



# ASBAA ICONS OF AVIATION AWARDS MEDIA KIT 2020



# ICONS OF AVIATION AWARDS 2020 6-YEAR ANNIVERSARY

The Icons of Aviation is AsBAA's flagship corporate social responsibility and awards event. Launched in 2014 to celebrate excellence in our industry while giving back to the communities in which we are privileged to operate. The IOA is an entertainment filled evening with 14 aviation awards across multiple categories.



14 Aviation categories celebrating  
excellence in our industry

In support of AsBAA's CSR projects

Over USD\$160,000 raised to date  
for charity

Asia's leading business aviation  
CSR event

# IOA SPONSORS





# WHAT OUR SPONSORS SAY

The AsBAA Icons of Aviation Awards & Charity Gala Dinner provides the Asia Pacific region business aviation community the opportunity to gather and celebrate a memorable year. I would like to extend my appreciation to the organising committee for all of their hard work throughout the year and in organising such a wonderful event. The Metrojet team always enjoys the Gala Dinner and we are looking forward to another great event this November

**Gary Dolski**  
CEO, Metrojet

I was pleasantly surprised and in awe at the wonderful job the AsBAA team has accomplished in such a short space of time, it was a wonderful evening of acknowledging all that is great about our industry. The IOA Awards is quickly becoming the must attend social event of the year in Asia, very good networking opportunities, everyone was represented and all for a great charity cause in Orbis.

**Dassault Falcon**

A special thanks to the AsBAA team for this special honour, and also for staging the popular industry event — the Icons of Aviation. Events and activities such as these raise the profile of business aviation across Asia and also to underline the importance and value of General Aviation with civil aviation agencies, government agencies, media and other key stakeholders.

**Leo Knaapen**  
Chief, Industry Affairs, Bombardier

I just wanted to say thank you AsBAA and White Orchid Insights for all your hard work on planning this event. The event was a great success, the space worked great and I was very impressed that the atmosphere of the event was not impacted by the unrest - many attendees flew to HK from all over the world and everyone was very professional.

**Yini Lin**  
Universal Weather and Aviation



# WHAT OUR SPONSORS SAY

The AsBAA Icons of Aviation Awards are one of the most important events in the business aviation industry. They recognise the success of industry leaders and provide a great platform for companies to increase brand awareness, expand their business networks, and explore B2B opportunities. But what makes them even more meaningful is their part in AsBAA's CSR program supporting the Orbis Flying Eye Hospital. VistaJet is proud to be part of such a good cause.

**Amy Yang**

Director of Marketing  
and Communications, Asia, VistaJet

Orbis is honored to partner with AsBAA in Four consecutive years. We were overwhelmed with the generosity of the guests at the AsBAA Charity Gala Dinner. With your kindhearted support, blind people can finally escape from the dark and experience the warmth from seeing again. We look forward to a fruitful relationship with AsBAA to transforming lives of the underprivileged."

**Mary Lau**

Director of Development,  
Orbis HK and China.

It's an honour to be invited and spoke at the Icons of Aviation charity gala dinner this year. What better way to meet and greet our supporters from the aviation industry than in such an entertaining and enjoyable evening. The Star War theme was a blast. Thanks for the generosity of all the guests who donated to Orbis and thanks AsBAA for organising such a wonderful event.

**Celia Yeung**

Communications Manager ,  
Orbis Flying Eye Hospital

Our first Industry Awards Gala in 2015 was a great success all round, it was a sell-out event in which we celebrated the stars of the industry, and also gave back to the community in which we all operate. The 2016 Icons of Aviation was better than we could have ever hoped for – with over USD50k raised for Orbis and 300+ guests from our industry gathered in collaborative spirit. Thank you to all that sponsored, attended, and an supported the IoA, see you in 2020!

**Charlie Mularski**

Chairman, AsBAA 2015-2017



# SPONSORSHIP OPTIONS

## DIAMOND SPONSORSHIP

STANDARD PRICE: HKD 100,000

A table of 10 seats, logo placement on website, all promotional collateral, media backdrop (x 2) and social media. Press release, video played at the IOA2020. Full-page advertisement in the dinner programme, signage at the IOA2020, two magnum bottles of champagne.

## PLATINUM SPONSORSHIP

STANDARD PRICE: HKD 70,000

A table of 10 guests, logo placement on the website, all promotional collateral, media backdrop (x 1), social media and website. Press release, full-page advertisement in the dinner programme, signage at the IOA2020 and one magnum of champagne.

## CORPORATE SPONSORSHIP

STANDARD PRICE: HKD 55,000

A half table of 5 guests, one full-page advertisement in the dinner programme, and one magnum of champagne.

## STANDARD TABLE OF 10 SEATS

STANDARD PRICE: HKD 50,000

## STANDARD TABLE OF 5 SEATS

STANDARD PRICE: HKD 27,800

## SINGLE TICKET

STANDARD PRICE: HKD 4,800

Single ticket entry for individual companies or smaller organisations.

## AsBAA BOARD ONLY

STANDARD PRICE: HKD 2,400

Max 2 tickets per board member.

## STRATEGIC PARTNERS & MEDIA

STANDARD PRICE: HKD 2,400

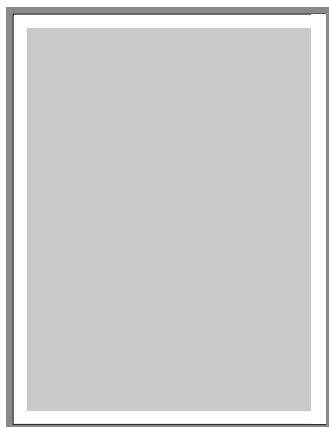


# DESIGN ITEMS

SPONSORSHIP TIER	DESIGN ITEMS		DEADLINE
TITLE	HIGH RESOLUTION LOGO FILE IN AI, JPG. HIGH RESOLUTION HEADSHOT OF SPOKESPERSON QUOTE FROM SPOKESPERSON TWENTY A2 DESIGNED ADVERTS TWO DOUBLE PAGE A4 ADVERTISEMENT	CORPORATE VIDEO UNDER 2 MINUTES COMMENTS FOR PRESS RELEASE DETAILS OF SPOKESPERSON GIVEWAY ITEMS	20 SEPTEMBER
DIAMOND	HIGH RESOLUTION LOGO FILE IN AI, JPG. HIGH RESOLUTION HEADSHOT OF SPOKESPERSON QUOTE FROM SPOKESPERSON	TEN A2 DESIGNED ADVERTS DOUBLE PAGE A4 ADVERTISEMENT COMMENTS FOR PRESS RELEASE	20 SEPTEMBER
PLATINUM	HIGH RESOLUTION LOGO FILE IN AI, JPG. HIGH RESOLUTION HEADSHOT OF SPOKESPERSON QUOTE FROM SPOKESPERSON	THREE A2 DESIGNED ADVERTS DOUBLE PAGE A4 ADVERTISEMENT	20 SEPTEMBER
CORPORATE	HIGH RESOLUTION LOGO FILE IN AI, JPG. TWO A2 DESIGNED ADVERTS [insert specs] SINGLE PAGE A4 ADVERTISEMENT		20 SEPTEMBER
STANDARD TABLE	HIGH RESOLUTION LOGO FILE IN AI, JPG.		20 SEPTEMBER
HALF TABLE	HIGH RESOLUTION LOGO FILE IN AI, JPG.		20 SEPTEMBER

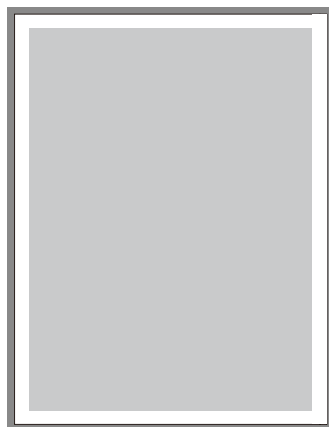


# SPECIFICATIONS



## A2

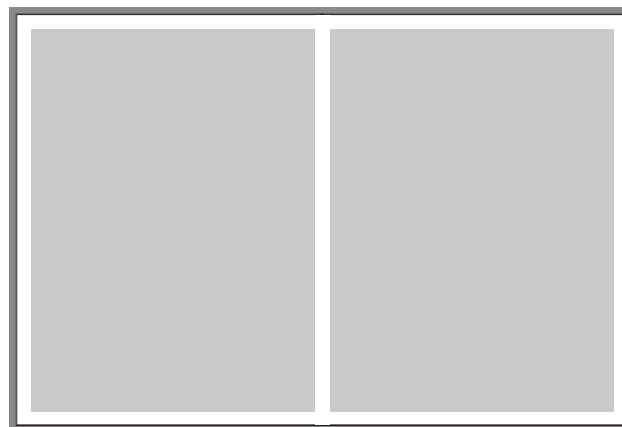
Trim	420 x 594mm
------	-------------



## A4

Trim	210 x 297mm
------	-------------

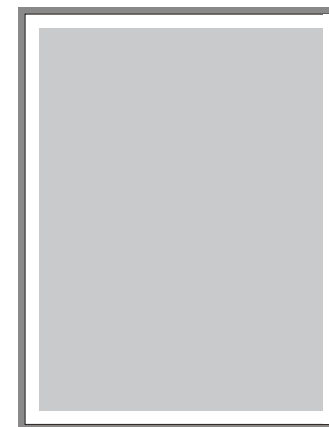
Bleed	220 x 307mm
-------	-------------



## A4 Double Page Spread

Trim	420 x 297mm
------	-------------

Bleed	430 x 307mm
-------	-------------



## A5

Trim	148 x 210mm
------	-------------

Bleed	158 x 220mm
-------	-------------

### Technical Requirements

Printing Process: Offset  
Binding Method: Perfect Bound

### Digital Requirements:

- Files must be submitted as specified
- File must be 300 dpi or higher
- All fonts in the artwork must be provided or created outlines
- Submitted file must be in press-ready formats
- File types accepted are as follows: AI/EPS/PDF



# THE VENUE

Nestled at the southern coast of Hong Kong Island, the Hong Kong Ocean Park Marriott Hotel will be an ideal place to stay for your next visit in this vibrant city. Right at the doorstep of Hong Kong Ocean Park, the hotel comprises 471 guestrooms and suites which combine modern design with nature-inspired décor, along with versatile event space including an expansive pillar-free ballroom. Step into our welcoming lobby upon arrival and be amazed by a 16-metre high aquarium. Choose from a variety of dining options with alfresco style ambiance with views of the lush garden and lagoon.



LARGEST BALLROOM ON HONG KONG ISLAND

JUST 5 MINUTES MTR FROM ADMIRALTY

AROUND 20 MINUTES TAXI RIDE FROM CENTRAL

## THE GRAND BALLROOM

The Hong Kong Ocean Park Marriott Hotel has an extensive pillar-free grand ballroom on the island. Spread over 1,200 square meters, the pillar-free grand ballroom can seat up to 80 tables in banquet style. With its direct access to Ocean Park, business meetings and conventions can take on an educational and fun twists.







# SUSTAINABILITY

AsBAA operates a single-use plastic free policy.

Hong Kong Ocean Park Marriott Hotel is a smoke-free hotel with adaptation of several green elements, such as the use of environmentally friendly material (Aluminum Alloy) and vertical planting in hotel exterior for solar sharing and energy saving purpose, rooftop greenery, auto watering system with raindrops as well as ample outdoor dining areas and outdoor event spaces.

To further love our earth, sustainable seafood menus will also be applied.



# CONTACT US

## **AsBAA**

Cathy Chiu | [cath.chiu@asbaa.org](mailto:cath.chiu@asbaa.org)

## **White Orchid Insights**

Per Sveen | [per@whiteorchidinsights.com](mailto:per@whiteorchidinsights.com)

*\*WOI is the marketing agency for IoA*