

THE ASTRONOMY AND SPACE  
EXPLORATION SOCIETY



SPONSORSHIP  
PACKAGE

# OUR MISSION

The background of the entire page is a high-contrast, artistic photograph of the International Space Station (ISS) in orbit. The station's complex structure, including its large solar panel arrays and various modules, is silhouetted against the bright, glowing horizon of the Earth. The sky is a deep, dark blue with wispy white clouds visible from space. The lighting creates a dramatic effect, with bright highlights on the station's surfaces and the Earth's horizon, and deep shadows elsewhere.

Part of the University of Toronto space community, the Astronomy & Space Exploration Society (ASX) is dedicated to educating, exciting, and inspiring the general public about the wonders of the universe.

To that end, we regularly host lectures, workshops, and hobby activities - featuring professional astronomers, astrophysicists, and aerospace engineers - that are free and open to all. ASX's signature event is our annual symposium, presented each February and featuring the world's foremost experts in the space sciences. Each October, we are also proud to be the official host of the NASA International Space Apps Challenge - Toronto, the GTA's branch of the world's largest hackathon.

ASX was founded in 2003 by undergraduate astrophysics, physics, and engineering students at U of T. Our executive team is elected from and by the U of T undergraduate body every spring.

# SPONSORSHIP BENEFITS

## CONNECT WITH OUR AUDIENCE

ASX is proud to feature hundreds of regular members and thousands of social media followers.

LinkedIn: 2576 followers

Facebook: 2003 followers, 1877 likes

Twitter: 245 followers

Instagram: 196 followers

YouTube: 41 subscribers

The 'Astronomy and Space Exploration Society' YouTube channel was an innovation created out of the COVID-19 pandemic. With speaker consent, recordings of Star Talks and other events are uploaded for posterity.

## CONNECT WITH THE SPACE COMMUNITY

ASX has deep ties with the science outreach community in Toronto and beyond.

Among the student community, we collaborate frequently with the University of Toronto Aerospace Team (UTAT), Ryerson University's RU Hacks, and the Canadian branch of the international Students for the Exploration and Development of Space (SEDS). At U of T, ASX is officially recognised as a student organisation by ULife, the University of Toronto Students' Union (UTSU), and the Engineering Society (EngSoc). Among professional scientists, we have long been sponsored by U of Ts David A. Dunlap Department of Astronomy & Astrophysics as well as the Dunlap Institute for Astronomy & Astrophysics. We have also been supported by U of Ts School of Continuing Studies and U of Ts Faculty of Arts & Science. While hosting NASA Space Apps - Toronto in October, we coordinate our activities with the Canadian Space Agency and other non-profits across Canada.

# EVENTS

## THE ANNUAL SYMPOSIUM

Hosted at the start of every year, our symposium is our flagship event - the largest single-day space-related event in the Greater Toronto Area. Topics have included 'Astronomyths,' 'Boom to Bust: The Story of Our Universe,' and 'Fact to Fiction: Step into Sci-Fi.' We are proud to feature top scholars and space scientists from internationally-renowned institutions, drawing audiences in the mid-to-high hundreds every year. During the COVID-19 pandemic, our 17th Symposium 'Mysteries of the Universe' was scheduled over three days and presented exclusively via Zoom webinar. Past speakers have included:

- Col. Chris Hadfield, Commander of ISS Expedition 35, Canadian Space Agency
- Anousheh Ansari, First Female Private Space Explorer
- Dr. Carolyn Porco, Cassini Imaging Lead, NASA
- John F. Connolly, former Chief Exploration Scientist, NASA
- Bob McDonald, Host of Quirks & Quarks, CBC Radio One
- Dr. Robert D. Richards, founder and former CEO, Odyssey Moon Limited
- Prof. Dimitar Sasselov, Phillips Professor of Astronomy, Harvard University



# NASA INTERNATIONAL SPACE APPS CHALLENGE – TORONTO

The NASA International Space Apps Challenge is the world's largest hackathon, run annually in one weekend across over 250 locations in more than 150 countries. ASX is proud to be the official host organisation of Space Apps Toronto branch, organised in collaboration with the Students for the Exploration and Development of Space - Canada and Ryerson University's RU Hacks. Last year, we provided Toronto's space-hackers with mentors, workshops, presentations, and resources as they created projects to compete on the world stage. Space Apps Toronto draws hundreds of participants each year - the 2020 event was the largest Space Apps event in Canada.

## PANEL DISCUSSION

One of our more personal events, ASX is proud to organise regular panel presentations for space enthusiasts looking more for a conversation than a lecture. Each panel features three to five graduate students, researchers, or space industry professionals who will be prompted with themed questions, as well as questions from the audience.

Recent panels include "Dark Matter Discussion," "Methods of Modern Astronomy," and "Autonomous Space Exploration."



## STAR TALKS

Our Star Talks occur monthly through the academic year, with each featuring a local space scientist presenting their current research in an accessible and exciting way. Each event is completely free and open to anyone interested, and we curate our speakers to keep presentations accessible to anyone with knowledge of high-school-level physics. Lectures are multidisciplinary - we've had Star Talks in astrophysics, engineering, statistics, biology, chemistry and more presented by speakers affiliated with all of Toronto's major universities. A typical audience sizes in the low hundreds.

## TRIVIA

Feel like you can teach us a thing or two about space? ASX hosts monthly trivia competitions as well, each tied to the theme of that month's Star Talk. Regular participation is rewarded - correct answers are tallied each month, and the highest scorer at the end of the academic year wins a special prize!

## OBSERVATIONS

Typically occurring immediately following each Star Talk, ASX observation nights are usually held in Burton Tower's rooftop observatory, part of U of T's McLennan Physical Laboratories. Employing the facility's large telescopes, our trained stargazers direct participants' eyes to whichever astronomical wonders grace the night's skies at each event.



# T I E R S

	Gas Giant \$200	White Dwarf \$500	Red Giant \$800	Black Hole \$2500	Neutron Star \$5000
Name, logo, and website link featured on our online list of sponsors.	X	X	X	X	X
Verbal thank you at our annual symposium in February.	X	X	X	X	X
Name, logo, and verbal thank you at our student recruitment events in September.		X	X	X	X
Name and logo featured in our printed symposium programme. Contribution amount determines size.		X	X	X	X
Custom advertisement distributed once per year via our monthly newsletter and social media.			X	X	X
Name and logo included on our printed symposium posters featured around U of T. St. George campus.			X	X	X
Name and logo included on our official banners hung at all of our events.				X	X
Host a booth at a single one of our events.				X	X
Custom advertisement played before and in between our symposium's lectures.				X	X
Logo and verbal thank you featured at every single one of our monthly events.					X
Industry exclusivity - we will only accept your sponsorship from all organisations in your industry.					X

# PLEASE SUPPORT US

All of your support - financial or in-kind - will directly foster grassroots space science and help inspire the next generation of space explorers.

ASX is completely non-profit and volunteer-run. That means your entire contribution is earmarked solely for our operating expenses. These include lecture hall bookings, flights and lodging for prominent international speakers, and maintaining suitable online platforms.

## HOW TO SUPPORT ASX

- Donate via PayPal and Interac e-Transfer to [space.society@utoronto.ca](mailto:space.society@utoronto.ca)
- We accept cheques made to "The Astronomy & Space Exploration Society"
- Not a great fit for your organisation, but still want to support us personally? Support us on Patreon.
- Please contact us to organise the terms of an in-kind sponsorship.

# CONTACT US

For sponsorship inquiries, please contact:

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