



WSWA Partner Policy

- WSWA currently has official partners per the criteria approved by the Board in 2011
 - See current policy and partners on next two pages
- The current definition of Partner is limiting, slowing progress and organic growth
- Amending the policy can improve brand value while expanding the horizons for growth



WSW Association Partners

- To help promote participation in World Space Week, the Association gives special recognition to organizations which perform a major role in promoting WSW participation.
- Partners are international organizations which formally agree to globally promote WSW each year.
- Partners are recognized distinctly from Sponsors.
- Partners and sponsors receive a similar level of recognition.
- Partner examples: IAF, SGAC

Approved by the Board of Directors, June 2011





Current Partners

- Astronomers Without Borders
- EU Universe Awareness
- International Astronautical Federation
- Planetary Society
- Space Generation Advisory Council
- Space Foundation
- SpaceRef
- Yuri's Night



Proposed New Partner Categories

Affiliates: A group or institution that is officially connected with WSWA that brings value through its resources to WSWA. Initially this will be for Education Affiliates, but later can expand to other types of Affiliates such as Corporate or Cultural.

Annual/Theme Partners: A group of individuals, institution or other organization that wishes to partner with WSWA for a particular year for that particular year's theme. The partnership does not carry over to the subsequent years.

Collaborator: an individual person or group that works with WSWA to put out or establish a body of work or program.

Contributors: an individual or individuals or groups that contribute some elements of content or resources to a WSWA body of work.



Recommendations

- Retain the current “Partner” policy definition but rename it “Global Partner”
- Add the new categories as proposed on the previous slide:
 - Educational Affiliate
 - Annual/Thematic Partner
 - Collaborator
 - Contributor
- Each of the five categories of partners shall be recognized separately
- The Executive Committee shall establish a process for approving all new partners, which may be delegated