

BRITISH WOMEN PILOTS' ASSOCIATION LTD



Partner with the BWPA

Purpose of this document

The BWPA exists to inspire and support women in all areas of aviation and all types of flying, including fixed wing, rotary, gliding, microlights and ballooning. Partnering with other organisations supports us to achieve our aims and objectives.

This document is a high-level reference for organisations who are interested in partnering with the BWPA. Terms and conditions of any partnership agreement are subject to negotiation and agreement between the BWPA and potential partnership organisation.

BWPA Aims and Objectives:

- To promote the training and employment of women in aviation, and the promotion of practical schemes to assist women to gain air licences; including raising awareness of opportunities for females of all ages.
- To act as advisers to women regarding the training required and the openings available in aviation.
- To promote and encourage collaboration between members of the Association, and to enable women in aviation to meet and exchange knowledge of mutual interest and to communicate views from the Association.

What the BWPA can offer its partners:

- Marketing/publicity,* though:
 - Social media
 - Website articles
 - Newsletters and annual Gazette (including paid-for advertising)
 - BWPA events
- Opportunities for BWPA-branded events
- Access to BWPA members to act as representatives, if the purpose aligns to the BWPA's aims and objectives

*We anticipate that at least one representative of a partner organisation would also be a member of the BWPA. We note that we are able to offer greater exposure for members than non-members.



What our partners can offer the BWPA:

- Financial support, including through:
 - Scholarship/bursary funding
 - Discounts on products and experiences for BWPA members. For example, landing fees, pilot supplies or entry to aviation places of interest
 - Funding of specific BWPA initiatives
 - Paid advertising, including in our newsletter or on our website
- Support to build BWPA membership, such as by financially supporting provision of memberships and/or encouraging members of the partner organisation to join the BWPA
- Marketing/publicity
- 'Unique value', such as:
 - exclusive events, such as visits and behind-the-scenes tours of aviation places of interest, or events with noteworthy speakers
 - development opportunities for BWPA members, for example mentoring or career support