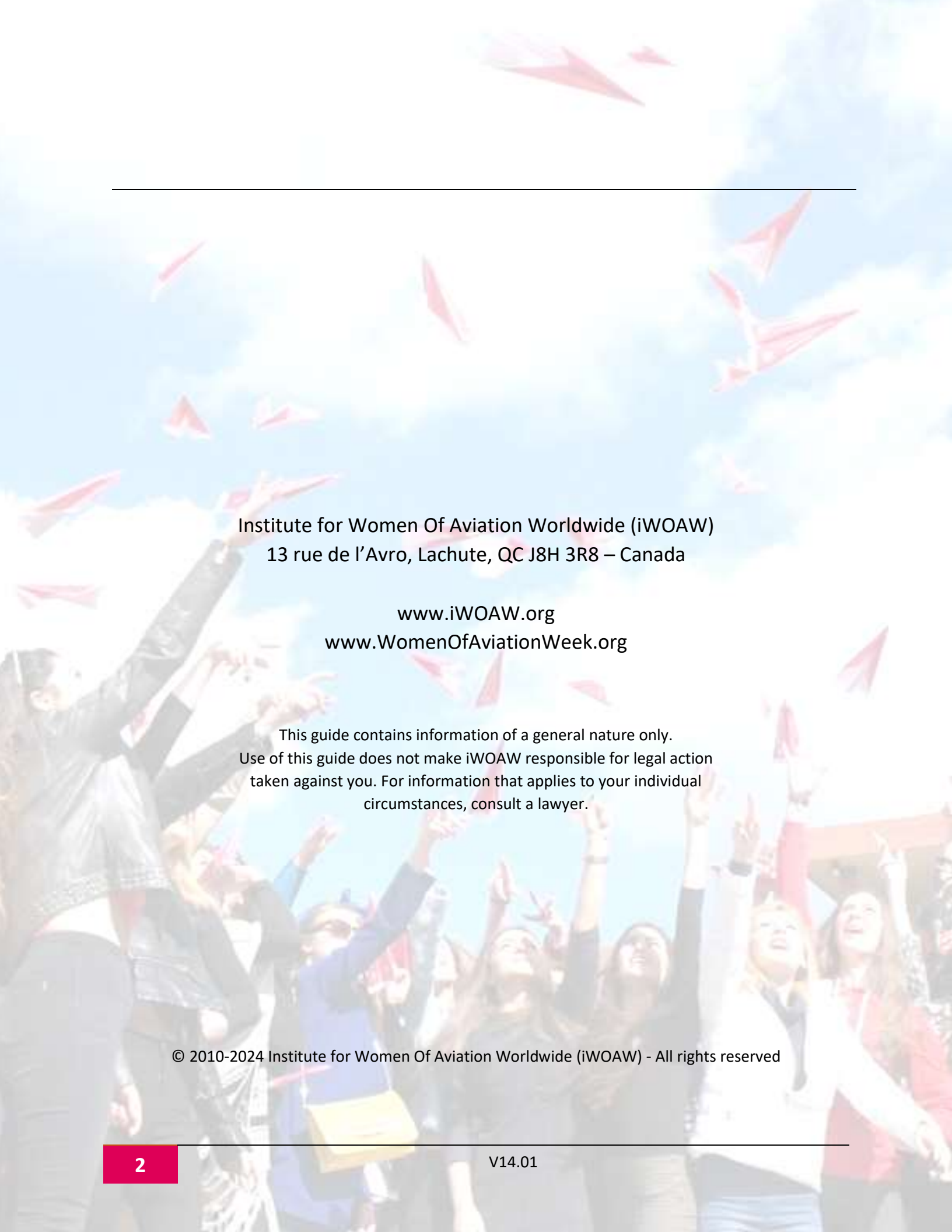




PLANNING GUIDE



Institute for Women Of Aviation Worldwide (iWOAW)
13 rue de l'Avro, Lachute, QC J8H 3R8 – Canada

www.iWOAW.org
www.WomenOfAviationWeek.org

This guide contains information of a general nature only.
Use of this guide does not make iWOAW responsible for legal action
taken against you. For information that applies to your individual
circumstances, consult a lawyer.

© 2010-2024 Institute for Women Of Aviation Worldwide (iWOAW) - All rights reserved

A WORD FROM MIREILLE GOYER, iWOAW PRESIDENT

Dear WOAW Activity Organizer:

Thank you for your interest in celebrating Women Of Aviation Worldwide Week in your region.

I was 26 when I went on my first small aircraft flight. It changed my life. I eventually became an airline transport pilot rated in two countries, a flight instructor, and the lead developer of many aviation training programs, all aiming to enhance air travel safety.

I have loved every minute of my long career in an industry that unites individuals dedicated to making flight magic happen, every day.

However, I was lucky. Today, a girl is still 3 times less likely than a boy to be introduced to the opportunities available in the air and space industry.

This fact partly explains why, 112 years after Raymonde de Laroche became the world's first woman to earn a pilot license on March 8, 1910, the percentage of women enjoying one of the industry's many technical or management careers was dismal – as little as 1% in some occupations.

That's why I launched the Fly It Forward® Challenge in January 2010. I wanted girls of all ages to have a fair chance to experience aviation activities, hands-on, and find their place in this industry as I did. One year later, Women Of Aviation Worldwide Week was born.

Thanks to the involvement of individuals like you, the combined initiatives have opened the industry's doors for more than 455,000 girls of all ages in 53 countries on 5 continents and enabled nearly 75,104 of them to experience their first flight in a small aircraft.

Better yet, together we have inspired millions of girls to look into aviation's opportunities on their own and have put women on the industry's radar. Today, few industry key stakeholders ignore March 8.

As a WOAW activity organizer, you have a unique opportunity to not only raise awareness, promote past and present women contributions to the industry, and help girls of any age discover air and space industry opportunities in your region but to also showcase your aviation community on the world stage. This guide is designed to help you get started.

Thank you for choosing to make a tangible difference in your region during Women Of Aviation Week and help spark new aviation vocations.



Mireille Goyer
Founder & President
Institute for Women Of Aviation Worldwide (iWOAW)



Intentionally left blank

CONTENT

- 3** About
- 4** Become a WOAWie
- 5** WOAW Challenges
- 7** Win Global Awards
- 10** Win Prizes & Scholarships
- 11** Ideas
- 13** Make It Official
- 14** Planning & Logistics
- 15** Financing
- 16** Promotion
- 17** Press
- 18** Copyrights, media, and trademarks
- 19** List of online WOAW resources
- 20** Organizer Checklist

Intentionally left blank

ABOUT

Women Of Aviation Worldwide Week (WOAW) is a global aviation awareness week for girls of all ages observed to mark the anniversary of the world's first female pilot licence (March 8, 1910). The week is a call to address the gender imbalance in the air and space industry. It is not country- or group- specific.

Every year, individuals and organizations interested in fostering gender balance in the industry organize female-centric activities to celebrate women's past and current contributions and introduce the next generation of women to the multiple facets of the air and space industry.

Anyone, anywhere in the world, regardless of gender, race, and affiliation, can organize a WOAW activity. Small or large, each action makes a difference.

No registration is required to celebrate. However, registration yields support from the Institute for Women Of Aviation Worldwide (iWOAW) and is a pre-requisite to participate in the Week's global challenges.

WOAW activity content and format is the sole responsibility of individual organizers and not supervised by iWOAW. However, only activities organized within Women Of Aviation Worldwide Week's guidelines below are eligible for inclusion in our searchable online WOAW event and activity directory.

Women Of Aviation Worldwide Week Event/Activity Guidelines

- Held during Women Of Aviation Worldwide Week,
- All planned attractions are female-centric and designed to make women and girls feel welcomed, valued, and qualified to participate in any air and space activities, and
- Females constitute the majority of guests (for outreach events).

Every year, small and large activities offering a broad range of experiences and information (see the 'Ideas' section) are organized worldwide to celebrate Women Of Aviation Worldwide Week.

To add fun and excitement, iWOAW organizes the global challenges, including an organizer contest, to motivate and reward all participants.

2024 Theme

"15-for-15" to celebrate the 15th anniversary of the Fly It Forward® call to action.

Female-centric aviation experiences designed for girls of all ages not familiar with aviation are the centerpiece of Fly It Forward® events and activities.

Women Of Aviation Week (WOAW) is not country- or group-specific. ***No registration or membership is required to celebrate the Week.*** However, there are many benefits associated with registering in the WOAW's official website (www.WomenOfAviationWeek.org/join/).

BECOME A WOAWIE

REGISTRATION BENEFITS

Registered participants

- Earn [WOAW points](#) for their participation redeemable towards purchases of products and subscriptions in the WOAW website;
- Become eligible to win prizes, scholarships, and awards;
- May post content including event and activity listings;
- Can access downloads;
- Can complete reports faster; and
- Can connect with like-minded individuals, exchange information, and request support.

Registration is a pre-requisite to become eligible for prizes, scholarships, and Fly It Forward® Awards

REGISTRATION LEVELS

Registration is opened to anyone regardless of gender, race, affiliations, and geographical location. All registration levels can be accessed free of charge or at a discount using accumulated [WOAW Points](#). They are four registration levels:

- [WOAW Fan](#) (by donation without a minimum – 1-year subscription) – for anyone wishing to get involved officially.
- [WOAW Supporter](#) (7,500 [WOAW Points](#) or \$30 USD – 1-year subscription) – for anyone seeking additional access.
- [WOAW Leader](#) (15,000 [WOAW Points](#) or \$60 USD – 1-year subscription) – for aviation professionals & enthusiasts interested in a more prominent role.
- [WOAW Ally](#) (90,000 [WOAW Points](#) or \$360 USD – 1-year subscription) – for businesses or not-for-profit organizations who seek more involvement and recognition.

WOAW CHALLENGES

Every year, iWOAW organizes various challenges as part of the Women Of Aviation Worldwide Week and offers numerous participation and achievement rewards thanks to its allies.

FLY IT FORWARD® CHALLENGE

The Fly It Forward® Challenge launched by Mireille Goyer in January 2010 is the Week's best-known challenge. It motivates individuals, businesses, and communities to attract girls of all ages to the air and space industry by inviting them to explore its multiple facets including flight on small aircraft, in celebration of the Week.

Fly It Forward® flights, if any, must be conducted by male or female pilots under the following guidelines:

- Women or girls have never flown on a small aircraft (prior airline flights are OK),
- Pilots are properly licensed by the appropriate overseeing authority for the transportation of passengers in the aircraft used (balloon, glider, ultra-light, airplane, helicopter, etc.),
- The aircraft properly insured aircraft and certified for a maximum of 6 seats, and
- The flight takes place in visual and wind calm conditions and includes only normal maneuvers.

PINK PAPER PLANE CHALLENGE™

One great way to celebrate the March 8 anniversary of the world's first female pilot licence is to participate in the Pink Paper Plane Challenge™, a low-cost activity opened to males and females. It is a great way to start a conversation, foster a culture shift, and raise awareness.

Participating is easy. Download the official Pink Paper Plane template. Get together with friends, co-workers, classmates, sports teammates, etc. anytime on March 8, build Pink Paper Planes (PPP), take a photo, and post it in the Week's website.

To go one step further, every year we recognize the best Pink Paper Plane photo entries. This year, we will give awards to the individuals or groups who contribute the most outstanding photos to our online world map in the following categories:

- Photo of **most people holding/flying Pink Paper Planes** (photo featuring the most people)
- Photo of **largest artwork made with Pink Paper Planes** (illustration made with the most Pink Paper Planes)

INSPIRATION CHALLENGE™

The Inspiration Challenge™ presents an opportunity for anyone to contribute inspiring media, raise awareness, and win bragging rights and prizes.

There are three media categories – artwork, photo, and video – and five age groups. Prizes are awarded to the author of the best entry in each category and age group. A jury selects the winners among the 10 most viewed entries in each category and age group.

SECOND STEP CHALLENGE™

78% of the women and girls who receive a Fly it Forward® flight declare their intention to become a pilot as a result of their experience. To motivate them to turn inspiration into action, iWOAW organizes the Second Step Challenge™ and rewards winners with scholarships or industry experiences.

To become eligible for the First to Solo™ scholarships, women must go on a free or paid first small aircraft flight experience during Women Of Aviation Worldwide Week and report it before the reporting deadline. To win them, candidates must be the firsts among eligible women to solo and report their solo within 24 hours of the flight.

To become eligible for industry experiences, women must attend a WOAW activity or visit industry facilities such as factories, schools, or aviation museums during Women Of Aviation Worldwide Week and report their discovery before the reporting deadline. A random draw among eligible candidates determines the winners.

WIN GLOBAL AWARDS

FLY IT FORWARD® AWARD CATEGORIES

Groups

<i>Most Female Friendly Airport Worldwide</i>	<i>Most Female Friendly Aviation Corporation Worldwide</i>	<i>Most Female Friendly Aviation Community Worldwide</i>
– airport hosting one or more registered WOAW activity that generate the most valid female first flight reports for the Week.	– for-profit aviation-related corporation with at least 100 employees that organizes at least one registered WOAW activity in its facilities and generates the highest level of engagement among its employees (percentage of employees who complete a valid WOAW activity report as a pilot, assistant, or organizer) during the Week.	– group or city that organizes at least one registered WOAW activity in its facilities and generates the highest level of engagement among its constituents (percentage of constituents who complete a valid WOAW activity report as a pilot, assistant, or organizer) during the Week.

Pilots

<i>Most Dedicated Female Pilot Worldwide</i>	<i>Most Supportive Male Pilot Worldwide</i>
– registered female pilot who conducts the most reported flights (number of girls reporting divided by number of passenger seats) during the Week. In case of a tie, the pilot with the highest review ratings will win.	– registered male pilot who conducts the most reported flights (number of girls reporting divided by number of passenger seats) during the Week. In case of a tie, the pilot with the highest review ratings will win.

Organizers

Most Productive Organizer Worldwide		Most Acclaimed Organizer Worldwide	
Activity including Fly It Forward® flights – organizer of a registered WOAW activity who earns the most organizer points. In the case of equal point levels, the organizer with the highest average review rating will win.	Other activity – organizer of a registered WOAW activity who earns the most organizer points. In the case of equal point levels, the organizer with the highest average review rating will win.	Activity including Fly It Forward® flights – organizer of a registered WOAW activity hosting at least 50 who received the highest average review rating as reported by guests and volunteers. In the case of equal average review ratings, the organizer with the most reviews will win.	Other activity – organizer of a registered WOAW activity hosting at least 50 who received the highest average review rating as reported by guests and volunteers. In the case of equal average review ratings, the organizer with the most reviews will win.

EARNING POINTS FOR THE ORGANIZER CHALLENGE

PARTICIPANTS	ONSITE ATTRACTIONS	AWARENESS
10 organizer points per 10 attendees visible in a group photo (one photo per event) 20 organizer points per girl/woman who reports her experience at your activity on our website 20 organizer points per pilot, helper or VIP who reports his or her experience at your activity on our website	100 organizer points per industry business or association facilitating an activity at the event (photo proof required for each claimed entity) 200 organizer points per activity (e.g., flights, tours, speakers, etc.) offered at the venue (photo proof required for each claimed activity)	250 organizer points per printed, radio, or TV news report referring to your activity and <i>Women Of Aviation Worldwide Week</i> , the <i>Institute for Women Of Aviation Worldwide (iWOAW)</i> and/or any of the Week's challenges (proof is required)

PROOF REQUIREMENTS

Strict documentation and respect for deadlines have been in effect since the inception of the Fly It Forward® Challenge in 2010. Changing the face of aviation requires real and measurable outreach. Award attribution requires unequivocal fairness.

Our reporting procedure requires that each participant (attendees, assistants, pilots, and organizers) spend a few minutes completing an online form.

Reporting is accessible from the first day of the Week to the 4th day after the end of the Week. It is accessible to anyone, logged in or not. However, only logged-in registered WOAWies are eligible to win prizes, scholarships, and awards when reporting.

If organizers prefer, they may provide proof of attendance of each individual (photo of the person at the activity holding a board with their name) as an alternate. Such a proof procedure is only acceptable towards community Fly It Forward® Awards (airport, for-profit corporation, and association). No prizes, scholarships, or awards will be distributed to individuals when a manual reporting procedure is chosen. Please contact us before the event/activity if you are planning to use this approach for reporting.

For World Record participation, additional mandated proof and independent onsite oversight is required. Details are available to organizers of events after they register their planned Pink Paper Plane event.

Reports filed by guests, volunteers, pilots, and organizers are used to determine the winners of the annual Fly It Forward® Challenge.

Activities organized by groups must be listed on our website and the group must hold the WOAW Ally level to be eligible for Fly It Forward® awards.

WIN PRIZES & SCHOLARSHIPS

The Institute for Women Of Aviation Worldwide (iWOAW) offers multiple prizes and scholarships to motivate and rewards participation of all involved – women and girls, assistants, pilots, and organizers.

Registration in the WOAW website is a pre-requisite for prize, scholarship, and award eligibility.

Logged-in registered participants win WOAW points redeemable in the WOAW store just for reporting their involvement (e.g., at least [250 WOAW Points](#) for sending a report). Our system issues an official participation certificate that may include a photo uploaded by the reporter whenever a participation report is properly submitted.

Additional requirements may apply to win some prizes.

Scholarships require proof of participating in a local WOAW event or visiting industry facilities (aviation school, air and space museum, control tower, factory, etc.) on the participant's own initiative during Women Of Aviation Worldwide Week.

IDEAS

Activity formats are entirely up to individual organizers. Activities are considered Women Of Aviation Worldwide Week appropriate as long as they include the key elements listed in the 'ABOUT' section of this document.

Although we encourage offering discovery flights free of charge during the week, commercial operations may request a fee. In such a case, the rate offered should be significantly different from offers at other times and women specific.

One week. One mission. Action in your own way.

Miscellaneous Attraction Ideas

- **FLY IT FORWARD® FLIGHTS**
- **INTERACTIVE STATIC AIRCRAFT DISPLAY**
- **AIR & SPACE FACILITY TOURS**
- **SPEAKERS**
- **SPECIAL EXHIBITS**
- **INDUSTRY BOOTH**
- **DOCUMENTARY SCREENING**
- **PINK PAPER PLANES ACTIVITY**
- **AIRCRAFT BUILDING ACTIVITIES**
- **PREFLIGHT QUIZ CONTEST**
- **MINIATURE AIRPORT ACTIVITY**
- **AERONAUTICAL CHART GAME**
- **SIMULATORS (FLIGHT, RADIO, ETC.)**
- **RC AIRCRAFT / DRONE FLYING**
- **PHOTO BOOTH**
- **HISTORIC REENACTMENT**

Please find below a summary of some past WOAW activities to help you develop your own ideas.

Free flights by volunteer pilots, industry booths, static displays, and VIP guests – Frederick, MD, USA ([video](#))

The Frederick Airport community organized an activity with free discovery flights for girls and women thanks to a collaborative effort among multiple local flying associations, local military bases, and dedicated volunteer pilots and ground support agents. VIP female pilot guests brought additional interest and uniqueness. Funds raised were used to reward volunteers with a community dinner and offer prizes to a few girls and/or women who went on their first flight.





Community funded free flights, static displays, and VIP guests – Yellowknife, MWT, CANADA

A commercial helicopter operator organized a 'Sky's No Limit - Girls Fly Too!' activity with free flights for school-age girls. All flight expenses were funded by donations and more than 20 local businesses and government agencies. A substantial static display of airline, military, commercial, and private aircraft included aircraft crews to answer questions. Many VIP female pilots, mechanics, airline CEOs were on hand. A national food chain provided the food.

Free flights by volunteer pilots, industry booth, VIP guests, historical flight reenactment – Headcorn, U.K. / Le Touquet, FRANCE ([video](#))

Organized to celebrate the historic first crossing of English Channel by a female airplane pilot, this activity featured simultaneous attractions and activities including industry booths, regional food, entertainment, and speeches by VIPs at two airports in separate countries. A coordinated group flight between the two airports introduced women and girls to flight. Incentives for pilots to participate included gift bags, prizes, meeting VIPs, free entertainment, and a gala dinner.



Hands-on airline simulator flying and private guided tour of facilities – Dublin, IRELAND ([video](#))

CityJet, an Irish regional airline owned by Air France-KLM, invited the transition year female students of Loreto Balbriggan, a local secondary school, to come to their facilities. The girls



were greeted by First Officer, Sheena Chapple, and Captain Sean Burke-Daly. Each girl had the opportunity to fly. Sheena and Sean helped each girl fly the Avro RJ 85 simulator and answered questions about careers in aviation. Donal OShea and Declan Gernon conducted a private tour of the CityJet hangar and answered questions about the workings of the aircraft and engineering.

Pink Paper Plane Challenge™ – Maltepe University, Istanbul, TURKEY ([video](#))

Organizers at Maltepe University designed a poster and used social media to invite students to participate in the Pink Paper Plane Challenge™. Using the official template, students and professors built as many Pink Paper Planes as possible before launching them. A video recording was produced.

MAKE IT OFFICIAL

Registered WOAW activities receive the following benefits:

- Activity is listed in the week's official website, WomenOfAviationWeek.org, for maximum visibility and legitimacy
- The registered WOAWie who posts the activity may receive up to [1,000 WOAW Points](#) depending on the WOAW subscription level of the poster at the time of posting.
- The organizer and organizing group may be eligible to compete for Fly It Forward® Awards (additional requirement apply)

To stay registered, activities must follow the WOAW activity guidelines and be approved by iWOAW.

To make an activity official, organizers must:

- Display the official Women Of Aviation Worldwide Week logo in a prominent position in all products used to advertise the activity (poster, registration page, website, signage, badge, etc.) over a white background and in a size sufficient to maintain readability of the logo's type, and
- Clearly state that the activity is held in celebration of Women Of Aviation Worldwide Week in all verbal and printed communications concerning the activity plus add the hashtag #WOAW22 to social media posts related to the activities, and
- Clearly state that flights, if any, are part of the Fly It Forward® Challenge in all verbal and printed communications concerning the activity plus add the hashtags #FlyItForward and #WOAW22 to social media posts related to the activities, and
- Clearly state that Pink Paper Planes activities, if any, are part of the Pink Paper Plane Challenge™ in all verbal and printed communications concerning the activity plus add the hashtag #WOAW22 to social media posts related to the activities, and
- [Register](#) the activity before the March 1 registration deadline.

NOTES:

1. Becoming an official activity does not authorize the use of the week's logo or any other iWOAW trademarks on apparel and other items for retail or gift giving.
2. Anyone participating in the world record-setting activity must [register](#) the planned activity before the March 1 registration deadline.

PLANNING & LOGISTICS

Women Of Aviation Worldwide Week is an inherently international celebration. We encourage organizers to be mindful of the local culture as well as respectful of applicable local regulations when organizing activities. In that spirit, please find below some elements to consider.

Permits, insurance, liability, regulations, safety

- Does your planned activity require a city, region, and/or country special permit?
- Do you carry liability insurance for your activity? (TIP: Many aviation associations offer such liability insurance at reduced rates to their members.)
- Consider limiting liability by being informative about the risks involved and requesting a signed liability waiver from each first flight candidate. (TIP: make sure that the legal language on the form is appropriate in your country.)
- Are you planning activities for minors without a parent present? If so, did you obtain parental consent if your country requires it?
- Are you taking photos? Publishing these photos requires the written authorization of the people on the photo in many countries. Do you have a release form ready?
- Can non-commercial pilots offer discovery flights? If yes, are there any restrictions?
- Can discovery flights take place in the type of aircraft you are planning to use?
- Safety is paramount. As an organizer, you have the responsibility to provide and enforce a safe environment and foster safe behaviors. Do not authorize any flight in marginal weather conditions or any maneuvers other than normal flight maneuvers.
- Are aircraft involved your activity safe and airworthy?

Aim to offer a comfortable, local culture-appropriate, and safe first aviation experience.

Crowd control

- Do you have sufficient personnel and appropriate facilities to welcome a crowd?
- Do you have a plan to welcome, orient, and inform your guests?

Photos and video

- Great photos and video will increase your chances to get your story told. Consider arranging to have a qualified photographer and/or videographer on site.

FINANCING

Many activities are entirely volunteer-based and somewhat straightforward, thus require virtually no organizational investment other than time and maybe refreshments for pilots and volunteers.

Other activities are more involved and require in-kind or in-cash partners to finance expenses such as signage, printed matter, food, fuel, accommodations, media services, permit fee, insurance fee, etc...

Local partners

Local businesses or organizations often have corporate responsibility programs to support local community-based activities. Women Of Aviation Worldwide Week activities are designed to empower girls of all ages and tend to be popular among all the requests local businesses and organizations receive.

Tax liability

In-kind and in-cash funding may be taxable. As an independent activity organizer, you are fully responsible for any tax liability associated with organizing your activity.

PROMOTION

Will they come?

You may have heard time after time that 'women are not interested in aviation' and worry. Do not.

Every year since 2010, organizers are surprised by the level of interest; they often have to close registrations early due to overwhelming demand. So do not worry. If they know, they will come.



Marketing research has demonstrated that women respond to referrals (word of mouth) more than to straight advertising (posters, ads).

What does this mean? Get the word out through girl channels, social media, and local media. Go to Yoga clubs, go to schools, go to girls sports teams, and invite them as a group. Ask all your Facebook friends and Twitter followers to spread the word.

Do not forget to mention that the activity is happening because it is Women Of Aviation Worldwide Week. If you are offering flights, specify that airline flight experience does not disqualify them for a first small aircraft flight experience.

[Adding](#) your activity on WomenOfAviationWeek.org, the Week's official website, is one of the best ways to promote your activity to thousands of girls looking for activities to attend (see 'Make it official' section).

Most journalists try to report news accurately. However, misrepresentations of facts or errors can occur. Record all your conversations with journalists to hasten corrections should the need arise.

Handling registrations

For online registrations and easy guest tracking, iWOAW recommends using [Eventbrite.com](#), a full-featured and easy to use online event registration system available in multiple languages and free of charge for free events.

Whatever registration method you select, make sure to compile a master list with adequate contact information (TIP: Always have a paper copy available onsite as a backup to electronic data).

PRESS

Activities organized within the spirit of Women Of Aviation Worldwide Week are newsworthy. That is an essential element.

As an organizer, you are working very hard; all your volunteers are contributing generously. Design your activity in such a way that it will attract media attention. That way, the message that your activity created will spread far beyond the people that you can physically reach and accommodate.



What is different about your activity? After all, people, even girls, go on their first small aircraft flight every day. Are you trying to win a world title and put your local community on the world stage? Is one of your pilots trying to win a world title? Do you have unique VIP guests? Do the girls and/or women invited to fly have a unique background or story?

Once you have identified your activity's unique aspects, it is media time.

- Make a list of all the local TV stations, radio stations, and print media (do not forget the free community newspapers).
- Prepare your press release. It should be about one page long and include the 'Who, What, Where, When, Why' of your activity.
- Send your press release and attach any Women Of Aviation Worldwide Week press kit.
- If media contacts you, be very accommodating. They are offering you a gift: free promotion.
- An interview? Prepare your talking points. It will make it easier to ensure that your message comes across clearly. If you need help preparing, contact us.
- Ask for the business card of the journalists with whom you speak. Send them an after-activity press release and a few quality high-resolution photos.
- Keep track of published articles as well as radio and TV interviews and share them.
- To gain international exposure, share your news with us by posting articles on our website or sharing your announcements on our [Facebook Page](#) and on [Twitter](#) with hashtag #WOAWyy (e.g., #WOAW21).

COPYRIGHTS, MEDIA, AND TRADEMARKS

As the creator and producer of Women Of Aviation Worldwide Week and its associated initiatives, iWOAW has a great investment in the intellectual property rights for the Week. iWOAW takes this investment seriously, and has an obligation to protect it on behalf of its membership - not only during the week but on a continuing, perpetual basis. iWOAW retains all worldwide rights to Women Of Aviation Worldwide Week and to any Recordings or Images taken at official activities.

iWOAW is the owner of trademarks, copyrights and other proprietary rights connected to the Institute for Women Of Aviation Worldwide and associated activities. The Week and organization names may be used for news purposes and consistent with the First Amendment. Nothing in these terms and conditions authorizes or allows violation of any iWOAW trademarks, copyright or other proprietary rights.

The sale or use of any Recording of any aspect or activity connected with Women Of Aviation Worldwide Week for commercial purposes without iWOAW's written permission is strictly prohibited, not only during the week but on a continuing, perpetual basis, except as may be expressly permitted by a written agreement with iWOAW. This includes, but is not limited to, "Non-linear" use such as archived television content on the Internet, television content available on a video-on-demand basis, and television content made available via PVR downloads is prohibited without expressed prior written permission by iWOAW. This also includes images distributed through formats that include (but are not limited to) cellular, personal communications services and other methods of providing content to handheld digital devices pages, specialized mobile radio and wireless internet (including WIFI).

This Policy also prohibits use of the week's Recordings, and iWOAW trademarks and trade names in secondary promotional usages, such as promotional portfolios, websites and other settings that endorse a specific photographer or company. Written permission must be obtained before such uses are allowed.

Trademarks

The use of any or all of iWOAW's trademarks or trade names or those of its divisions or affiliates without express written permission is strictly prohibited in any manner, shape or form, commercial or private. This applies regardless of whether the use is sold, worn by employees, or given away / distributed at no cost to the recipient.

iWOAW retains the right, to enforce its rights against any person(s) violating iWOAW's Copyright/Media and Trademarks Policy, especially those who attempt to sell recordings or use iWOAW trademarks or trade names for commercial purposes without express written permission from iWOAW. Violators shall be subject to all available remedies of Canadian and International law, up to and including injunctive relief.

Use of week's logos, words, graphics, designs, photographs (film or digital) and/ or any other images that depict or reference the annual Women Of Aviation Worldwide Week and its associated initiatives (including any use that commemorates, denotes, references or otherwise makes some association with the week) without the prior written consent of iWOAW is strictly prohibited. This includes, without limitation, commercial uses, giveaways, advertising, promotions, endorsements, sales, rentals, displays, or products or services.

Any use, attempted use, or registration of any trademark or trade name that is similar or confusingly similar to the marks listed herein is strictly prohibited. iWOAW reserves the right to amend and update this policy and herein at any time.

iWOAW / iWOAW Affiliates Trade Marks and Trade Names

Use of corresponding logos and designs is also prohibited.

Combinations and slight variations are also prohibited.

- Women Of Aviation Worldwide Week™
- WOAW Week™
- Fly It Forward®
- Fly It Forward Challenge™
- First to Solo™
- First to Solo Challenge™
- Pink Paper Plane Challenge™
- Changing the face of aviation™
- One flight, one community at a time. Worldwide™
- She can't be what she can't try™
- Institute for Women Of Aviation Worldwide™
- Women Of Aviation Worldwide™
- iWOAW™

If you are unsure about the usage of any of our marks, please contact us.

www.WomenOfAviationWeek.org

LIST OF AVAILABLE WOAW RESOURCES

Visit WomenOfAviationWeek.org/shop/ to download the following resources.

- **Logos.** Available in English, French, Spanish and Turkish.
- **Posters.** Available in English, French, Spanish and Turkish.
- **Assistant Badge Template.** Print this standard-size badges on paper to insert in badge holders or label paper to stick them directly on clothing. Available in English, French, Spanish, and Turkish.
- **Flight/Pilot Information Template.** Add the pilot and airplane info to these ready to cut handouts that contain the info the first time flyers need to complete their online report. Can serve as proof of flight. Available in English and French..
- **Activity Organizer Supplement – Flights.** Provides tips to organize first flight opportunities within a mass participation activity. Available in English and French.
- **Activity Organizer Supplement – Miniature Airport.** Provides information to set up and run an educational and entertaining activity aiming to teach airport traffic operations and ATC communications. Available in English and French.

OFFICIAL PARTICIPATION CERTIFICATES

- To receive an official first flight certificate or an official participation certificate, individuals must complete a valid report at WomenOfAviationWeek.org/challenges/report/.
- Optional – The reporter can memorize their favorite photo (or logo for organizations) in the certificate if they upload it during the reporting process.

ORGANIZER CHECKLIST

- ☐ Commit to organizing a WOAW event/activity
- ☐ Select location, date, and time
- ☐ Verify feasibility and requirements (permits, insurance, etc.)
- ☐ Plan the key attractions
- ☐ Download WOAW logo and other WOAW resources
- ☐ If online registrations will be required, set up a registration system
- ☐ List your event/activity in the WOAW website
- ☐ Prepare promotional strategy and material
- ☐ Recruit help to conduct your planned attractions and encourage them to register in the WOAW website ahead of time
- ☐ Request financial support in cash or in kind (if needed) from local organizations such as local food retailers or restaurants, banks, local government entities, aviation business industries, etc.
- ☐ Establish a logistics plan including a strategy to document the activities for the report
- ☐ Contact the local media upon opening registrations, a few days prior to the event/activity, and invite journalists and their daughters to attend. Collect published news about your activity for documentation purposes
- ☐ Brief your assistants
- ☐ Set up for the event/activity
- ☐ Provide attendees with instructions to complete WOAW reports for prizes and scholarships (and potentially help you, your pilots, and your community win awards)
- ☐ Document all the fun (photos and more photos, video, etc.) for keepsake and earning organizer points
- ☐ Share on social media and encourage your guests and assistants to do so as well
- ☐ Complete the WOAW event/activity report before the reporting deadline (Thursday following the end of the Week – i.e. within 4 days)

HAVE FUN!