



**National Aerospace Week
Aerospace and Defense: The Strength to Lift America
Toolkit**

National Aerospace Week Sept. 12 – 18, 2010: The goal of National Aerospace Week is to highlight the important contributions of the U.S. aerospace industry with a series of events during the week in Washington, D.C. and in manufacturing facilities and communities across the country. National Aerospace Week will feature industry’s contributions to the economy, national security and environmental stewardship. In addition, it will showcase industry’s commitment to the future high-tech workforce of America and to creating and sustaining high-paying jobs across the country.

Background: The first National Aerospace Day was Sept. 16, 2009, and featured a number of events on Capitol Hill, including honoring Senator Inouye with the Wings of Liberty award, House and Senate resolutions of support and a congratulatory letter from President Obama. Resulting from this success, National Aerospace Day has been expanded to National Aerospace Week to allow more participation from organizations across the country that support our industry and schools.

Toolkit: Ideas for your company and community

Below are suggested ways for your company, community or organization to commemorate National Aerospace Week.

Sponsoring an event:

If you would like to host a National Aerospace Week event, please contact Alexis Allen, Assistant Vice President of Communications at alexis.allen@aia-aerospace.org. Be creative – we welcome new ideas! The criteria for National Aerospace Week events are simple – the event must meet one or more of the criteria below:

- Support a charitable cause or organization;
- Support the aerospace and defense workforce (future and current); or
- Advance understanding of the aerospace and defense industry.

In turn, we will provide you the National Aerospace Week logo for your use and post the event on the National Aerospace Week (www.NationalAerospaceWeek.org) website.

For companies, communities and stakeholders:

- Outreach to communities/elected officials:
 - Host open houses for families, community leaders and the public
 - Brief community leaders and congressional members on industry issues and the company

- Sponsor an event
 - Advertise in local publications (with your logo)
 - Speak to local community organizations
 - Place op-eds in local publications
 - Schedule interviews with local press
 - Send letters to elected officials augmenting industry information with company specific data
- Outreach to schools:
 - Host “Careers in Aerospace” day in schools
 - Arrange facility tours of local aerospace and defense companies for students
 - Develop an industry orientation day for teachers
 - Develop an essay or photo contest
- Outreach to employees:
 - Send an e-mail thanking employees the week of National Aerospace Week
 - Hang posters, play videos in facilities
 - Place articles and advertisements in house organs (with your logo)
 - Link your website to www.nationalaerospaceweek.org
- The following tools are attached to assist you in your efforts:
 - National Aerospace Week messages
 - Draft e-mail to employees
 - Draft press release
 - Aerospace and Defense Industry Statistical Fact Sheet
 - National Aerospace Week advertisement (will be provided at a later time)

For more information contact:

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