust our hosts a great deal and see tremendous value in leveraging your local knowledge and expertise to create a unique event that is successful for your chapter. Prior to the event, you will work most closely with myself; during the event, you will work closely with our volunteer crew onsite. This summary is intended to provide a brief synopsis of what you can expect from a tour stop as a prospective host; more information can be found in the Ford Tri-Motor Hosting Manual.

## Benefits and Chapter Revenue:

Each tour stop generates an average of 20 new EAA members (and potential new recruits for your chapter). Chapters receive a commission on seats, merchandise, and ground tour sales, with proceeds averaging \$600 - \$1,200 based on the following rates:

- \$5 per paying passenger.
- 10% of any online Tri-Motor merchandise sales in the two weeks following your tour stop.
- 50% of any cash sponsorships raised.
  - In the past, sponsorships from local Ford dealerships, FBOs, real estate offices, banks, grocery stores, etc. have resulted in an additional \$1,000 - \$2,000 of revenue for the host chapter (sponsorship guidelines can be provided).

## Basic Operating Minimums:

- **Airport and Runway:** The Tri-Motor requires a minimum 3,500' x 50' runway for flight operations. Our hosts help with onsite coordination and airport preparations.
- **Onsite Hangar:** The Fords are vulnerable to gusts on the ground, and we require the capability of putting them in a hangar when the weather threatens. The hangar requirements for the Ford are 80' x 80' with a minimum 65' door opening. In the past, we have always been able to get these hangars comped by the hangar owner.
- **Ticket Operations:** If outdoors, tables, chairs, and a pop-up tent are required for onsite ticket sales. Additional coverage and 10 chairs are also recommended to assist in passenger briefings and the flow of operations.
- **Onsite Volunteer Support:** In order to run the operation safely, a minimum of four volunteers are required per shift (2 shifts per day), 3-4 days total. (The more the merrier!) EAA provides training video and onsite support.
- **Marketing/Promotional Support:** Hosts help distribute EAA-provided printed promotional materials within their communities. EAA provides additional marketing support in the following ways:
  - While the budget is very limited, the marketing team will place paid advertising for your tour stop location. If you have any suggestions of possible radio/print outlets to look into please share those with us as early as possible!
  - An EAA eBlast is sent advertising your location approximately two weeks prior to your event. This communication will be sent to all EAA members and non-members in our system within a 100 mile radius of your tour stop.
  - EAA Marketing will also reach out to media outlets in your area to invite them to our complimentary media flight the Thursday of your tour stop. At every tour stop, we aim to make at least one flight full of local media representatives.

On behalf of the EAA team, thank you for contributing to The Spirit of Aviation, and we look forward to answering any questions you may have! Please contact us at:

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