

UNIVERSITY OF TORONTO



2020 - 2021  
SPONSORSHIP PACKAGE



# OUR MISSION

Established by students in 2003, ASX is a non-profit organization whose aims are to educate, excite, and inspire students, professionals, and the general public about astronomy and space exploration. Since our inception, we have grown to over 2000 members. We host over 10 events per year which attracts hundreds of attendees.

## Member Demographics

- Students from wide spectrum of disciplines including medicine, engineering, political science, astronomy, music, and economics
  - Professionals in various industries
    - The general public



Above: The ASX team 2015 - 2016 posing with guest speakers at 2016 Symposium "Astronomyths".  
Header: Rocket launch (courtesy pinterest/baietu)



# SPONSORSHIP BENEFITS

## Sponsor names and logos are seen by

- More than 2000 ASX members and hundreds of event attendees per year
- Several thousand people (students, academia, professionals, and the general public)
- Over 1000 additional target audience reached through collaborations/partnerships with other organizations (e.g. CSS, RASC, York U)



## Gain greater visibility and exposure

- Establish links with student organizations
- Recognition at speaking events, including U of T orientation, Symposium, event receptions, and observing nights
- Recognition in media releases and news
- **Build a positive image targeted towards several thousand high school and college/university students**



For examples of publicity, please see: <http://asx.sa.utoronto.ca/sponsors>



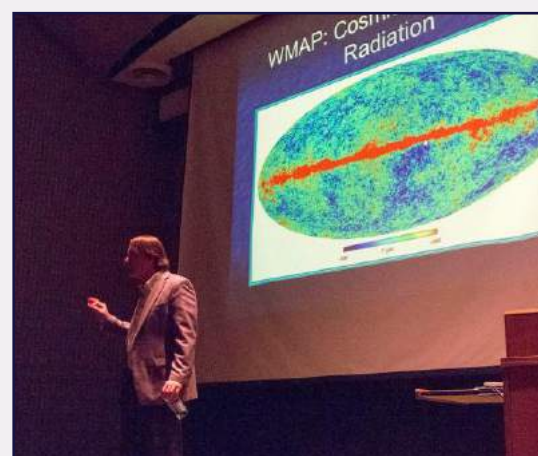
# EVENTS

## The Annual Symposium

This is the largest single-day space-related event in Canada; annual event since 2003, with up to 500 attendees in a single event. Topics have cover various facets of space, such as 'Lunar Exploration', 'Mars and Beyond', 'The Search for Life', 'Stellar Graveyard', and 'Astronomy: Science or Fiction?'

Featured world-wide speakers, including:

- Canadian Astronaut Chris Hadfield, CANADIAN SPACE AGENCY
- Anousheh Ansari, FIRST FEMALE PRIVATE SPACE EXPLORER
- Dr. Carolyn Porco, SPACE SCIENCE INSTITUTE
- Dr. Robert Richards, FOUNDER and CEO, ODYSSEY MOON LTD
- Dr. Darlene Lim, NASA
- Professor Mike Brown, DISCOVERER of THREE DWARF PLANETS
- Dr. Chris McKay, NASA AMES



## Observing Nights

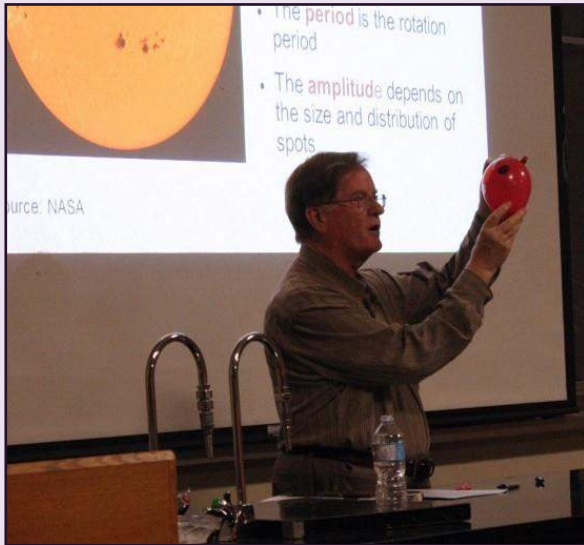
- Organized observing events throughout the year to show our members the wonders of the universe, and to celebrate occasions such as Earth Hour, Astronomy Day, and Astronomy Week.
- These include events at the McLennan Physical Labs, David Dunlap Observatory, and stargazing at camp grounds.

Top right: Prof. Fred Adams, cosmologist at the University of Michigan, Center: The 2016 ASX Symposium  
Bottom left: One of the telescopes at McLennan Observatory (photo credit: Bruce Wu)  
Header: NGC 6302 (courtesy NASA/Hubble Space Telescope)

# EVENTS

## ASX Star Talks

A monthly series of astronomy lectures open for the general public that take place throughout the school year. We invite diverse and multidisciplinary experts from around the Greater Toronto Area to be Star Talk speakers. They tackle serious questions in the space community and cover topics which are usually something the general public have not heard about.



## ASX Panel Discussions

We invite professionals to discuss thought provoking topics related to astronomy, such as the ethics and logistics of moving to Mars. Panel discussions can draw an audience up to 300. These discussions include keynotes such as:

- Professor Paul Delaney (Senior Lecturer of the Department of Astronomy and Physics at York University),
- Dr. Olate MacIntyre (previously of the Controlled Environment Research Facility at the University of Guelph)
- Mr. Chuck Black (contributing journalist to the Commercial Space Blog, the Canadian Aerospace News, and other astronomy news sites)



Top left: Prof. John Percy at his Star Talk about variable stars.

Bottom left: Prof Yanqin Wu at her Star Talk about planets around stellar remnants.

Header: Stellar jets from HH 24 (courtesy NASA/Hubble Space Telescope)



# Please Support us

- Your contribution (monetary or in-kind donation) plays an important role for ASX:
- Assists our commitment to educate, excite, and inspire today's society about astronomy and space exploration
- Makes it possible to get our message across to more people
- Increases our appeal and our legitimacy by giving us an industrial and commercial perspective
- Allows us to plan larger and more successful events
- Helps to create future leaders in space exploration and the space in-

## How to Support ASX



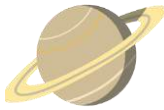


- Donate via Paypal ([www.paypal.com](http://www.paypal.com)) to [space.society@utoronto.ca](mailto:space.society@utoronto.ca)
- send an email to [space.society@utoronto.ca](mailto:space.society@utoronto.ca) to learn more about how you can support us.



Bottom: David Dunlap Observatory at night (photo credit: Jeff Peletz)

Header: Saturn eclipsing the Sun taken by Cassini-Huygens (courtesy NASA/ESA/ASI)

# DONATION BRACKETS

	Tier 1: Mars  \$200 - \$499	Tier 2: Earth  \$500-\$799	Tier 3: Saturn  \$800-\$1499	Tier 4: Jupiter  \$1500 - \$2499	Tier 5: Sun  \$2500+
<b>Benefits</b>					
Exclusive Sponsor (No other competitor in the same industry can be a title sponsor)					≠
<b>Web/Email Coverage (1)</b>					
Name and Link on ASX site	X	X	X	X	≠
Logo on ASX site		X	X	X	X
Logo on poster posted to site			X	X	X
Mention in ASX newsletters		X	X	X	X
Advertisement/promotion in newsletters				X	X
<b>Campus/GTA Coverage (2)</b>					
Logo on posters displayed around campus and GTA			X	X	X
Logo on banners around U of T campus				X small	X large
<b>Media Coverage</b>					
Name/logo provided to media (for ads, press release, etc)					X
<b>Event Coverage (3)</b>					
Booth/Space for exhibits and representatives					X
Vocal Announcements acknowledging sponsor					X
Name and Logo in ASX overview presentation		X	X	X	X
Logo on Banners visible during event (eg. Behind Speakers)				X small	X large
Logo in Event Program				X secondary	X primary
Advertisement in Event Program		X 1/8 page	X 1/4 page	X 1/2 page	X full page
Program Thank-You's: Text with name	X	X	X	X	X
Program Thank-You's: add motto		≠	≠	X	X
<b>Other</b>					
Invitations to attend ASX's Events	X	X	X	X	X
VIP seating at ASX's events		X	X	X	X

For sponsorship inquiries please contact:

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*"Lost somewhere  
between immensity and eternity  
is our tiny planetary home."*

**-Carl Sagan**

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*Image courtesy NASA/ESA/ Alexander Gerst*