



**World Space
Week** ASSOCIATION

2018

Sponsorship Opportunities

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



Introduction

UN-declared World Space Week (WSW), October 4-10 annually, is the **largest space event on Earth**. In 2017 it was celebrated with a record breaking **3,500+ activities in 82 nations**.

Like Earth Day and similar events, World Space Week gives the global space community powerful and efficient **leverage through synchronization**. By holding a multitude of space events in this common timeframe, participants such as space agencies, aerospace industry, schools, and planetariums, and other organizations get huge leverage in reaching audiences including youth and the general public. Participation can take a myriad of forms, whether exciting students in school and extracurricular venues; conducting space events for the public, employees, government leaders, or other audiences; and addressing space in social media.

World Space Week Association (WSWA) is the global coordinator, working with **UN OOSA, COPUOS**, and space leaders worldwide. Volunteer-led WSWA encourages participants to hold events during WSW; provides tracking, web site, social media, promotional materials, and reporting services; and supports a global network of WSW coordinators. The Association is the catalyst of the **largest cooperative space outreach effort in history**, with thousands of organizations and individuals working together to promote space to humankind during these seven days each year.



2018 Theme

“Space Unites the World”

Each year, the WSWA Board of Directors selects a theme for World Space Week.

WSWA selected WSW2018 Theme: **Space Unites the World**. Theme is greatly inspired by celebration of the UNISPACE +50 anniversary, and is in context of benefits of space activities to the humankind on Earth.

The 2017 theme was “**Exploring New Worlds in Space.**” Events shared the thrill of deep space exploration, whether by astronauts setting foot on new worlds, robotic planetary probes, astronomical search for distant Earth-like planets, and future prospects of tourism and living in space. The excitement of exploring space inspired youngsters to excel today to be part of humankind’s historic extraterrestrial journeys of tomorrow.



Why Sponsor World Space Week Association?

- Influence STEM education on a global scale to build the workforce of tomorrow
- Fulfill corporate social responsibility
- Access global space leaders for marketing
- Encourage positive views of the space industry across the public

What We Do With Your Sponsorship

Our goal is to build on the momentum of World Space Week to increase its size and impact across all countries and demographics, similar to the very successful model of Earth Day and other global events. We **build the platform** of WSW and help our sponsors and partners **use the platform** to achieve their unique goals. The Association, one of the world's oldest space advocacy organizations, achieves **high efficiency** via leveraging donations with volunteers and the largest network of space-supporting organizations on Earth. Resources, both financial and volunteer, support key functions:

- Managing and operating a global organization to grow and perpetuate WSW.
- Attracting global partners and engage with our partners to reach greater networks.
- Executing digital marketing across the global space and education sectors.
- Producing promotional materials such as the World Space Week poster.
- Helping teachers find space-education materials to inspire students during WSW.
- Media relations to publicize World Space Week, its sponsors, and participants.
- Supporting a global network of WSW coordinators in 80+ countries.
- Working with key stakeholders to drive participation in key areas.
- Developing programs which use the powerful platform of World Space Week.
- Reporting to the UN COPUOS, sponsors, and other stakeholders on the results and impacts of WSW.



Sponsorship Benefits

WSWA offers significant and unique visibility and other major benefits to sponsors through the largest space event on Earth.

United Nations

As a permanent observer of **UN COPUOS** meetings, the Association briefs the Committee of its activities, the annual WSW events and recognizes its sponsors. These briefings three times per year reach **space leaders of 84 member states** and 35 space NGOs. We can leverage recognition of top sponsors by inviting attendance at COPUOS and arranging an exclusive reception for delegates.

Poster

Top sponsors are recognized on the WSW poster used by many of **1,300 participating organizations** in 86 countries whose reported attendance over **500,000 people** in 2016. The 2017 poster depicted the theme “Exploring New Worlds in Space” with dramatic art by noted space artist Pat Rawlings. Theme for WSW2018 is “Space Unites the World” and it will be related to the celebration of UNISPACE +50 anniversary. To be recognized on the WSW2018 poster, **we need your pledge by April 30.**

Website

All sponsors will receive recognition on our website, with logo or text size, placement, linkages, etc. depending on level on every page, plus a company description on our sponsor page.

Ongoing Publicity

Depending on sponsorship level, WSWA promotes sponsors in a variety of ways to the global following of World Space Week. WSWA recognizes sponsors in newsletters to several thousand opinion leaders across the global space industry, in press releases, and through social media channels. World Space Week garnered close to 20 million social media impressions in 2016.

US-based Sponsors

WSWA is an IRS-approved 501(c)(3) tax-exempt educational organization.



Sponsorship Opportunities

General Sponsorship

General sponsors support the overall mission of the World Space Week Association, as described earlier. General sponsorship is available in 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 for details.

Poster Sponsor

Each year, a poster is designed for the theme of WSW and distributed globally as described above. Companies can sponsor the poster at the \$15,000, \$10,000, or \$5,000 levels. The poster sponsor(s) receive special logo size and position on the poster and distinctive recognition on the website. In 2017, WSWA distributed over 3,000 printed posters, and it was electronically disseminated to participating organizations which attracted a large number of attendees that week.

Use the Platform

The unique and massive platform of **World Space Week** is available to companies which want to reach audiences with their messages. Whether it's building goodwill in countries where you do or seek to do business, getting your company known to students near your facilities, or other special projects, WSW Association can organize a tailored program for you to get the massive leverage possible from the biggest space event in the world. Please contact us to discuss this.

In-kind Contributions

It may be more amenable for potential donors and sponsors to provide in-kind donations such as printing, access to key 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 Executive Director Goran Nikolasevic, gnikolasevic@worldspaceweek.org.



Benefits of World Space Week Association Sponsorship in 2018	Infinity (\$100,000)	Universe (\$50,000)	Galaxy (\$20,000)	Stellar (\$10,000)	Planetary (\$5,000)	Satellite (\$2,500)	Launch (\$1,000)	Terrestrial (\$500)
SPECIAL BENEFITS								
Exclusive reception for space leaders at IAC, COPUOS, Washington, Paris, or other location of your choice								
Global promotion of your daily videos during WSW (you provide videos)								
Naming rights to section of WSW website such as Calendar or Education portal								
Your material distributed at WSW events (you provide material; weigh limits apply)								
NETWORKING								
Invitation to attend UN COPUOS								
Invitation to attend WSWA Board Meetings								
PRESENTATIONS TO SPACE LEADERS (1)								
Logo on presentation materials at UN COPUOS presentations								
Verbal mention of your organization in WSWA presentations								
Logo on WSWA presentation materials								
WEBSITE (2)								
Prominent logo on WSW website homepage								
Subordinate logo on WSWA website homepage								
Logo listed in footer of each page of WSW website								
Credit on the website donor page	Largest logo	Larger logo	Large logo	Medium logo	Small logo	Smallest logo	Large text	Small text
SOCIAL MEDIA (3)								
Social media exposure during WSW	21x in 7 days	7x in 7 days	2x 1day	1x 1 day				
Social media exposure outside WSW	48x in year	20x 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					
POSTER (5)								
Prominent logo on the poster	Large							
Logo in the footer		Medium	Small					
Copies of the poster autographed by the artist	5	1						
Copies of the poster	100	50	30	25	10	5	2	1
PRESS RELEASES								
Recognition in the footer of the WSWA Press releases (6)	Large logo	Medium logo	Small logo	Text	Text			
NEWS LETTERS								
Recognition 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 WSW logo at IAC display								
Distribution of your organization's promotional materials at IAC (7)								

Note: None of the above benefits are exclusive unless noted otherwise

- (1) Includes events undertaken by the executive team – approximately 10 per year, including UN COPUOS.
- (2) The website has over 2,500 unique space and science education visitors per month during the year and approx. 20,000 during October.
- (3) WSW 2016 had over 20 million social media impressions. Each message on WSW social media channels reaches 10,000+ space and science education followers.
- (4) WSWA has 14,400 Twitter followers, 9,000 likes on WSWA Facebook main page and many of WSWA ~80 National Coordinators maintain their own national WSW Facebook pages.
- (5) 3,000+ posters delivered to ~50 nations and electronically used by the most of event holders attracting hundreds of thousands attendees. Deadline for adding sponsor to the poster is May 1. Sponsor understands and accepts that there are no credits on printed poster if pledging after May 1.
- (6) Delivered globally to media outlets through WSWA National Coordinators in ~80 countries.
- (7) All costs to produce, ship and receive collateral are borne by your organization.