



In Association with the
Smithsonian Institution



Sponsorship & Support Opportunities 2011—2012





Kari Sliva
Executive Director
Challenger Space Center Arizona

Dear Corporate Partners,

Thank you for considering a partnership with Challenger Space Center Arizona. Constructed in 2000 as a living memorial to the seven astronauts who tragically died aboard the Space Shuttle Challenger, our unique and engaging Center is proud to carry on a mission of education, serving 30,000 students annually.

Missions in our simulator were created by the Challenger Center for Space Science Education. They focus on giving children hands-on science, technology, engineering, and math (STEM) experiences that inspire them to consider one of these fields for their career.

Our public museum offers a variety of exhibits and interactive programs which families can enjoy together each and every day of the week. As a Smithsonian Institution Affiliate, we host fascinating traveling exhibits that you will see nowhere else in Arizona. Overall, more than 50,000 visitors come through our doors each year, and that number is growing.

As a charitable institution, we rely on our corporate partners and the generosity of many community leaders to fulfill our important mission and outreach.

Thank you for being a part of it.

Kari

The mission of Challenger Space Center Arizona is to inspire, excite and educate people of all ages about the mysteries and wonders of space, science and the universe in which we live.

Inside You'll Find:

- Astronaut Events
- Marketing Benefits
- Challenger Programs
- Donor Programs
- Employee Incentive Ticket Offers

Contact Information:

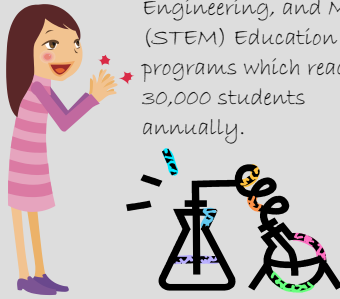
For sponsorship and partnership information, please contact:

Tim Harris
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Challenger Space Center AZ
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tharris@azchallenger.net

These sponsorship amounts are for cash sponsorship in exchange for marketing benefits. In-kind sponsorship may not be valued at cash levels, and may not be available when cash sponsorship levels are limited. Please speak with your Challenger representative about in-kind sponsorships and creating the right fit for your company and Challenger programs.



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An Evening With The Crew At Challenger Space Center Arizona Wednesday, Dec. 28, 2011 6 p.m.—10 p.m.

In conjunction with the
Honeywell Fiesta Bowl Aerospace Challenge
& Challenger's SPACE & SPORTS FEST Dec. 28-29

The Honeywell Fiesta Bowl Aerospace Challenge is a competition designed to enhance the knowledge of space exploration and technology among grade-school students. Each year more than 1,000 students compete in this exciting exercise. The six finalist teams present their projects at Challenger Space Center and are judged by a Honeywell team as well as a team of real astronauts.

This year, for the first time, Challenger Space Center presents **"An Evening With The Crew"** the evening prior to the final competition judging. This all-new special event will provide supporters with reserved seating and a meet-and-greet opportunity with NASA astronauts, as well as other benefits as outlined (see right). This event is free to the general public and reservations will open Dec. 1. Friends of Challenger and Corporate Supporters will enjoy advanced reserved seating. We welcome you to become a founding supporter of "An Evening With the Crew!"

(This event is contingent upon NASA's approval of the final schedule for astronaut appearances.)



The 2010 competition featured the crew from STS-132 Atlantis, which included Astronaut Commander Kenneth Ham, Captain, USN.

STS-132 astronauts delivered a Mini Research Module to the International Space Station in May 2010. Previous mission: STS 124 Discovery in 2008.

An Evening With The Crew Event Support Levels

\$5,000 Presenting Supporter - One (1) available

- Front Row Reserved Seating in Main Rotunda for: 40
- Presenting Sponsor Logo placement on all collateral materials and advertising associated with event
- Banner at event
- Logo in Challenger Mission Control, E-News (5,000) and on AZChallenger.org, and listing in press release
- Introduce Astronaut—Rotunda Main General Session Speaking Opportunity (200 approx.)
- Meet-and-greet & autograph session w/all astronauts at event
- 100 Space Mission Boarding Passes (good all year \$2,250 value)
- Vendor Booth at *Space & Sports Fest* Dec. 29 10 am—4 pm

\$2,500 - Corporate Supporter - Two (2) available

- Reserved seating for: 30
- Logo placement on collateral materials
- Logo in Challenger Mission Control, E-News (5,000) and on AZChallenger.org, and listing in press release
- Introduce Astronaut Breakout Session A or B - Speaking Opportunity (150 approx.)
- Front Row Reserved Seating In Breakout Session A or Breakout Session B or Rotunda seating
- Meet-and-greet & autograph session w/all astronauts at event
- 60 Space Mission Boarding Passes (good all year \$1,350 value)
- Vendor Booth at *Space & Sports Fest* Dec. 29 10 am—4 pm

\$1,000 - Corporate Supporter - Two (2) available

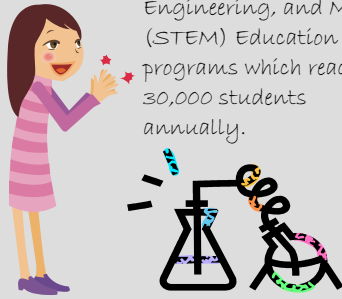
- Reserved seating for: 20
- Logo placement on collateral materials
- Logo in Challenger Mission Control, E-News (5,000) and on AZChallenger.org, and listing in press release
- Introduce Astronaut Breakout Session C or D - Speaking Opportunity (100 approx.)
- Front Row Reserved Seating In Breakout Session C or Breakout Session D - or Rotunda seating
- Meet-and-greet & autograph session w/all astronauts at event
- 30 Space Mission Boarding Passes (good all year \$675 value)
- Vendor Booth at *Space & Sports Fest* Dec. 29 10 am—4 pm

\$500 - Corporate Supporter - Multiple available

- Reserved seating for: 10
- Listing on program
- Logo in E-News (5,000) and on AZChallenger.org
- Meet-and-greet & autograph session w/all astronauts at event
- 16 Space Mission Boarding Passes (good all year \$360 value)
- Vendor Booth at *Space & Sports Fest* Dec. 29 10 am—4 pm



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FRIENDS OF CHALLENGER 2012

Challenger Space Center is planning two fascinating Friends of Challenger events for Spring 2012:

- Host of Meteorite Men Coming**
A Friends of Challenger event featuring Geoffrey Notkin, host of the Science Channel's Emmy award-winning TV show *Meteorite Men*. Fresh off filming Season 3, Geoff will educate and entertain the audience while sharing details of their latest worldwide travel adventures. Event held in conjunction with State of Arizona's SciTECH Festival in February 2012.
Saturday, Feb. 18, 2012, 6:00 p.m. - 9:30 p.m.
- Meet Astronaut William G. Gregory**
A Friends of Challenger event hosted by William Gregory, former NASA astronaut and pilot of Space Shuttle Endeavour on STS-67. Mr. Gregory shares insights about space travel in an informative and relatable style that takes the audience behind the scenes of NASA and manned space exploration.
Saturday, April 28, 2012, 6:00 p.m. - 9:30 p.m.

Friends of Challenger Event Support Levels

\$10,000 Presenting Supporter—VOYAGER

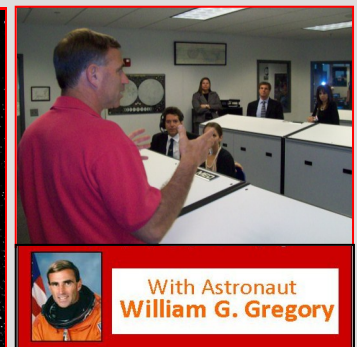
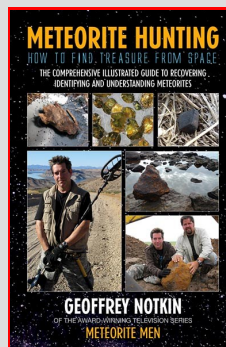
- Table of 8/tickets- Premier Seating to dinner and presentation
- Presenting Sponsor Logo placement on all collateral materials and advertising associated with event
- Introduce Special Guest & Speaking Opportunity
- Banner and product placement at event
- Logo in Challenger Mission Control
- Meet-and-greet & autograph session
- Logo in What's Up Quarterly E-News (5,000) and on AZChallenger.org, and listing in press release
- 200 Space Mission Boarding Passes (good all year \$4,500 value)

\$5,000 Supporter — BOOSTER

- Table of 8/tickets- Premier Seating to dinner and presentation
- Logo placement on all collateral materials
- Logo in Challenger Mission Control
- Meet-and-greet & autograph session
- Logo in What's Up Quarterly E-News (5,000) and on AZChallenger.org, and listing in press release
- 100 Space Mission Boarding Passes (good all year \$2,250 value)

\$1,200 Supporter — HAVE A BLAST

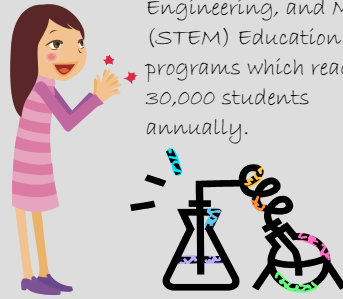
- Table of 8/tickets- Premier Seating to dinner and presentation
- Logo placement on all collateral materials
- Logo in Challenger Mission Control
- Meet-and-greet & autograph session
- Logo in What's Up Quarterly E-News (5,000) and on AZChallenger.org, and listing in press release
- 50 Space Mission Boarding Passes (good all year \$1,125 value)



With Astronaut
William G. Gregory



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Challenger Space Center Arizona's Unique Simulator Fly a Public Mission to Outer Space!

- The general public is invited each weekend to board a simulated mission to outer space in Challenger's unique simulator complete with Mission Control, Earth Space Transit Module, Spacecraft, and Briefing Room.
- Participants get a glimpse into what life is like as an astronaut for a two-hour mission to either Rendezvous with a Comet or take a Voyage to Mars. Boarding passes range from \$19.50—\$22.50 per person and include general admission and guided tour of the Center, which is open Daily 10 am - 4 pm.
- Corporate Support of this unique visitor experience includes tickets to use as employee incentives as well as visibility throughout the center to more than 50,000 visitors throughout the year.

Public Missions to Outer Space Year-Round Support Levels

Benefits

- **Logo Placement on all collateral materials**
- **Logo placement on all 14 monitors throughout Challenger Space Center as Public Missions Sponsor for one year**
- **Recognition and logo on Quarterly E-news to approximately 5,000 Challenger members and partners, AZChallenger.com, and press release**

\$20,000 Presenting Sponsor - One (1) available

- Boarding passes: 1,500 to be used throughout the year and given to employees or clients for incentive gifts or other promotional purposes (\$33,750 value)
- Recognition on all above-listed benefits as Presenting Sponsor with preeminent logo placement
- Banner in Mission Control (one-year placement)

\$10,000 - Gold Mission Sponsor

- Boarding passes: 750 to be used throughout the year and given to employees or clients for incentive gifts or other promotional purposes (\$16,875 value)
- Recognition on all above-listed benefits as Gold Mission Sponsor

\$5,000 - Silver Mission Sponsor

- Boarding passes: 375 to be used throughout the year and given to employees or clients for incentive gifts or other promotional purposes (\$8,500 value)
- Recognition on all above-listed benefits as Silver Mission Sponsor

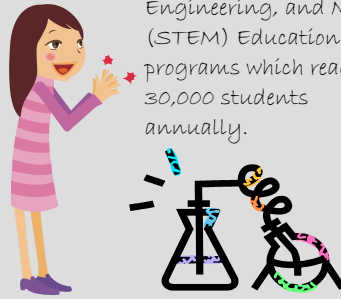
\$2,500 - Bronze Mission Sponsor

- Boarding passes: 175 to be used throughout the year and given to employees or clients for incentive gifts or other promotional purposes (\$4,000 value)
- Recognition on all above-listed benefits as Bronze Mission Sponsor





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Adventures in Space Summer Camp June - July, 2012

Challenger Space Center Arizona enters its 12th season of hosting *Adventures in Space Summer Camp*, featuring seven weeks of programs which make learning science, technology, engineering, and math (STEM) skills fun! This year, we are again partnering with NASA's new *Summer of Innovation*, which is providing official space and aeronautics camp content to Valley children ages 5-14.

Campers who attend Challenger's *Adventures in Space Summer Camp* will participate in age-appropriate space-related activities such as building rockets, catapults, and other forms of human space travel to learn about the solar system, galaxies, gravitational fields, light and energy, and propelling through space. This year middle school children will experience CSI-Apollo where campers use camera techniques to make their own space film by studying Hollywood's depiction of Sci-Fi movies and comparing them to scientific realities.

Attendance: Approximately 750 campers

Presenting Super Star Supporter \$10,000 (one year)

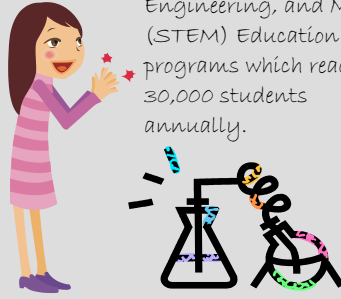
- Company logo on all collateral material for *Adventures in Space Summer Camp*, including but not limited to:
 - 1,000 camp participant flyers for mailing, emailing, and registration packets
 - Camp memory CD
- 2 company banners (6' x 3' maximum) to be placed in the Challenger Space Center Rotunda, main classroom, and theater during camp, also viewed by the general public
- Company logo on all camp advertising
- Company logo on all interior TV monitors throughout Challenger Space Center during camp
- Logo on home page of Challenger Space Center Arizona's *Adventures in Space Summer Camp*
- Camp discount of 10% for immediate families of all company employees
- Speaking opportunity during any culminating or post events

Presenting Super Star Supporter \$7,500 (per year, three-year commitment)

- All benefits listed above
 - Company name listed in camp confirmation emails and solicitation/reminder emails for future camps
 - Company logo predominantly displayed on 50,000+ summer camp flyers distributed in student backpacks for coming years
 - Logo on 500+ camp T-shirts
- ***Note: NASA's Summer of Innovation is a three-year commitment to provide partners like Challenger Space Center Arizona with ongoing STEM engagement and follow-up activities



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Individual Camp Program Benefits:
Each program has 150 - 200 campers + families



- Company banner in the main classroom of each camp (6' x 3' maximum, supplied by company)
- Company logo on individual program flyers at registration
- Company name listed in camp confirmation emails
- Logo on home page of Challenger Space Center Arizona's *Adventures in Space Summer Camp*

Your support helps the Center buy supplies for these programs—topics & content change annually

Astro-Tots Supporter
(Entering K & 1st Grade)
\$500

Mercury Supporter
(Entering 2nd-3rd Grades)
\$500

Gemini Supporter
(Entering 4th-5th Grades)
\$500

CSI Apollo
(Entering 6th-8th Grades)
\$500

EXAMPLE PROGRAMS
Space Explorers and the Mighty Planets of Eight

Junior astronauts speed through the solar system with projects about our outer space neighbors. The camp incorporates math, literature and the creative arts within the science-space content.

Star Power and the World Above

Young campers explore what stars are made of, why they twinkle and all about the one remarkable star scientist know most about...the sun. Each day is filled with age-appropriate activities and space investi-

EXAMPLE PROGRAMS
Extreme "Space" Makeovers: Space Structures

Sometime this century, there's a high probability that explorers from Earth will be living in space giving rise to an entire new breed of engineers, needing to design their own space habitats. The structures must be sturdy, yet lightweight, so they can be transported through the Earth's gravitational field. Campers design, build and test prototype structures for outer space living.

Propelling Through Space

For years scientists have experimented with breaking the hold of gravity using rockets, catapults, hot air balloons and other forms of human space travel. Campers investigate and create tools that propel, lift, toss and move items through air and space.

So Many Planets, So Much to Learn

As we discover more about the galaxies, we find that our solar system's huge gas giants aren't so big in comparison to other galaxy's planets. If the newly observed ring around Saturn is so huge it would take 1 billion Earths to fill, then how BIG are these other planets. Campers explore the solar system and investigate our planetary neighbors here and beyond.

Light and Energy

Light is a form of energy that we can see even though it travels at 186,000 miles per second. It's nature's way of transferring energy through space. How does this incredibly fast moving speed of light transform what we know about the universe?

EXAMPLE PROGRAMS
The Science Behind Sci-Fi Movies

From Orson Welles' "War of the Worlds" to George Lucas' "Star Wars", science fiction movies offer a unique perspective into future scientific realities. Campers explore science concepts and identify qualities of outer space then analyze how Hollywood portrays it.

Lights! Camera! Action! Space Films

Is there a future George Lucas among us? Using basic camera and film techniques, campers create their own science space films. Science equipment, tools and experiments will be available for the campers to incorporate into their films.