

**SOS**  
**ASTD Sharing Our Success**  
**Submission Form**

**Submission for:** Community Professional Development Event

**Submission Date:** 5/27/2005

Chapter Name: ASTD-Lincoln

Chapter ID: CH6106

Chapter Location: Lincoln, Nebraska

Chapter Membership Size: 150 members

**Information will be used by ASTD only:**

Contact Person for this Submission: Sarah DeLong

e-mail address: [sdelong@astdlincoln.org](mailto:sdelong@astdlincoln.org)

Phone Number: (402) 323-8841

Alternate Contact Person: Sarah Kahler

e-mail address: [skahler@astdlincoln.org](mailto:skahler@astdlincoln.org)

Phone Number: (402) 472-0144

Chapter Website URL: www.astdlincoln.org

Password if needed: none

**Title of Effort:** Plan. Brief. Execute. Debrief. = Win!: A Fighter Pilot's Secret to Business Success

**Description of Effort:**

ASTD-Lincoln coordinated a community-wide professional development opportunity resulting in an attendance of almost 1,200 professionals and college-aged students with a net profit of \$18,000 for our chapter. We acquired corporate and in-kind sponsorship to cover all expenses, including speaker fees; speaker travel expenses; event venue; printing; and radio, TV, and direct mail marketing. We partnered with the local chapter of the American Advertising Federation to help with the marketing & advertising campaigns.

**Need Addressed:**

This event provided fresh, broad-based, reasonably priced, professional/leadership development to the city of Lincoln, Nebraska, and surrounding communities.

Does this effort align with your chapter mission?

Yes X

No     

Does this effort align with ASTD mission?

Yes X

No     

**Target Audience:**

Business professionals and students – all people involved in implementing their organizations' missions.

**Costs/Resource Use:**

- See **Exhibit A – Tentative Financial Report**. (NOTE: Our administrative assistant's April hours have yet to be billed at the time of this submission – projected additional amount = \$250.)
- The venue we held the event at seated 2,200 people, so we printed 900 complimentary tickets to use for corporate & in-kind sponsors. Also, all ticket sales went through the venue's ticket office.
- All income other than ticket sales was in the form of sponsorship. We priced tickets at \$39/each & \$35/each for groups of five or more. See **Exhibit B - Sponsorship Solicitation Sample**.
- Members of our Big Event Committee went to their employers to ask for sponsorship. The Vice President of Lincoln Benefit Life had seen Afterburner a couple years prior & immediately offered to be a Platinum Sponsor. Ameritas Life Insurance Corporation & Duncan Aviation (two

companies who've always offered financial support of past Big Events) quickly followed suit with sponsorships.

- We then went to other companies in town who had sponsored us in the past, and developed a list of the largest employers in Lincoln to solicit. Committee members took 2-3 companies from the list & contacted the appropriate people to present a sponsorship request in person.
- ASTD-Lincoln volunteer hour estimate: 550 hours
- Advertising Federation of Lincoln (AFL) volunteer hour estimate: 80

Estimates of in-kind trade/sponsorship (event tickets for products/services):

- **Media PSA Spots:**
  - Radio:
    - Two broadcast companies (nine stations total) running a mix of :30 & :60 second spots, 50x commercials per station - **\$13,254**
      - (10 tickets/broadcast company for employee use; 20 tickets/station for giveaways)
    - One station running 23, :30 second spots at an even dollar trade - **\$390**
      - (10 tickets for employee use)
  - TV:
    - One ABC affiliate station running a mix of :30 & :60 second spots, 23 commercials total - **\$1,150**
      - (10 tickets for employee use)
  - Print Publication:
    - One local business magazine running three ¼-page ads - **\$1,332**
      - (15 tickets for employee use)
- **Marketing Material Design** (mail pieces & posters)
  - Design time for magazine ad, postcard teaser mail piece, tri-fold follow-up mail piece, event poster, and assistance in PSA production - **\$3,600**
    - (14 tickets for organization's board's use)
- **Printing Services:**
  - One print shop producing 4,600 each of four-color postcard teaser mail pieces and tri-fold follow-up mail pieces, and 50 posters - **\$3,000**
    - (10 tickets for employee use)
  - Second print shop producing 1,500 four-color duplication ASTD-Lincoln info/sponsorship inserts for program guides - **\$585**
    - (5 tickets for employee use)
- **Video Spot Production:**
  - Local company produced the radio & TV PSA spots - **\$1,970**
    - (2 tickets for employee use)
- **Media Lunch:**
  - Restaurant provided lunch & dessert for 15 media reps, ASTD-Lincoln, and AFL members for the purpose of asking the media for free PSA spots in exchange for event tickets - **\$225**
    - (10 tickets for employee use)
- **Pilots' Hotel Rooms:**
  - One of our members paid for the hotel rooms in exchange for an in-kind sponsorship listing on the program guide insert for her consulting company - **\$260**

## How did you implement:

- Our Big Event Committee began planning in April 2004. Based on a Committee member's recommendation, we chose to proceed with Afterburner & began structuring our sponsorship levels along with identifying companies in Lincoln that sponsored our past Big Events as well as those large companies who'd benefit from this program.
- Sponsorship solicitation began immediately. The first three major sponsors fell into place quickly; the remaining sponsors took time to cultivate over the summer & throughout the remainder of 2004. Sponsors were sent letters of intent after a verbal agreement – see **Exhibit C-Sponsor Letter of Intent**. Upon receipt of their contribution, sponsors were sent receipt letters – see **Exhibit D-Sponsor Receipt Letter**.
- We broke our Big Event Committee into three sub-committees: The Lied Center (venue) Subcommittee, the Marketing Subcommittee, and the Afterburner Subcommittee. Each Subcommittee focused on its primary function & we continued to hold general Big Event Committee meetings once a month.
- In September, we approached the Advertising Federation of Lincoln (AFL) to partner with us in helping us plan our marketing & advertising strategies in exchange for tickets for their board. We held our first Marketing Subcommittee meeting with them in October to create a timeline for marketing material production & mailing list generation.
- The Afterburner Subcommittee worked with Afterburner to acquire graphics and content to be used in the marketing pieces. The AFL assigned the design of the print ads, mail pieces, and posters to one of its board members.
- In early January, we invited representatives from the local radio, TV, and print media to attend a media lunch for the purpose of asking for free PSA spots in exchange for event tickets – see **Exhibit E-Media Proposals**.
- Also in January, the ASTD-Lincoln Communications Committee began rolling out internal marketing materials to our members (promotional content for our monthly "What's Happening" fliers, newsletter, web site, membership emails, and meeting announcements). The ASTD-Nebraska chapter (Omaha, Nebraska) promoted the event to their members & gave us their mailing list.
- The AFL collaborated with us on the mailing list by providing contacts to various organizations that gave us their lists in exchange for event tickets. We combined all the mailing lists acquired into an electronic format for the mail house.
- We used a local mail house for mailing services. Marketing print collateral was printed by early March (not quite on time!). The postcard mailer dropped the middle of March; the follow-up mail piece dropped the beginning of April.
- The Lied Center Subcommittee worked extensively with that venue to ensure all the necessary AV equipment was available, contracts were signed, and information was communicated between the Lied Center, ASTD-Lincoln, and Afterburner.
- One AFL board member lined up the vocal talent for the radio & TV PSAs while another AFL board member worked with a local video spot production company to create the radio & TV PSAs. See the **Radio Broadcast Scheduling Contract** following **Exhibit E** for an example of the contracts sent to the radio broadcasting companies.
- Radio PSAs began running April 7; TV PSAs began running April 11. The week of the event, the pilots participated in radio interviews on selected radio stations running the PSAs.
- We inserted ASTD-Lincoln info/sponsorship pieces into all the program guides a week prior to the event.
- The Afterburner Subcommittee coordinated all the details for lodging & transportation of the pilots while they were in town, as well as an interview with our platinum sponsor's national newsletter editor the night before the keynote.

- The night before the event, we invited representatives from our three major corporate sponsors to have dinner with the pilots & our Big Event Committee co-chairs, president, president-elect, and VP-Communications to help the pilots finalize their customization of their presentation.
- The Lied Center's staff trained our volunteers the day of the event with regard to where everything was located & answers to FAQs. Volunteers took tickets, handed out program guides, directed attendees to the restrooms, and anything else that needed to be done.
- After the event, we had a celebration/event debrief at a local restaurant, which was organized by a group of Big Event Committee members. We recorded our successes, lessons learned, and recognized all the volunteers,

#### **What were the Outcomes:**

- Almost 1,200 people attended this event, and our chapter netted over \$18,000 in profit.
- This event was the culmination of our eight-month membership drive, which resulted in 28 new members.
- Through this event, our chapter has increased its visibility within our community.
- Our platinum sponsor surveyed their employees who attended the event, and feedback was very positive. We continue to hear from members of our community who attended about how much they enjoyed and got out of this program.

#### **Lessons Learned:**

- See Exhibit **G-Successes & Lessons Learned**. This information was gathered at the celebration/event debrief lunch immediately following the event.

## **Exhibit A – Afterburner Debrief: Tentative Financial Report**

### **Income**

Platinum Level Sponsor	\$10,000.00
Gold Level Sponsor	5,000.00
Palladium Level Sponsor	3,500.00
Plus extra tickets (75)	875.00
Silver Level Sponsor 1	1,000.00
Silver Level Sponsor 2	1,000.00
Silver Level Sponsor 3	1,000.00
Silver Level Sponsor 4	1,000.00
Silver Level Sponsor 5	1,000.00
Bronze Level Sponsor	100.00
University Foundation – 200 student tickets	4,000.00
Ticket Sales	
89 @ \$39/ea.	3,471.00
470 @ \$35/ea.	16,450.00
<b>Total</b>	<b>48,396.00</b>

### **Expenses**

Afterburner Fee	14,500.00
AB Expenses	
Airfare - "Whiz"	212.90
"JB"	710.81
Daily expenses – pilots (\$80/day)	160.00
Program guides (1,000 @ \$2/ea.)	2,000.00
Shipping	15.45
Lied Center	
Main stage rental fee	2,500.00
Box office fees (559 tix @ \$2.15/ea.)	1,201.85
Sales tax	1,303.24
Comp ticket printing (900 @ \$0.40/ea.)	360.00
Credit card fees on ticket sales	480.20
Credit card fees – merchandise commission	4.54
Front of house fee	225.00
House manager	92.00
Event attendants	168.00
Stage crew – non-union	470.50
AV equipment rental	277.00
LCD projector	200.00
Custodial charges/restoration	467.25
Custodial supplies	100.00
Tape, batteries, gels, etc.	25.00
Sponsors & Pilots Dinner	265.00
Recognition	
Clocks	65.00
Candy Bouquets	32.00
Airplane suckers	50.00
Lunch - Spaghetti Works	335.00
Gift Certificates	160.00
Gift baskets – AB pilots	53.84
Miller Mailing & postage fees	2,427.19
Glenda-admin/postage/SCM-3/31/05	571.44
PSA talent (vocal)	80.00
ASTD-Lincoln bus. card supplies	21.39
<b>Total</b>	<b>29,534.60</b>

## **Exhibit B – Sponsorship Solicitation Sample**

Date

Name

ABC Bank

Mailing Address

Lincoln, NE 68500

Dear Name:

The Lincoln chapter of ASTD (the American Society for Training & Development) is bringing a phenomenal speaking group to Lincoln for our Big Event. Afterburner is a national speaking group of fighter pilots. As a management training team, these fighter pilots put attendees through their paces with solid advice and simulated, interactive combat missions that demonstrate how to assess risk, implement a mission plan, and practice strong leadership. Talks focus on building teams, prioritizing tasks, and embracing change. They'll be delivering a 90-minute keynote at the Lied Center on April 28, 2005, on "Plan, Brief, Execute, Debrief, WIN!"

The Afterburner's keynote presentation will provide attendees with new, proven skills and strategies that will provide results in their professional and personal lives. This highly inspirational keynote is a great way to educate and motivate employees, as well as thank them for jobs well done.

As a professional organization dedicated to being a statewide leader in workplace learning and peak performance, ASTD-Lincoln is excited to be able to bring this energizing speaking group to our community. We're also excited about the opportunities it presents to partner with various local and regional companies. As with many programs of this nature, it wouldn't be possible without the generosity of corporate sponsorship.

We would like ABC Bank to consider a lead sponsorship amount at the \$10,000 platinum level. Your support will help make it possible for a nationally recognized, Inc. 500 speaking group to demonstrate to ABC Bank employees and our community how the principles of a combat mission apply to business.

Enclosed in this packet are promotional materials on Afterburner seminars, including a DVD for you to review; the levels of sponsorship opportunities and benefits for this event; and a testimonial from Sam Doe, President of Lincoln ABC Insurance Company.

I'd like to thank you in advance for your time and consideration. We look forward to being able to partner with ABC Bank to bring Afterburner to Lincoln. If you have any questions, please don't hesitate to contact me. I'm happy to be of service in any way possible.

Sincerely,

Susan Doe

*ASTD-Lincoln Board/Committee Position*

Encl.

## Scorching Opportunities to Sponsor the Hottest Event of 2005!

The Lincoln Chapter of the American Society for Training and Development is negotiating with internationally known and respected Afterburner to present at the 2005 ASTD. Afterburner is a team of men and women Fighter Pilots who are teaching top corporations the tools and techniques of "Flawless Execution," "Overcoming Task Saturation," and "The Secret of Stealth Debriefing." These high-energy presentations demonstrate how the same principles that pilots use to execute a flawless mission can be applied to business.

An Inc. 500 company, Afterburner has been featured in nearly every major business publication in the United States including the Wall Street Journal and Business Week. *Meetings and Conventions Magazine* named Afterburner "The hottest speakers on the circuit right now." With worldwide reach, Afterburner has trained nearly 100 of the Fortune 500 in the past six years. The company has earned a stellar reputation among its clients as a truly revolutionary training company. Because Afterburner delivers relevant and tangible value with every offering, 87% of their clients return for more training.

**Date:** April 28, 2005 10:30 a.m. – 12:00 noon  
**Location:** LIED Center, Lincoln, Nebraska  
**Program (90 Minutes):** *Plan, Brief, Execute, Debrief – WIN!*

### Corporate Sponsorship

Steely determination, intense concentration, task management, teamwork, and mutual support are the survival skills necessary for today's fighter pilots - - as well as today's top business managers. As a corporate sponsor to this event, your organization receives the following benefits:

- Your staff will **receive new strategies and tactics** to improve planning, teamwork, and minimize task saturation in the workplace.
- Your organization will **receive promotional opportunities** associated with leading edge corporate training.
- Your organization will **receive recognition from the community in bringing world-class talent to Lincoln.**
- Your organization will **not incur organizational or planning costs.** ASTD will provide all of the organization and planning needed for this event.
- Your organization will **save money.** Sponsorship is less than bringing Afterburner on-site or sending employees to off-site training. (See Cost Comparison below.)

### Cost Comparison

	<b>Afterburner \$10,000 Sponsorship (200 Employees)</b>	<b>Off-Site Training (5 Employees)</b>	<b>On-Site Training</b>
Travel	\$0	\$2,500+	\$1,000
Hotel	\$0	\$1,500	\$300
Fees	\$10,000	\$7,500 – 25,000	\$14,500
Meals	\$0	\$350	\$150
<b>Total</b>	<b>\$10,000</b>	<b>\$11,850-29,350</b>	<b>15,950</b>

## **Sponsorship Levels**

### **Platinum Level - \$10,000**

- Inclusion in all print, outdoor, and/or broadcast advertising
- Inclusion in event promotional pieces
- Inclusion in on-site event signage
- Inclusion in all press releases and other media activities
- Two hundred (200) tickets - preferred seating for staff and clients

### **Diamond Level - \$7,500**

- Inclusion in program packet
- Inclusion in event promotional pieces
- One hundred twenty-five (125) tickets - preferred seating for staff and clients

### **Gold Level - \$5,000**

- Inclusion in program packet
- Seventy five (75) tickets for staff and clients

## **American Society for Training & Development**

### **Mission Statement:**

Through exceptional learning and performance, we create a world that works better.

### **Implementation of Mission**

As leaders and partners in workplace learning, we carry out our mission through the following:

- Fostering the professional growth and leadership development of our members.
- Serving as a valuable training and development resource to our members' organizations and to the community.
- Encouraging educational institutions to provide programs for the preparation and growth of training, development, and lifelong learning.
- Creating and maintaining collaborative relationships with professional groups whose missions are similar to ours.



## **Corporate Sponsorship**

Palladium Level - \$3,500

- Inclusion in program packet
- Fifty (50) tickets for staff and clients

Silver Level - \$1,000

- Inclusion in program packet
- Ten (10) tickets for staff and clients

## **Nonprofit Sponsorship Level** (only given to potential non-profit sponsors)

Bronze Level - \$100-\$500

- Inclusion in program packet
- Five (5) tickets

## **Exhibit C – Sponsor Letter of Intent**

Date

Name  
Company  
Mailing Address  
City, State, Zip

Dear Name,

This letter is to confirm your sponsorship of the Lincoln chapter of the American Society for Training and Development's Big Event on April 28, 2005, featuring Afterburner.

You have agreed to be a **Silver Level Sponsor** at **\$1,000**. You will receive the following services as part of this agreement.

- Inclusion in program packet
- Ten (10) tickets for staff and clients

We look forward to receiving your payment by **February 1, 2005**.

Please sign both copies and return to ASTD-Lincoln. We will return your signed copy as soon as possible.

Thanks again for your support of this great event. If you have any questions, please contact Jane Doe at 555-555-5555.

\_\_\_\_\_  
Signature of Sponsor

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of ASTD-Lincoln President

\_\_\_\_\_  
Date

Sincerely,

Jane Doe  
*Chair, ASTD-Lincoln Big Event 2005*

Enc: Return Envelope

## **Exhibit D – Sponsor Receipt Letter**

Date

Name  
Company  
Mailing Address  
City, State, Zip

Dear Name:

ASTD-Lincoln thanks you for your \$1,000 Silver Level sponsorship of our 2005 Big Event. Your contribution will help ASTD-Lincoln underwrite the cost of the Afterburner event scheduled for April 28, 2005, at The Lied Center.

The \$1,000 sponsorship equates to:

- \$350 - Ten (10) complimentary tickets
- \$650 - Contribution

At the Silver Level, your company will receive ten (10) complimentary event tickets to send management, sales staff, clients, or whomever you choose to attend Afterburner. We are sure they will benefit significantly from the experience.

Thanks again for your support of this great event!

Sincerely,

Jim Doe  
*ASTD-Lincoln Board/Committee Position*

JD/gh

*ASTD-Lincoln Federal ID #47-0000000*

## **Exhibit E – Media Proposals**

### Strictly Business Magazine In-Kind Sponsorship Proposal

For

Afterburner Keynote Event:

Plan – Brief – Execute – Debrief – **WIN!**

April 28, 2005

Lied Center

10:30 a.m. – 12:00 p.m.

- ½ page ad in April 2005 issue

or

¼ page ad in March and April 2005 issues

In return, you'll receive:

- 10 complimentary tickets for your management/sales/staff/clients to attend the event
- Inclusion on the program packet sponsorship insert

Please respond by January 28, 2005, to:

Jane Doe

555-555-5555

[jdoe@astdlincoln.org](mailto:jdoe@astdlincoln.org)

# Broadcast House Radio In-Kind Sponsorship Proposal

For

Afterburner Keynote Event:

Plan – Brief – Execute – Debrief – **WIN!**

April 28, 2005

Lied Center

10:30 a.m. – 12:00 p.m.

- Three (3) weeks PSAs, including one (1) week of ticket giveaways, per radio station (200 PSAs total). Script or CD to be provided.

Suggested schedule (but open to your suggestions):

<u>April Dates</u>	<u># of PSAs</u>	<u>Giveaways</u>
7-10	10	
11-17	15	
18-24	10	M-F, 1 pair of tickets/day*
25-27	15	Morning call-in interviews w/pilots

*\*10 tickets/station (40 giveaway tickets total)*

- Link on Broadcast House's website to ASTD-Lincoln's Afterburner web page from April 1-28.

In return, you'll receive:

- 10 complimentary tickets for your management/sales/staff/clients to attend the event
- Inclusion on the program packet sponsorship insert

Please respond by January 28, 2005, to:

Jane Doe

555-555-5555

jdoe@astdlincoln.org

# KLKN-TV 8

## In-Kind Sponsorship Proposal

For

Afterburner Keynote Event:

Plan – Brief – Execute – Debrief – **WIN!**

April 28, 2005

Lied Center

10:30 a.m. – 12:00 p.m.

- Three (3) weeks PSAs, 60 total. Video to be provided.

Suggested schedule (but open to your suggestions):

<u>April Dates</u>	<u># of PSAs</u>
11-17	20
18-24	20
25-27	20

- Link on KLKN-TV website to ASTD-Lincoln's Afterburner web page from April 1-28.

In return, you'll receive:

- 10 complimentary tickets for your management/sales/staff/clients to attend the event
- Inclusion on the program packet sponsorship insert

Please respond by February 11, 2005, to:

Jane Doe

555-555-5555

jdoe@astdlincoln.org

# Time Warner Cable TV In-Kind Sponsorship Proposal

For

Afterburner Keynote Event:

Plan – Brief – Execute – Debrief – **WIN!**

April 28, 2005

Lied Center

10:30 a.m. – 12:00 p.m.

- Three (3) weeks PSAs, 200 total. Video to be provided.

Suggested schedule (but open to your suggestions):

<u>April Dates</u>	<u># of PSAs</u>
7-10	20
11-17	60
18-24	60
25-27	60

- Link on Time Warner Cable website to ASTD-Lincoln's Afterburner web page from April 1-28.

In return, you'll receive:

- 10 complimentary tickets for your management/sales/staff/clients to attend the event
- Inclusion on the program packet sponsorship insert

Please respond by January 28, 2005, to:

Jane Doe

555-555-5555

jdoe@astdlincoln.org

# Lincoln Journal Star Newspaper In-Kind Sponsorship Proposal

For

Afterburner Keynote Event:

Plan – Brief – Execute – Debrief – **WIN!**

April 28, 2005

Lied Center

10:30 a.m. – 12:00 p.m.

- Six (6) ¼ page ads (3 weekdays, 3 Sundays)  
3 columns W x 10" long  
30"/ad x 6 runs = 180" total
- Link on Journal Star website to ASTD-Lincoln's Afterburner web page from April 1-28.

In return, you'll receive:

- 10 complimentary tickets for your management/sales/staff/clients to attend the event
- Inclusion on the program packet sponsorship insert

Please respond by January 28, 2005, to:

Jane Doe

555-555-5555

jdoe@astdlincoln.org





<b>CLIENT:</b>	The Lincoln Chapter of American Society for Training & Development	<b>RADIO GROUP:</b>	ABC Broadcasting
<b>CONTACT NAME:</b>	ASTD Contact	<b>STATION CONTACT:</b>	Station Mgr.
<b>BILLING ADDRESS:</b>	PO Box 84944 Lincoln, NE 68501-4944		
<b>CAMPAIGN:</b>	AFTERBURNER EVENT	<b>ORDER #</b>	2005-3
<b>TERMS:</b>	Public Service Announcement - No Charge	<b>DATE:</b>	1-Mar-05
<i>revised 4/5/05</i>			

<u>STATION</u>	<u>RUN DATES</u>	<u>MTWTFSS</u>	<u>DAY PART</u>	<u>LEN</u>	<u>RATE</u>	<u># / SPOTS</u>	<u>COST</u>	<u>TOTAL COST</u>
KFOR	4/7-4/10	M-Sun	12a-12a BTA	:60	\$0.00	5	\$0.00	\$0.00
KFOR	4/7-4/10	M-Sun	12a-12a BTA	:30	\$0.00	5	\$0.00	\$0.00
KFOR	4/11-4/17	M-Sun	12a-12a BTA	:60	\$0.00	8	\$0.00	\$0.00
KFOR	4/7-4/10	M-Sun	12a-12a BTA	:30	\$0.00	7	\$0.00	\$0.00
KFOR	4/18-4/24	M-Sun	12a-12a BTA	:60	\$0.00	5	\$0.00	\$0.00
KFOR	4/18-4/24	M-Sun	12a-12a BTA	:30	\$0.00	5	\$0.00	\$0.00
KFOR	4/25-4/27	M-Sun	12a-12a BTA	:60	\$0.00	10	\$0.00	\$0.00
KFOR	4/25-4/27	M-Sun	12a-12a BTA	:30	\$0.00	5	\$0.00	\$0.00
KFRX	4/7-4/10	M-Sun	12a-12a BTA	:60	\$0.00	5	\$0.00	\$0.00
KFRX	4/7-4/10	M-Sun	12a-12a BTA	:30	\$0.00	5	\$0.00	\$0.00
KFRX	4/11-4/17	M-Sun	12a-12a BTA	:60	\$0.00	8	\$0.00	\$0.00
KFRX	4/7-4/10	M-Sun	12a-12a BTA	:30	\$0.00	7	\$0.00	\$0.00
KFRX	4/18-4/24	M-Sun	12a-12a BTA	:60	\$0.00	5	\$0.00	\$0.00
KFRX	4/18-4/24	M-Sun	12a-12a BTA	:30	\$0.00	5	\$0.00	\$0.00
KFRX	4/25-4/27	M-Sun	12a-12a BTA	:60	\$0.00	10	\$0.00	\$0.00
KFRX	4/25-4/27	M-Sun	12a-12a BTA	:30	\$0.00	5	\$0.00	\$0.00
KLMS	4/7-4/10	M-Sun	12a-12a BTA	:60	\$0.00	5	\$0.00	\$0.00
KLMS	4/7-4/10	M-Sun	12a-12a BTA	:30	\$0.00	5	\$0.00	\$0.00
KLMS	4/11-4/17	M-Sun	12a-12a BTA	:60	\$0.00	8	\$0.00	\$0.00
KLMS	4/7-4/10	M-Sun	12a-12a BTA	:30	\$0.00	7	\$0.00	\$0.00
KLMS	4/18-4/24	M-Sun	12a-12a BTA	:60	\$0.00	5	\$0.00	\$0.00
KLMS	4/18-4/24	M-Sun	12a-12a BTA	:30	\$0.00	5	\$0.00	\$0.00
KLMS	4/25-4/27	M-Sun	12a-12a BTA	:60	\$0.00	10	\$0.00	\$0.00
KLMS	4/25-4/27	M-Sun	12a-12a BTA	:30	\$0.00	5	\$0.00	\$0.00
KRKR	4/7-4/10	M-Sun	12a-12a BTA	:60	\$0.00	5	\$0.00	\$0.00
KRKR	4/7-4/10	M-Sun	12a-12a BTA	:30	\$0.00	5	\$0.00	\$0.00
KRKR	4/11-4/17	M-Sun	12a-12a BTA	:60	\$0.00	8	\$0.00	\$0.00
KRKR	4/7-4/10	M-Sun	12a-12a BTA	:30	\$0.00	7	\$0.00	\$0.00
KRKR	4/18-4/24	M-Sun	12a-12a BTA	:60	\$0.00	5	\$0.00	\$0.00
KRKR	4/18-4/24	M-Sun	12a-12a BTA	:30	\$0.00	5	\$0.00	\$0.00
KRKR	4/25-4/27	M-Sun	12a-12a BTA	:60	\$0.00	10	\$0.00	\$0.00
KRKR	4/25-4/27	M-Sun	12a-12a BTA	:30	\$0.00	5	\$0.00	\$0.00



<b>CLIENT:</b>	The Lincoln Chapter of American Society for Training & Development	<b>RADIO GROUP:</b>	ABC Broadcasting
<b>CONTACT NAME:</b>	ASTD Contact	<b>STATION CONTACT:</b>	Station Mgr.
<b>BILLING ADDRESS:</b>	PO Box 84944 Lincoln, NE 68501-4944		
<b>CAMPAIGN:</b>	AFTERBURNER EVENT	<b>ORDER #</b>	2005-3
<b>TERMS:</b>	Public Service Announcement - No Charge	<b>DATE:</b>	1-Mar-05 <i>revised 4/5/05</i>

GRAND TOTAL

200

**COMMENTS:**      *YOU WILL RECEIVE TRAFFIC INSTRUCTIONS NO LATER THAN 48 HRS PRIOR TO START DATE;  
AFFIDAVITS SHOULD BE MAILED TO THE POST OFFICE BOX LISTED ABOVE.*

ORDER ACCEPTED BY: \_\_\_\_\_  
Please sign and mail hard copy to address listed on order

DATE: \_\_\_\_\_



<b>CLIENT:</b>	The Lincoln Chapter of American Society for Training & Development	<b>RADIO GROUP:</b>	ABC Broadcasting
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<b>TERMS:</b>	Public Service Announcement - No Charge	<b>DATE:</b>	1-Mar-05 <i>revised 4/5/05</i>

**PLEASE RETURN THIS SHEET WITH YOUR SIGNED CONFIRMATION COPY BY 3/10/05**  
**April 7th**

**TICKET GIVEAWAYS:** Please indicate if your station will participate in on-air giveaways and how they will be won by listeners, along with daypart and dates (ASTD will provide one pair of Afterburner's tickets per day for 5 days per station; total 10 tix per station)

KFOR	<i>circle one</i> yes / no	_____
KFRX	yes / no	_____
KLMS	yes / no	_____
KRKR	yes / no	_____

**PHONE INTERVIEW:** Would your station(s) like AMD phone interview with one of the pilots coming to speak in Lincoln? If yes, we will contact you to arrange date/time.

KFOR	<i>circle one</i> yes / no	KFRX	<i>circle one</i> yes / no	KLMS	<i>circle one</i> yes / no	KRKR	<i>circle one</i> yes / no
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**WEBSITE LINK:** Will your station(s) include a link to the event on its respective website(s) beginning 4/1/05? **asap**

KFOR	<i>circle one</i> yes / no	KFRX	<i>circle one</i> yes / no	KLMS	<i>circle one</i> yes / no	KRKR	<i>circle one</i> yes / no
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**URL TO USE:** [http://www.astdlincoln.org/programs/index.html?topic=detail&calendar\\_id=5](http://www.astdlincoln.org/programs/index.html?topic=detail&calendar_id=5)

## **Exhibit G – Successes & Lessons Learned**

### **Afterburner Debrief: April 28, 2005**

#### **Positive Ideas to Continue from Event**

- ❖ Have a big “unveiling meeting” with media representatives
- ❖ Reach out to non-profits and provide complimentary tickets
- ❖ Event pricing allows small organizations to afford to send people to quality training
- ❖ Lied Center was able to print complimentary tickets, which enabled involvement by many people
- ❖ Lied Center location was fantastic
- ❖ Co-Chairs are the keepers of major/crucial information
- ❖ Use of Co-Chairs is a good idea
- ❖ Sub-Committee Structure worked well
- ❖ Start early – one year in advance
- ❖ Timing was good – spring rather than fall
- ❖ Keep the use of sponsors
- ❖ Our goals fit the sponsor’s goals – reach out to big companies and find out what their goals are and see if we can partner with them
- ❖ Continue “schmoozing” the sponsors by saying their names repeatedly, putting on program and organizing a dinner for them the night beforehand
- ❖ Topic of Big Event is the key to sponsorship (broad topic which is community based)
- ❖ Willingness to take risks
- ❖ Know our strengths and weaknesses of the organization and individuals and partner with other groups
- ❖ Maintain this event as the ONLY event in the month
- ❖ Communication worked well
- ❖ Use focus groups with other organizations – ask ideas and partner with them. Do Level 3 Assessments
- ❖ Help from AFL members was huge - partner with other organizations with strengths in other areas

#### **Constructive Criticism/Lessons Learned**

- ◆ We need to get the Journal Star on board – actually sit down with publisher, explain our event, ask of advance and/or event itself coverage.
- ◆ Let’s talk to our deep pocket companies (who they’d support next year, and then choose a speaker on that basis.
- ◆ Registration for Grand Prize to capture attendees’ names, etc.
- ◆ All board members should have a job and be communicated with before hand about that duty. I didn’t know what I was doing today – maybe that was my fault too.
- ◆ ASK ME – should be worn by board or committee members at all meetings.
- ◆ I had feedback that it would have been easier to “sell” tickets/attendance if the marketing brochure had more detail/objective. Not all easily understand the Afterburner concept.
- ◆ Look at a later start time to increase attendance and reduce parking issues.
- ◆ Those of us who signed on to help and be part of the committee do so because we want to help. Some weren’t contacted, told about meetings and when the program was finally here, we were left to feel like there was nothing to do. Perhaps use people better.
- ◆ Be mindful of how all Sponsors are treated. One two separate occasions we were reminded that we “only gave a thousand dollars”.
- ◆ Heat at the Lied Center.
- ◆ Type up duties /logistics for volunteers.

- ◆ Coordinate better w/volunteers, Lied and ASTD, placement of people.
- ◆ Better plan for after event – what needs to be done, etc.
- ◆ Parking
- ◆ Chance to have the whole or more committee members at meetings
- ◆ More opportunity to speak with pilots after event.
- ◆ Sponsorship solicitation to begin much earlier (care of feeding) – plan for lengthy cultivation/development process
- ◆ Knowing who attended hard to do at the Lied.
- ◆ Consider putting a team of two in charge of pilot travel/car arrangements. This would allow for a back-up.
- ◆ Print a cell phone list for all committee members for last minute details.