

WORLD SPACE WEEK ASSOCIATION

2016 SPONSORSHIP OPPORTUNITIES



The biggest space event on Earth www.worldspaceweek.org

SPONSORSHIP OPPORTUNITIES 2016

Introduction

World Space Week Association (WSWA) stimulates participation in the celebration of the United Nations-declared World Space Week (WSW), October 4-10 annually. As an association of volunteers, WSWA works to encourage global participants to hold events during WSW. The Association's volunteers work closely with educators, space industry, space agencies and other organizations to advocate Science, Technology, Engineering, Arts and Mathematics (STEAM) education to build the workforce of the future by inspiring them through WSW.

2016 Theme – Remote Sensing: Enabling Our Future

The 2016 World Space Week theme is focused on Remote Sensing as an enabler of our future. With this theme, World Space Week celebrations in 2016 will help to improve knowledge and awareness of the clear benefit of space technology and its applications for the betterment of humankind.



2015 Theme - Discovery

Missions like Gaia, Kepler, and the Hubble space telescope have advanced our understanding of space and astronomy. They have contributed important discoveries of galaxies, exoplanets, asteroids, and comets. There is so much more to discover in our universe, and World Space Week 2015 sought to inspire youth and the public by highlighting recent discoveries and planned new missions to further explore deep space.

Close to 1,900 events in 73 countries celebrated the benefits of space and the excitement about space exploration in 2015. Participation has seen giant leaps, more than doubling over the last two years.

Why Sponsor World Space Week?

Our goal is to build on the current momentum of World Space Week to increase its size and impact by orders of magnitude across all countries, ages, and cultures, similar to the very successful model of Earth Day and other global events. To manage WSWA and build the awareness of World Space Week there are a number of costs associated with running a global organization. While we are a volunteer organization, the continuity and sustainability of running the organization incurs costs. Resources, both financial and volunteer, support such functions as:

- Managing and operating a global organization to grow and perpetuate WSW.
- To speak at events to bring awareness of WSW across the space and other sectors.
- Attract global partners and engage with our partners to reach greater networks. Organize and implement joint projects.
- Increase and improve our digital marketing strategy and execution (social media, website, other internet campaigns). Build on providing useful and exciting content for our 12,000 twitter followers and the several thousands of members on the national and global facebook groups.
- Improved marketing materials (brochures, printing, promotional materials, posters, etc.)
- Improved event software to manage the growing number of events recorded each year.
- Stronger media relations campaigns to promote World Space Week, its sponsors, and participants.
- Improved global networking through National Coordinators, currently in 80 countries. In 2016, we also hope to focus on providing support to our national coordinator network through seminars to ensure increased quality of events and interactions.
- Holding development meetings with key stakeholders to drive participation in key areas.
- Translating, printing, and distributing teacher guides to more classrooms for use during WSW each year.
- Establishing global programs such as competitions during WSW which use space to inspire youth
- Reporting to the UN COPUOS, sponsors, and other stakeholders on the results and impacts of WSW
- Providing sponsors with maximum possible exposure and benefits from WSW

Sponsorship Levels and Relevant Benefits

Depending on the total value of the contribution, WSWA offers visibility and other major benefits to our donors and sponsors through the largest space event on Earth.

Website: all sponsors will receive recognition on our website to varying degrees (logo size, placement, linkages, etc.).

United Nations: WSWA is a permanent observer of UN COPUOS meetings, the Association briefs the Committee of its activities, the annual WSW events and recognizes its sponsors. Possible opportunities to leverage this status include inviting sponsors to participate and present in meetings or host joint events (<http://www.unoosa.org/oosa/wsw/index.html>).

Ongoing publicity: Sponsors are recognized through WSWA participation at various events through the year. In 2016, WSWA will be present at the International Astronautical Congress in Mexico, Space Symposium in Colorado Springs and other events of the global space community.

Networking: WSWA has a global network of industry, agency, student, educational, government and other contacts, which, at certain levels of donor support can be used by supporters who are looking for specific introductions.

Publicity: WSWA promotes sponsors in a variety of ways to the vast global following of WSW. WSWA also recognizes sponsors in newsletters to a host of several thousand opinion leaders across the global space industry.

Social Media: WSWA truly excels in social media and its global reach. Here are some examples of how much social media can impact your organization:

1 minute of social media = 31.25 Million Facebook messages
347,000+ Tweets
48,600+ Instagram photos posted
17,000+ profile views on LinkedIn
1 Million+ video loops on Vine
300 hours of video upload on YouTube

For US-based sponsors, a tax-deductible receipt can be issued at your request.

Sponsorship Opportunities

General Sponsorship

General sponsors support the overall mission of the World Space Week Association, as described earlier. General sponsorship is available in seven tiered categories, named after the increasing levels of space itself, and with increasing levels of visibility and other benefits. Please see the enclosed benefits table at the end of this document for details. These levels are open for negotiation to ensure that sponsors get the best opportunity for their investment.

Poster Sponsor

Each year, a poster is designed for the particular theme of WSW and distributed to National Coordinators world-wide. WSWA seeks a \$10,000 poster sponsor, or two sponsors at the \$5,000 level.). Sponsors receive logos on the poster and receive distinctive recognition on the website.

Webinar Sponsor

Our priority is to develop our network of national coordinators and event hosts. Through sponsoring a particular session, topic of which can be suggested by the sponsor, the sponsor's message will be disseminated during the webinar. WSWA seeks \$1000 per session.

In-kind Contributions

It may be more amenable for potential donors and sponsors to provide in-kind donations such as printing, access to conferences, donated staff time, etc. We welcome in-kind donations and would be pleased to discuss this with you directly. In-kind sponsors are credited for the fair market value of the donation.

2016 Sponsorship Benefits table:

	Infinity (\$100,000+)	Universe (\$50,000)	Galaxy (\$20,000)	Starline (\$10,000)	Planetary (\$5,000)	Satellite (\$2,500)	Launch Pad (\$1,000)	Terrestrial (\$500)
BENEFITS 2016								
SPECIAL BENEFITS								
- A seat on the Board of Directors								
- Reception for space leaders in Washington DC, Vienna, or the IAC recognizing your company with speaking opportunity for your executive								
- Global promotion of daily videos during WSW about your company (donor must provide video)								
- Naming rights to a section of WSWA website such as, "Your company" WSWA Calendar, or the "Your company" WSWA Education portal	X							
- 10 Framed WSWA posters autographed by the artist								
- 1 WSW Flag Down in Space								
NETWORKING								
A letter of thanks to WSWA Global network for your organization's support	X							
Directory of WSWA Global Network	X	X						
Invitation to attend UN COP20/15	X	X						
PRESENTATIONS (1)								
Logo on presentation materials at UN COP20/15 presentations	X	X						
Verbal mention of your organization where WSWA is invited to speak	X	X						
Your organization's logo on any presentation materials where WSWA is invited to speak	X	X						
WEBSITE (2)								
Prominent logo placement on WSWA website homepage	X	X						
Subordinate logo on WSWA website homepage	X		X		X			
Logo listed on each page of WSWA website	X							
Sponsors appear on the WSWA website donor page top to bottom – the largest sponsor on top	Largest logo	Next largest logo	Largest logo	Medium logo	Small logo	Smallest logo	Larger text	Smaller text
SOCIAL MEDIA (3)								
Organization social media exposure during WSW	21x in 7 days	7x in 7 days	2x 1 day	1x 1 day				
Organization social media exposure outside WSW – excluding October (4)	48x in year	30x in year	10x in year	4x in year				
Amplified social media (WSWA links into your social media campaigns)	10x a year	4x a year	1x a year					
ANNUAL WORLD SPACE WEEK POSTER (5)								
Prominent logo placement on the poster	Large	Medium	Large logo	Medium logo				
Logo in the footer								
Name listed in the footer								
Copies of the poster received (6)	100	50	30	25	Larger text	Medium text	2	1
MEDIA (7)								
PRESS RELEASES								
Logo in the footer of the WSWA Press releases	Large logo	Medium logo	Small logo	Text	Text			
NEWS LETTERS								
Logo in the footer of the WSWA quarterly newsletters	Large logo	Medium logo	Small logo	Text	Text			
INTERNATIONAL ASTRONAUTICAL CONGRESS (IAC)								
Your organization's logo in conjunction with WSWA logo at IAC2016	X	X						
Distribution of your organization's promotional materials at IAC2016	X	X						

- *None of the above benefits are exclusive
- (1) Includes events underwritten by the executive team – approximately 10 per year
 - (2) The website has over 2,500 unique space and science education visitors per month during the year and up to 20,000 during October
 - (3) WSW2014 had over 100 million social media impressions during WSW. Each message on WSW social media channels reaches 10,000+ space and science education followers
 - (4) WSWA has 11,600 Twitter followers, 4,700 likes on WSWA Facebook main page and many of WSWA ~80 National Coordinators maintain their own national WSW Facebook pages
 - (5) 3,500+ posters delivered to all ~80 National Coordinators and WSWA Global Network globally
 - (6) If you do not require posters, please let us know so that we may give them to others who can use them
 - (7) Delivered globally to media outlets through WSWA National Coordinators in ~80 countries
 - (8) All costs to produce, ship and receive collateral are borne by your organization

