

**John Zapp, CEO, Flying Musicians Association, Inc.**

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**www.FlyingMusicians.org:**

*Pilot Musicians sharing passion while encouraging and  
educating youth (& adults) in the science & art of  
aeronautics & music*

501(C)(3) Nonprofit EIN: 80-0433326



## **Re: Corporate Membership Proposal**

### **For: Your Company/Organization**

**Summary:** We ask you to jump on the Flying Musicians Association (FMA) bandwagon as a corporate member to help us fulfill our mission and, in return, reap the many benefits of actively growing the pilot population for less than \$21.00 per month.

It is no surprise that a pilot shortage is looming. According to a recent study by the University North Dakota's Aviation Department, that deficit will soar to 15,000 by 2026 as more captains reach the mandatory retirement age of 65 and fewer young people choose commercial aviation as a profession.

FMA, through sharing our dual passions with students throughout the country, will inspire, educate, encourage, and assist youth to pursue aviation as a vocation or avocation while continuing their love of music. Moreover, aviation lures kids away from alcohol and drugs while developing positive study habits and life skills. Yet, music is *the* common denominator for young adults, which encourages open dialogue between them and "pilot musicians." Those conversations lead to sitting in planes, and the rest is simply magic. We want you as our partner in creating that magic! Our members create enthusiasm and growth in both the aviation and music communities. With you onboard, we will soar together!

**Advertising Benefit** (stats are approximate averages, values based on average industry pricing):

- Your banner and link on the FMA website — ~1000 unique visits/month (\$500 value).
- Your logo and link in corporate members section on the FMA website, newsletter, and presentations (\$300 value).
- Option to create "members only" discounts and incentives — 800+ members and growing ~8% /year.
- Industry-wide FMA press release on you that includes paragraph written by you about your company and why you joined (\$300 value).
- Send your corporate swag (which goes out to all new members including student members) to:
  - Flying Musicians Association  
C/O John Zapp  
1750 Forest Hills BV  
Bella Vista, AR 72715

**Cost and Analysis:** Based only on the above values, corporate membership is worth over \$1500. In reality, exhibiting at a single event exceeds that in travel and fees alone. However, all we ask from you is \$250/year (less than \$21/month!), and with no obligation to renew—but we think you'll want to. FMA delivers a great return on investment because for a nominal cost, we reach today's potential customers while also creating tomorrow's through a language that they embrace. Moreover, as performing musicians we don't compete for attention, we command it—we have the stage, drawing unparalleled focus to our mission and members.

**Corporate Sponsors** (partial list): AOPA, JSfirm, Pacific Coast Jazz, That Other Label, Bose Aviation, Gleim Aviation, Sporty's, Hartzell Engine Technologies, Hartzell Propellers, Redbird Flight Simulations, NBAA, Cirrus Aircraft, Bristell America, Aviators Hot Line...