



World Space Week Sponsorship Opportunities 2017

Find out how you can support the greatest
space event on earth...

WORLD SPACE WEEK SPONSORSHIP OPPORTUNITIES 2017

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.

2017 Theme: "Exploring New Worlds in Space"



The 2017 World Space Week theme will be focused on an outward looking theme that will inspire and ignite the space community and public to find new ways to celebrate space. World Space Week celebrations in 2017 will help to improve knowledge and awareness of the clear benefit of space technology and its applications for the betterment of humankind.

2016 Theme: "Remote Sensing: Enabling Our Future"



2016 was our best year yet. "Remote Sensing: Enabling our Future" was an inward-looking theme, which celebrated Earth Observation from Space for the betterment of the human race. It highlighted a host of classic Earth Observation missions such as the U.S. Landsat mission, the work of intergovernmental groups such as GEOSS Group on Earth Observations and emphasized applications such as environment and agriculture monitoring, land use mapping and new uses such as location based services. Over 2700 events in 86 countries celebrated the benefits of space and the excitement about space exploration in 2016. Participation has seen giant leaps, more than doubling over the last two years.

Why Sponsor World Space Week Association?

- Support for Science and Technology Education
- Corporate Social Responsibility and Corporate Giving
- Be part of the largest space event in the world, access to a global and diversified audience for marketing and branding
- Access to space sector leaders in the World Space Week network
- Influence the next generation and build the profile of the industry
- To jointly develop projects or propose new project ideas calling for global participation

What We Will Do With Your Sponsorship

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.
- Increase and improve our digital marketing strategy and execution (social media, website, other internet campaigns).
- Improved marketing materials (brochures, printing, promotional materials, posters, etc.).
- Organize a global poster design competition, print and distribute posters globally.
- Stronger media relations campaigns to promote World Space Week, its sponsors, and participants.
- Improved global networking through National Coordinators, currently in 90 countries. In 2017, 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.
- Reporting to the UN COPUOS, sponsors, and other stakeholders on the results and impacts of 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 2017, WSWA will be present at the International Astronautical Congress in Australia, Space Symposium in Colorado Springs and other events of the global space community. 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, and through all social media channels. Using the hashtags #WSW2016 and #WorldSpaceWeek, the event garnered close to 19 million social media impressions during World Space Week.

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.

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 theme of WSW and distributed to National Coordinators world-wide. WSWA seeks a \$15,000 poster sponsor, or three sponsors at the \$5,000 level. Sponsors receive logos on the poster and receive distinctive recognition on the website. In 2016, WSWA distributed over 3500 posters to participants across the globe.

Special Projects Sponsor

Each year, WSWA focuses on a different priority project, determined in partnership with the team and interested sponsors. WSWA is currently weighing options to determine the best project and seeks input for this.

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.

For more information or a tailored sponsorship opportunity, please contact our Executive Director, Dr Timiebi Aganaba-Jeanty at taganaba@worldspaceweek.org.