



B-17 CHAPTER MISSION READY ALUMINUM OVERCAST MANUAL

"Keep 'Em Flying" – Revenue from the B-17 tour helps cover maintenance and operations costs for *Aluminum Overcast*.

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Chapter Roles

Tour Stop Chairman - The tour stop chairman has overall responsibility for the B-17 visit. This includes selecting the host site, recruiting co-chairs listed below, and serving as a liaison to the crew. This will be the main contact with EAA headquarters air tours staff. The tour stop chairman will relay all pertinent visit information to their Chapter as well as the FBO and airport.

Marketing Chairman – The marketing chairman coordinates promotions and advertising. While not required, it is helpful if the marketing chairman has experience in promotions and/or media relations. While EAA's marketing department will place paid advertisement (s) for your city location, the budget is limited and we encourage all Chapters to contact local media and inquire about sponsored or donated ad space, or getting a story written about the upcoming event. Advising your local Visitors Bureau, Tourism Center, or Chamber of Commerce can also lead to event calendar placement and advertising opportunities through their organization. At your request, EAA can provide any graphics needed for sponsored advertising as well as any pilot phone interviews in advance of the visit. The marketing chairman should ensure that all printed materials are distributed in the community prior to the event. As the chairman is spreading the news about the event, they are welcome to invite outlets to the complimentary Thursday media flight. Please communicate any confirmations to the air tours office and we will combine these with our marketing team's efforts and relay the complete attendee list to the crew onsite. Please note the B-17 media flight is limited to 10 passengers.

Volunteer and Equipment Chairman - This person is responsible for recruiting, scheduling, and briefing volunteers, as well as making equipment arrangements needed for a successful visit.

Onsite Event Volunteers – 4-6 volunteers are necessary to host the B-17 tour operations. These individuals will assist with merchandise sales as needed, ground tour operations in the afternoons, and general crowd control and information services for guests. Depending on the airport or FBO requirements, additional volunteers may be required for security purposes.

Airport/FBO Selection

One of the first things you will need to do is select the airport and FBO for the visit. The following items need to be considered:

- . Would the B-17 tour stop be welcome? Are there any special security concerns?
- . Does the airport authority, FBO, or local municipality require specific naming on our certificates of insurance? Does the airport authority, or controlling municipality, require any type of special event agreement? If so, notify the Air Tours Manager (920-426-4843).
- . Is there adequate ramp space for B-17 operations?
- . Is there adequate parking and restroom facilities for crew and visitors?
- . Is there easy access on the airport property/ramp for crew, volunteers, and passengers?
- . Is the FBO in a highly visible area of the airport?
- . Is there a desirable area for the static (ground tour) portion of the event?
- . Are there any issues with driving our three support vans on/off the ramp daily?



B-17 Chapter Hosting Summary

WEEKEND OF MARCH 26 FRI - SUN

EAA 977
LOCAL CHAPTER

EAA chapters are critical to achieving the goal of growing participation in aviation by promoting The Spirit of Aviation. EAA chapters have also been a vital part the success of the B-17 tour since 1994, which are a means for EAA to carry out its mission nationally. Revenue from the B-17 tour directly supports maintenance and operational costs for *Aluminum Overcast*, allowing EAA to keep the historic aircraft flying for future generations to experience and appreciate. More so, touring events are mutually beneficial for EAA chapters: They project a positive message about aviation within your local community, bring positive media coverage to your local airport and chapter, and present an opportunity for members to volunteer, raise funds, and most importantly, *have fun!*

EAA Headquarters is here to support you in your hosting efforts – we will do all we can to provide resources and aid you in preparing for your event. We trust our hosts a great deal and see tremendous value in leveraging your local knowledge and expertise to create a unique event that is successful for your chapter. This summary is intended to provide a brief synopsis of what you can expect from a tour stop as a prospective host; more information can be found in the *B-17 Chapter Manual*.

Benefits and Chapter Revenue:

Each tour stop generates an average of 20 new EAA members (and potential new recruits for your chapter). Chapters receive a commission on seats, merchandise, and ground tour sales, with proceeds averaging \$3,000 based on the following rates:

- **Base Commission.** Ground Tour sales: 25%; Merchandise sales: 15%.
- **Flight Commission.** 1 to 25 seats sold: \$10/seat; 26 to 65 seats sold: \$20/seat; 66+ seats sold: \$30/seat
- **Sponsorships.** 20% of any cash sponsorships raised. While not required, sponsorship is a good opportunity for hosts to build local relationships and raise additional funds by leveraging the B-17 tour stop. Sponsorship guidelines can be provided.

Basic Operating Requirements:

- **Airport and Runway.** The B-17 requires a minimum 5000' x 100' runway for flight operations, and adequate ramp space for ground operations (approximately 1-2 acres minimum) which is easily accessible for crew, volunteers, and passengers.
- **Chapter Roles.** While EAA takes care of many of the "big issues" such as marketing and booking of passengers, chapters assist with "local matters" in the planning, preparation, and execution of each stop, and are asked to provide the following volunteers:
 - **Tour Stop Chairman:** Has overall responsibility for the B-17 visit and serves as the main POC with Air Tours staff.
 - **Marketing Chairman:** Works directly with EAA marketing team to coordinate promotions and local advertising.
 - **Volunteer and Equipment Chairman:** Leads onsite volunteer team, makes equipment arrangements to ensure a successful visit, and works with the Senior Tour Coordinator after the B-17 arrives.
 - **Onsite Volunteers.** In order to run the operation safely and efficiently, four to six volunteers are necessary during the visit. Depending on the airport or FBO requirements, additional volunteers may be required.
- **Marketing/Promotional Support.** Hosts help distribute EAA-provided printed promotional materials within their communities. EAA provides additional marketing support in the following ways:
 - While the budget is limited, the marketing team will place paid advertising for your tour stop location. If you have any suggestions of possible radio/print outlets to look into please share those with us as early as possible!
 - An EAA eBlast is sent advertising your location approximately two weeks prior to your event. This communication will be sent to all EAA members and non-members in our system, within a 100 mile radius of the tour stop.
 - EAA Marketing will also reach out to media outlets in your area to invite them to our complimentary media flight the Thursday of your tour stop. At every tour stop, we aim to make at least one flight full of local media representatives.

On behalf of the EAA team, thank you for contributing to The Spirit of Aviation, and I look forward to answering any questions you may have! I may be reached at jeisele@eaa.org or (920) 426-6176 (office) or (920) 252-3455 (cell).

Sincerely,

Jonathan W. Eisele
Manager, Air Tours and Flight Programs

Tour Contact Information

Kristy Busse, Air Tours Manager

kbusse@eaa.org

Phone: (920) 426-4843 Cell: (920) 252-3455 • *John Eisele left message and texted.*

Olivia Rasmus, Air Tours Program Coordinator

orasmus@eaa.org

Phone: (920) 426-6599 Cell: (920) 378-6802

EAA Onsite Tour Staff (Six Individuals)

Aircraft Commander - Responsible for the safe operation of the aircraft. This individual makes all decisions relating to aircraft flight operations and works with the tour coordinators as an adviser to resolve aircraft related tour stop issues.

Second Pilot - The B-17 requires two pilots to fly. The copilot assists the aircraft commander with pre-flight, in-flight, and post-flight decision-making.

Two Traveling Maintenance Officers (TAMO's) – Responsible for all maintenance and fueling of the aircraft, passenger briefings, and in-flight coordination of passengers.

Two Tour Coordinators - Responsible for all ticket and merchandise sales, flight paperwork, accounting, and coordination of onsite Chapter volunteers.

Basic Chapter Requirements

.Provide enough volunteers to safely operate the B-17 during the visit (minimum of 4-6 per shift, two shifts per day). Volunteers will assist in merchandise sales as well as ground operations, crowd control, and running of afternoon ground tours.

.Fill out Chapter event insurance as soon as possible after the event is confirmed, making sure to include any additionally insured. This can be done online at: www.eaa.org/chapterresources (click on the Insurance and Risk Management link). Any special agreements or requests should be brought to the attention of the Air Tours Manager (920-426-4843) as early as possible in the planning process.

(OUT OF SERVICE)

.Coordinate tour stop information with the local airport and FBO management. Their support of the event is critical for a good tour stop! Please let EAA headquarters know if any fuel discount or donation is available for the visit.

.Spread the word in your local community! Each host will receive digital and printed promotional marketing materials. Put these up in your area and talk to the public/media about the upcoming event!



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Sincerely,

Jonathan W. Eisele
Manager, Air Tours and Flight Programs

Standard Visit Schedule (Thursday through Sunday Operations)

Monday Aircraft Arrival:

The B-17 will be arriving at your location from a previous tour stop (typically on the Monday prior to your event start). The crew will notify you of the time of arrival. Please remember this is weather permitting. Depending on crew scheduling, the incoming crew may depart your location, with the operating crew for your event arriving on Wednesday evening.

Thursday - Media Day:

A complimentary media flight will be scheduled for 2:00PM on Thursday of the tour stop. Attendees are asked to arrive by 1:30 PM for check-in.

Friday through Sunday Passenger Rides 10AM-1PM, Ground Tours 2-5PM:

The crew will arrive at the airport at approximately 8AM to ready the aircraft for the day's flights. Please arrange for volunteers to help with pre-flight and end-of-day airplane cleanup duties.

Monday Aircraft/Crew Departure:

Subject to the distances involved, the B-17 will typically depart the morning following your last tour day unless weather, mechanical, or pilot scheduling requires an earlier or later departure. The crew will communicate any schedule variance to the Chapter.

***Seats may be available to the Chapter on the reposition flight following your tour stop.

Availability varies based on crew needs/scheduling, and can be arranged with the tour coordinator onsite.

(The above schedule is based on our standard B-17 operations and is subject to change.)

Customer Pricing

****Advance Flight Ticket Sales (available for purchase at www.B17.org or by calling the membership services team at 1-800-359-6217):**

. EAA Members \$409/Non-Members \$449 (includes a one year membership)

****Onsite Ticket Sales (begin end-of-day Thursday for a standard visit):**

. EAA Members \$435/Non-Members \$475 (includes a one year membership)

****Ground tours are sold onsite only at the below rate. Ground tour times are typically 2-5PM but may fluctuate based on flight demand.**

. Individual \$10

. Family \$20

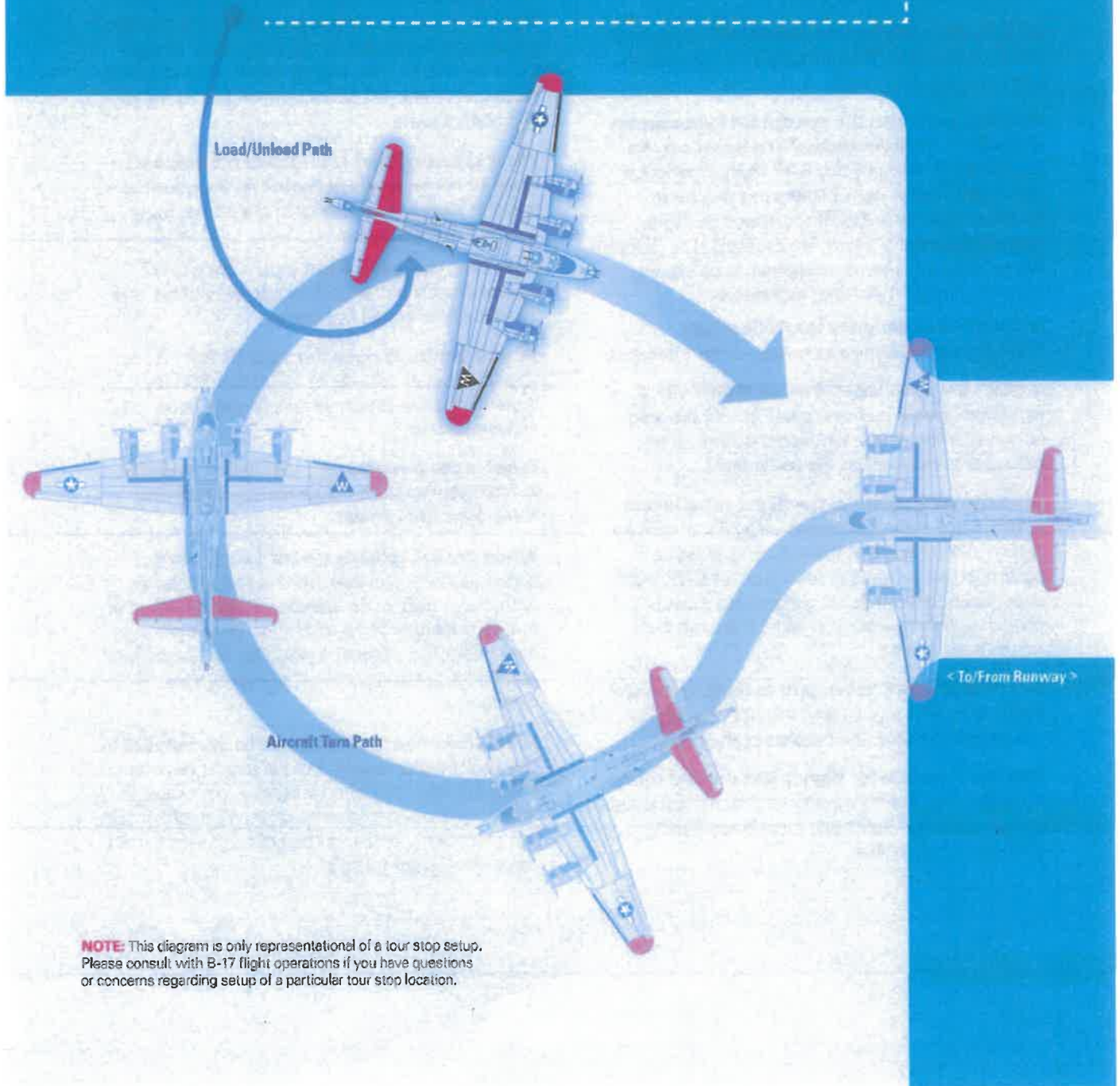
. Group Rate (ex: schools, clubs, churches, etc) \$1 per person

. Complimentary for children under 8 with a paying adult, and ALL active military and Veterans

(Refunds will be issued for weather or maintenance cancellations that cannot be rescheduled to another day onsite. If the ticket was pre-booked this will be processed by EAA headquarters.)

Example Tour Stop Setup:

Space for parking three support vans (merchandise and tickets sales/mechanical) with access to electrical hook-up and a safe space for passengers viewing the aircraft activities.



NOTE This diagram is only representational of a tour stop setup. Please consult with B-17 flight operations if you have questions or concerns regarding setup of a particular tour stop location.

FREQUENTLY ASKED QUESTIONS

As our local representatives, all those involved with the stop may be asked questions about the flight experience. Below are some questions and answers that may be helpful.

How many flight experience levels are there to choose from? Two: member and non-member.

What is the price for EAA members?
In advance \$409; onsite \$435.

What is the price for non-members? In advance \$449; onsite \$475. Both include a complimentary \$40 membership in EAA.

Who can purchase the special B-17 Aluminum Overcast B-17 flight jacket? The jacket may be purchased for \$185 by any B-17 flight experience participant. Those participants who choose to purchase a jacket will be fitted after their flight. Sample jackets, for sizing, are available. The jackets will be shipped approximately four to six weeks from the date of their flight experience.

Is the flight experience tax deductible?
Consult your attorney, accountant, or tax strategist.

Is there a way to receive a free flight? Yes, if flight participants buy nine seats (members and/or non-members), the tenth seat is free. All ten participants must be on the same flight.

Who can participate in the flight experience?
Anyone. It is not necessary to be a pilot or military veteran. Anyone under the age of 18 must be accompanied by an adult who is also a B-17 flight experience participant. All participants must be physically able to enter and exit the aircraft with minimal assistance.

Is it possible for passengers to fly the aircraft?
No. Due to FAA regulations, it is not possible for passengers to be at the controls of the aircraft.

Can the schedule for flights and ground tours change? Yes, due to weather or mechanical issues, the schedule for flights and ground tours may change without notice.

How many people will be on each flight?

The aircraft will fly with a minimum of six participants and maximum of ten. Not all flights will fill up prior to our arrival.

Are the seats assigned? No, there are ten seats available for flight participants: Six in the aft compartment (by the guns), three in the radio room, and one in the cockpit. Participants must remain seated during takeoff and landing, but can move about the aircraft during the flight. Once airborne, the nose is the best seat in the house. Everyone is urged to be courteous and give all flight experience participants equal time in the nose area. There is room for two to three people in the nose at a time. Restricted areas: tail gunner's area, ball turret, pilot, and copilot seats.

What time do flight experience participants need to arrive for their flight? All are asked to arrive at least one hour prior to departure. Early arrivals are encouraged.

How long will each flight experience last?
Approximately one hour: briefing, debriefing, and 24 minutes of actual flight time.

At what altitude does the aircraft fly? Flights usually are at an altitude of 1,000 to 1,500 feet, depending on weather, terrain, and airspace considerations.

What is the temperature inside the aircraft?
In-flight temperature will be approximately the same as on the ground.

When are full refunds given? In only three circumstances: weather, mechanical problems with the aircraft, or an unexpected health issue of the participant or family member. Before refunds are considered, alternatives will be discussed for rescheduling the flight for a later time, date, or location.

What do I need to do in order to participate in the flight experience? Provide proper payment and complete application and participant release form. For those participants under 18 years of age, the parent or guardian portion of the release form must also be completed.



Additional Chapter Activities

The B-17 visit will provide great publicity for your chapter. The exposure and crowds make this an ideal time for additional Chapter activities such as Young Eagles flights, pancake breakfasts, and Airport Days. Use this event to sell your Chapter. Contact local volunteer groups, photography clubs, schools, car clubs, Veterans organizations, and history clubs as these groups may have an avenue to promote your tour stop and add to your event.

Please feel free to contact EAA's Chapter department for ideas and suggestions to help your Chapter leverage this tour stop to grow participation and membership. New member rallies advertised as "Experience Aviation", held during one evening of the tour stop, are a great way to get the local community out and share what the chapter offers year-round. Upon request, our crew would be happy to do a small presentation as part of the event.

It is also recommended that you provide some type of food/drink with the ride event. Chapters have actually used this as an additional fundraiser. A joint venture with a local scout group, church group, or service club is an easy way to provide food services. Please check with your local airport on any regulations surrounding food service on the field.

Miscellaneous Tour Stop Notes

. All crew hotel and transportation arrangements are made by EAA headquarters although suggestions are always welcome!

. Marketing will be placing paid advertisement for your tour stop location. While the budget is limited, they try their best to make it stretch, focusing on print/radio/and digital. If you have any leads or suggestions please let us know and we will be sure they include it in their research.

. B-17 Raffle Seats: Your Chapter may raffle off up to ten seats for the local visit. The details of the raffle and the price of each ticket are at the discretion of the Chapter. Raffle laws vary from state to state, so check with your state's office of charitable gaming for instructions and licensing, if necessary. The Chapter cost for each raffle seat is \$360. Payment via cash, check, credit card, or as a deduction of the commission can be arranged with the air tours office staff. The coordination of the raffle seats can be made in advance directly with the air tours office or onsite with the tour coordinators.

(NOTE: The chapter does not receive commission for raffle seats.)