



NASA SpaceApps Challenge

April 28-30, 2017

Huntsville, Alabama

<http://www.spaceappshsv.com>

Sponsorship Information Package

Quick Details

- **WHAT:** A giant aerospace software/hardware prototyping design contest
- **WHO:** 300 of Huntsville's software developers/Aerospace engineers
- **WHY:** Innovate on NASA problems, win prizes, bring community together
- **WHERE:** Huntsville STEAM Works (6,000 sq/ft prototyping lab at Lowe Mill)
- **WHEN:** Friday, April 28 - Sunday, April 30, 2017
- **SPONSORS:** You
- **EXPOSURE:** Widespread marketing, speaking opportunities, etc. (see below)
- **COST TO ATTEND:** Free
- **COST TO SPONSOR:** See below
- **MORE INFO:**
 - Our website: <http://www.spaceappshsv.com>
 - NASA's website: <https://2017.spaceappschallenge.org>

About SpaceApps

New Leaf Digital, in partnership with The Greater Huntsville Section of the American Institute of Aeronautics and Astronautics (AIAA), will host the first ever NASA SpaceApps competition on April 28-30, 2017 at Huntsville STEAM Works in the Lowe Mill Arts & Entertainment Center.

Space Apps is an international hackathon that occurs over 48 hours in cities around the world. Join us to share ideas and engage with open data to address real-world problems, on Earth and in space. Work alone or with a team to solve challenges that could help change the world. Part of the Open Government Partnership, SpaceApps is an annual event that pulls citizens together regardless of their background or skill level. Don't let the name fool you....it's not just about apps! Tackle a challenge using robotics, data visualization, hardware, design and many other specialities! Inspire each other while you learn and create using stories, code, design and, most of all, your ideas.

In addition to the hackathon, SpaceApps Huntsville will also include keynote talks and networking opportunities.

About New Leaf Digital

<http://www.newleafdigital.org>

New Leaf Digital is a Huntsville-based 501(c)(3) innovation education nonprofit. With 1,500 members and 6 events/month, New Leaf Digital is building an innovation economy in Huntsville. The organization regularly hosts innovation conferences, hackathons, speaker series, workshops, and tech demos geared toward helping individuals and businesses alike harness the power of outside-of-the-box thinking and creation.

About AIAA

https://info.aiaa.org/Regions/SE/HSV_AIAA

The American Institute of Aeronautics and Astronautics (AIAA) has served as the premier professional society for the aerospace profession since its founding in 1963. Today AIAA has more than 30,000 individual members from 88 countries and 95 corporate members. AIAA is the leading aerospace publisher, an influential public policy voice for the aerospace industry, and an important information resource for those working in the aerospace profession. AIAA is also the go-to organization for stimulating professional accomplishment and standards-driven excellence in all areas of aerospace for prominent corporations and government organizations worldwide. For more information about AIAA's membership, mission, and credo visit www.aiaa.org.

Sponsorship Opportunities

SpaceApps Huntsville is providing sponsorship opportunities for local companies and organizations to enhance the hackathon experience for participants. Contributions will go towards the following items and events:

- Food, coffee, and snacks
- Materials for projects
- Banners, programs, and other printing costs
- Evening social event prior to the hackathon to allow participants to form teams and pitch their ideas to one another
- Marketing for the event/brand-building for sponsors
- Monetary prizes for winners of the competition
 - Student division and professional division

Why Sponsor?

This event represents a unique opportunity for the aerospace community and the maker, startup, and software communities to come together. Beyond the 48 hour hackathon, SpaceApps offers participants the opportunity to form co-working relationships that may facilitate future collaborative partnerships. Partnering with New Leaf Digital and AIAA on this event will demonstrate a commitment to developing the Huntsville workforce and bridging the gap between multiple communities.

Sponsorship Levels

New Leaf Digital and AIAA are offering corporate sponsorship opportunities for the SpaceApps hackathon. Various sponsorship levels are available, and donations are tax-deductible.

Presenting Level - \$5,000

- Logo on all hackathon advertisements and communications (banners, fliers, printed program)
- Logo shown on screen during event
- Logo placement on hackathon collateral
- Promotional table at evening social/pitch night prior to hackathon
- Official sponsor of social/pitch night prior to hackathon
- Logo on awards
- 5-minute speaking spot at hackathon launch
- Booth/branding in perimeter of venue

Enterprise Level - \$2,500

- Logo on all hackathon advertisements and communications (banners, fliers, printed program)
- Logo shown on screen during event
- Logo placement on hackathon collateral
- Promotional table at evening social/pitch night prior to hackathon
- Logo on awards
- Booth/branding in perimeter of venue

Apollo Level - \$1,500

- Logo on all hackathon advertisements and communications (banners, fliers, printed program)
- Logo shown on screen during event
- Logo placement on hackathon collateral
- Promotional table at evening social/pitch night prior to hackathon
- Booth/branding in perimeter of venue

Gemini Level - \$1,000

- Logo on all hackathon advertisements and communications (banners, fliers, printed program, website)
- Logo shown on screen during event
- Logo placement on all hackathon collateral
- Booth/branding in perimeter of venue

Mercury Level - \$500

- Acknowledgement in printed program and on website
- Logo shown on screen during event
- Booth/branding in perimeter of venue

Free

- Booth/branding in perimeter of venue, provided you also bring a 3-person company team

In-Kind Sponsorship

In addition to cash sponsorships, companies and organizations can also participate through in-kind donations. These opportunities could include, but are not limited to: providing a venue for the social event, catering, media support, prototyping materials (wood, metal, electronics, etc), or printing. We will customize benefits packages based on the relative value of the in-kind gift.

To partner in this event through sponsorship, please complete the attached form by **April 1, 2017**. For questions, please contact Chris Beaman (256-808-9281. chris@newleafdigital.org)

Huntsville SpaceApps 2017 SPONSORSHIP FORM

Name of company or organization: _____

Point of contact name: _____

Address: _____

Phone: _____

Email: _____

Sponsorship Levels (please select one)

___ Presenting Level \$5,000

- Logo on all hackathon advertisements and communications (banners, fliers, printed program)
- Logo shown on screen during event
- Logo placement on hackathon collateral
- Promotional table at evening social/pitch night prior to hackathon
- Official sponsor of social/pitch night prior to hackathon
- Logo on awards
- Booth in perimeter of venue
- 5-minute speaking spot at hackathon launch

___ Enterprise (\$2,500)

- Logo on all hackathon advertisements and communications (banners, fliers, printed program)
- Logo shown on screen during all presentations
- Logo placement on hackathon collateral
- Promotional table at evening social/pitch event prior to hackathon
- Official sponsor of evening social/pitch event prior to hackathon
- Booth in perimeter of venue
- Logo on awards

___ Apollo (\$1,500)

- Logo on all hackathon advertisements and communications (banners, fliers, printed program)
- Logo shown on screen during hackathon
- Logo placement on hackathon collateral
- Promotional table at evening social/pitch event prior to hackathon
- Booth in perimeter of venue

___ Gemini (\$1,000)

- Logo on all hackathon advertisements and communications (banners, fliers, printed program, website)
- Logo shown during hackathon
- Logo placement on all hackathon collateral
- Booth in perimeter of venue

___ Mercury (\$500)

- Acknowledgement in printed program and on website
- Logo shown during hackathon
- Booth in perimeter of venue

___ Free

- Booth/branding in perimeter of venue, provided you also bring a 3-person company team

___ In-kind donation (please specify) _____

Payment Info

Please submit the above form with a check made payable to **New Leaf Digital** and mail to:

New Leaf Digital
200 West Side Sq
Suite 801
Huntsville, AL 35801

New Leaf Digital is recognized as a nonprofit organization by the IRS under section code 501(c)(3).
Our EIN/Tax Identification Number is: **81-3540478**

Sponsorship donations are due by **April 1, 2017**. To request an electronic transfer or for more information, please contact Chris Beaman (256-808-9281. chris@newleafdigital.org).