

Promotion of the Satellite Industry via World Space Week 2020

World Space Week Association

December 18, 2018



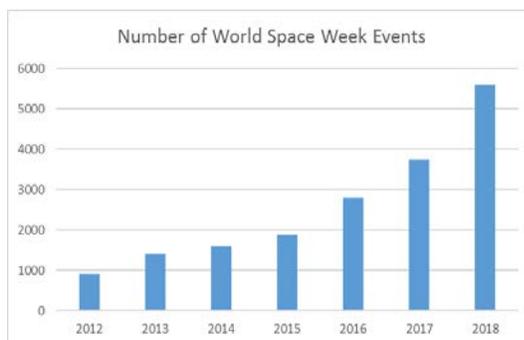
Summary

This proposes focusing World Space Week (WSW) 2020 on satellites to:

1. Globally increase awareness of the satellite industry and the many benefits of satellites, and use advances in satellites to inspire students via the 90-nation platform of WSW.
2. Build greater support for non-profit World Space Week Association (WSWA).

Background

UN-declared World Space Week, October 4-10, is by far the largest space celebration on Earth. During WSW 2018, there were over 5,000 events reported in 90 nations, inspiring youth and educating the public about space on a massive scale. Like Earth Day, World Space Week brings together a myriad of industry and educational organizations who gain synergy by synchronizing their space-related education and outreach activities.

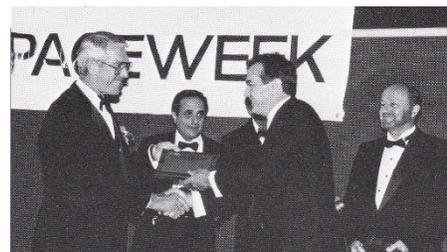


WSW Association coordinates WSW at the global level. The WSWA Board selects an annual WSW theme. Past themes focused on specific satellite applications such as communications, navigation, and remote sensing. Never has WSW celebrated the satellite industry as a whole. A broad satellite theme would educate the public on the wide range of societal benefits from satellites, recognize the world's great satellite industry, and stimulate youth

with exciting trends in satellite miniaturization, new launchers, and new applications.

WSW has grown massively over the past few years, but WSWA growth has lagged. The Association is proud of its efficiency and achievements. To grow WSW further and increase its impacts on STEM education, WSWA must build its resource base.

Having an Honorary Chair is a means for non-profit organizations to sustainably grow. The Chair asks CEO peers in other companies to support its cause and attends an awards event to thank those who do. Our organization successfully used this approach when we ran Spaceweek before the UN declared World Space Week in 1999. CEO's of Rockwell, Lockheed, Boeing, and McDonnell Douglas filled this position.



Rockwell CEO Don Beall thanked Spaceweek sponsors as Honorary Chair

Today, with over 5,000 events in 90 nations run by the biggest network of space organizations ever assembled, WSW Association proposes to begin this practice anew. An industry CEO Honorary Chair would bring visibility to the great WSW platform, accelerating growth and educational impacts of this “Earth Day of Space.”

Proposal

1. The theme of WSW 2020 focus broadly on the satellite industry.
2. A CEO of a major satellite company serve as Honorary Chair of WSW 2020.

Duties of the World Space Week Honorary Chair

1. Assign a company staff member to serve as liaison with WSWA.
2. Sign letters to CEO peers seeking support for WSWA.
3. Approve a lead gift to encourage the support of those peers.
4. Attend an event to thank those who supported the campaign.
5. Help recruit his/her successor for sustainability.

WSWA conducts the campaign using materials approved by the Chair.

Schedule

February 2019	WSWA Board approves WSW 2020 theme and Honorary Chair position.
May 2019	2020 Honorary Chair is recruited.
June 2019	Public announcement.
August 2019	Campaign materials are approved
September 2019	Letter campaign begins.
Spring 2020	Recognition event (reception or dinner). Potential locations include Chair's company headquarters or a major satellite conference.
October 2020	World Space Week 2020 celebrates the satellite industry globally. Chair and his/her company receive special recognition.
December 2020	Final Report to Chair, sponsors, UN and other stakeholders.

Contact

Dennis Stone
President
World Space Week Association
dstone@worldspaceweek.org
+1 832-628-2212