

Partnership & Alliance Development Guide

Aviation & Air Services

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Helps build partnerships and alliances — with airlines, airports, brokers, OEMs, lessors, travel and other operators — to extend reach, fleet and capability. Use it to grow through partnerships rather than capital alone.

Purpose of this tool & output

Build alliances to grow reach

How the output is used

Use it to build alliances that grow reach — interline, handling, feeder or referral partnerships that extend your network.

Important cautions

Partnerships can extend reach but carry brand, safety and commercial and regulatory risk (for example who holds the operating approval). Structure them carefully with legal and regulatory review and protect safety and brand standards.

Companion documents

- Aviation Marketing Plan
- Charter Sales & Broker Network Guide
- Aviation Brand & Trust Positioning
- Aviation Digital Marketing Plan
- Corporate & Government Account Guide
- Membership / Jet-Card Program Designer

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.