

**Australian Air League – Promotional Material**

**1.0 INTRODUCTION**

- 1.1 The Australian Air League has a number of promotional tools for Squadrons to allow them to present a professional image for the Air League to the community.
- 1.2 These items have been professionally printed in colour and allow us to present a consistent image and brand to the public, and are available to every Squadron in the League. They have been purchased in bulk to reduce costs and to allow savings to be passed directly to Squadrons.
- 1.3 To assist Squadrons in their recruiting activities, the Australia Air League provides a free issue of promotional items to all Squadrons each year.



**2.0 PURPOSE**

- 2.1 The purpose of this Circular is to outline the details of free issue of promotional items to Squadrons and advise how additional items may be ordered.

**3.0 FREE ISSUE PROMOTIONAL ITEMS**

- 3.1 Each year the Australian Air League provides Squadrons a free issue of the following promotional items and, this year, the number of each item provided will be:
 

3.1.1	General recruiting brochures	100
3.1.2	Adult recruiting brochures;	30
3.1.3	A4 posters; and	10
3.1.4	Air League bookmarks.	40
- 3.2 It is intended that these items will be delivered to all Groups and South Australia Wing by 30 March 2017.
- 3.3 Groups and Wings will be responsible for distribution of material to their Squadrons.

**4.0 ORDERING ADDITIONAL ITEMS**

- 4.1 It is also possible for Squadrons to order additional items for their promotional activities. Squadrons are requested to complete the attached Order Form and return by email to [marketing@airleague.com.au](mailto:marketing@airleague.com.au)
- 4.2 Payment options are:
  - 4.2.1 Cheque (*see order form for mailing details*);
  - 4.2.2 Direct Bank Deposit.
- 4.3 Squadrons should allow at least 10 business days for processing and delivery.
- 4.4 Depending upon demand, additional ordering methods are being investigated. Details will be promulgated in future circulars.

**5.0 CONCLUSION**

- 5.1 The promotional items listed in the circular and order form have been designed and created to assist all Squadrons in their promotional activities with an aim to providing a consistent and

professional image to the community. We look forward to seeing the material in use across the organization.

**6.0 FURTHER INFORMATION**

- 6.1 Questions can be directed to the National Marketing and Publicity Commissioner via email to: [marketing@airleague.com.au](mailto:marketing@airleague.com.au)

A handwritten signature in black ink, appearing to read "Brian Grinter". The signature is fluid and cursive, with a long horizontal stroke extending from the end.

Comr. Brian Grinter, DSA., MSA.  
**National Marketing and Publicity Commissioner**