

# **Space Generation Advisory Council**



## **Sponsorship Kit 2018-2019**

## Introduction

The Space Generation Advisory Council (SGAC) is a non-governmental organisation based in Vienna, Austria and is also a registered 501(c)(3) organisation in the United States. SGAC brings the views from its members to and works with the United Nations, Space Agencies and other organisations. Members are students and young space professionals.

More broadly, the Space Generation supports a large group of young minded volunteers who have an interest in space and an ambition to act.

SGAC has obtained permanent observer status in the United Nations (UN) Committee on the Peaceful Uses of Outer Space (COPUOS) and is a member of the UN Economic and Social Council, as well as the International Astronautical Federation (IAF).

Space Generation is a global volunteer base, working on projects that are related to space. SGAC carries out policy projects -- writing papers to present to the UN and Space Agencies -- as well as projects in areas such as space education and outreach. SGAC advocates for space exploration and motivates others in the new generation to be interested in space.

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## 1. Partnering with SGAC

As a non-profit organisation, SGAC relies on the sponsorship and support of governmental, non-governmental, and industry organisations, as well as private individuals. SGAC is an organisation with thousands of international members representing the various political and technical opinions of the space sector. SGAC strives to ensure that our donors also reflect this diversity.



*SGAC had a profound impact on my career, and the trajectory of my life. It is not just another space group. The contacts you make will help you achieve your professional goals, and the friendships you make will last a lifetime. Highly recommended for anyone who seeks to make a serious difference in the future of humanity and space.*

**George Whitesides, CEO & President, Virgin Galactic**

*Being an engineering student in the space sector, there is only so much I feel I can do from my university dorm room to effect change in the space sector even though I have great ideas and aspirations for space in the future. From participating in SGAC, I feel like I am plugging into the decision makers not just here in Latin America or in the Western Hemisphere, but also internationally.*

**Ana Alexandra Perez, SGAC Member Venezuela**



## 2. Sponsorship Levels

Depending on the total value of an individual or organization's yearly contributions, SGAC offers 3 different sponsorship levels:

<b>Platinum Sponsor:</b>	<b>Over 25,000 USD</b>
<b>Gold Sponsors:</b>	<b>10,000 USD to 25,000 USD</b>
<b>Silver Sponsor:</b>	<b>2,500 to 10,000 USD</b>

As a registered 501(c)(3), SGAC also accept donations as well as in-kind contributions depending on the sponsored item. You can find our donation page [here](#), or feel free to contact our partnerships coordinators, Mitchell Scher and Harriet Brettle, directly at [spt@spacegeneration.org](mailto:spt@spacegeneration.org) for more information.

Note to our US based sponsors - we issue a tax deductible invoice for US companies upon request.



### 3. Benefits for all Sponsors

- **Visibility** - all sponsors' logos will be published on the SGAC website for a full year, as well as being featured in our annual report, event reports and on banners at our main events.
  - At the **United Nations** – The Congress and the Forum activities and their sponsors are briefed to the UN Committee on the Peaceful Uses of Outer Space (UNCOPUOS)
  - At other main space events around the world - SGAC attends and actively participates at the **International Astronautical Congress (IAC)**, an annual event with more than 4,000 participants. SGAC also actively takes part at the annual **Space Symposium (SS)**, one of the largest space events with more than 9,000 participants, based in Colorado Springs, USA.
  - SGAC also organizes a wide range of global events described below, attracting thousands of young professionals and industry stakeholders each year from our network of over 10,000 members and alumni from 110 countries representing all aspects of the space sector.
- **Raising** the profile of an issue important to your organisation in the international community through project partnership with SGAC
- **Access** to the diverse international network of SGAC – which includes thousands of university aerospace students and young professionals worldwide; at the UN and to other donors, alumni and subscribers of our newsletter

### 4. Sponsorship and Partnership Opportunities

#### 4.1. Space Generation Congress (SGC)

The SGC is an annual conference bringing together the top 160 young minds from around the world to focus on key space topics and develop a report on recommendations, which in turn will be presented at the UN and various conferences. The Congress takes place annually in conjunction with the International Astronautical Congress (IAC). Our event marks one of the cornerstones of the IAC for both young professionals and organizations, including our Gala Dinner which in recent years has attracted a larger audience than the main IAC dinner. It is a fantastic opportunity to network amongst the next generation and current industry leaders and foster future collaboration.

The aim of the SGC is threefold:

1. First, to strengthen the international network of the Space Generation Advisory Council. From the perspective of the individual delegate, many of whom come from developing countries, it is a chance to interact and engage with the incoming generation of space policy professionals from all over the world. From the perspective of the Space Generation Advisory Council, it allows us to consolidate our international links in order to best represent and facilitate the voice of the next space generation.
2. Second, to examine and consider key questions that are facing the space and international community at large and to provide input to international thinking from the next generation of space professionals.
3. Third, to allow tomorrow's space sector leaders to grow their network within their generation and to also have the opportunity to interact with today's space leaders by way of our high-level speakers

#### Available to Sponsor:

Each of our sponsorship packages is tailor-made to the individual, organization, or company regarding pricing and combination of benefits found below.

**Working Group Theme** - Set dozens of minds loose on a topic of your choice. The working groups are one of the defining pillars of SGC, and are a great opportunity to call attention to an issue or challenge that you find important. Following SGC, reports on the working groups' findings are prepared and included in our report to UN COPUOS.

Previous working group topics have included space applications, space weather impacts on space assets, and a dive into the future of the OST. Working Group sponsorships are highly customizable to your needs, and provide one of, if not the best opportunity to network, gain visibility, and impact our attendees.

**SGC Gala Dinner Sponsor** - In recent years, the SGC Gala Dinner has become one of the most well attended events in all of the IAC, attracting more people than the IAC Gala Dinner itself. This dinner is an opportunity to network with key stakeholders in industry, ranging from national agencies to private companies to universities. As the SGC Gala Dinner Sponsor, you will be recognized as the main sponsor of the event, and given an opportunity to address the attendees.

**SGC Opening Dinner** - Determine young professionals' first impression of the global space industry by sponsoring the SGC Opening Dinner. Here, you will address about 200 young professionals and industry stakeholders with an opportunity to leave a lasting first impression as SGC gets underway.



#### 4.2. Space Generation Fusion Forum (SGFF)

The SGFF is our US based annual conference, done in conjunction with the Space Symposium in Colorado Springs, USA. It gathers the top 50 international delegates to discuss on very dynamic panels the key space topics. The SGFF is a two-day space event highlighting global thinking geared towards university students and young professionals. There is a wide variety of opportunities to get involved as a sponsor to help shape the delegate's experience:

**Networking Lunch** - One of the core goals of SGAC and Fusion Forum specifically is to help our members and current industry stakeholders connect on a professional and personal level. By sponsoring the networking lunch, not only would your organization be able to address the delegates and other members of Fusion Forum as a keynote speaker, but you would gain access to the entire Fusion Forum delegation and industry stakeholders. This is often the highlight of Fusion Forum for many of our delegates.

**Recruiting Reception** - This is a new and wildly successful program started at Fusion Forum 2017. Kicking off Fusion Forum, the Recruiting Reception puts you in front of the delegates to show them how your organization is a great place to be, and to attract the best of the best from around the globe.



#### 4.3. SGAC Regional and Affiliate Events

SGAC's broad network spans over 100 countries and 10,000 members. If you or your organization are interested in focusing in on the development or challenges of a specific region, our Space Generation Workshops offer an opportunity to connect with a whole geographic region. These events usually include more than 100 selected

delegates from the host-region. SGAC regions include:

- Africa
- Middle East
- North America, Central America, and the Caribbean
- South America
- Europe
- Asia Pacific

Our regional events often pair with the top industry event in the industry to provide both a separate event and affiliated YP track during the event to provide our members insight to key industry prospects and bring a new perspective to the forefront. Affiliated events from the past year include:

- International Astronautical Congress
- Satellite 2018 - SGx (TEDTalk Format)
- National Space Symposium
- ISS Research and Development Conference
- Paris Air Show
- Asia-Pacific Regional Space Agency Forum

If you are interested in getting involved in or partnering with SGAC for an event, please reach out to Mitchell Scher and Harriet Brettle at [spt@spacegeneration.org](mailto:spt@spacegeneration.org).

#### 4.4. SGAC Project Groups

SGAC Project Groups are year-round groups focused on continuing the discussions and formulation of recommendations and other outputs on specific areas of interest. The Project Groups produce papers with input from a broad sample of our members, organise topic-specific activities, and embodies SGAC's purpose as envisioned from our beginnings at the United Nations. Project Groups include:

- Commercial Space
- Near Earth Object
- Space Safety and Sustainability
- Small Satellites
- Space Exploration
- Space Law & Policy
- Space Technology for Disaster Management
- Youth Promoting Cooperation and Education in Global Navigation Satellite Systems

Whether you or your organization is interested in a specific field or you feel that an area is worth a closer look, partnering with Project Groups is a good way to encourage research and produce meaningful, pointed outcomes. Previous Project Group papers have covered industry analyses as well as technical research from the point of view of the next generation. Providing the output of these reports on the floor of UNCOPUOS leads to a larger industry-wide effect and visibility for the topic at hand.

For more information, please visit: <http://spacegeneration.org/index.php/en/projects>



#### 4.5. SGAC Competitions and Scholarships

While SGAC and other events are often a great way to network and learn more about the industry, costs of travel and registration can often be prohibitive. SGAC holds research paper and other innovative competitions to offer scholarships to students and young professionals to attend both our events and other industry events around the world. Making sure everyone has an opportunity is of utmost importance to SGAC as an organization of members from all different backgrounds.

If you are interested in supporting a student or young professional from a specific background or region, SGAC also coordinates scholarship announcements to its membership base. We can work together to ensure the opportunity is put to good use!



#### 4.6. Additional Sponsorship Opportunities

As a non profit, SGAC has many other targeted sponsorship opportunities. Work with SGAC to contribute in another way of your choice. SGAC welcomes financial donations, as well as in-kind donations.

Where your sponsorships and donations go:

- **Endowment** - The endowment is an investment fund that accrues interest over time. The principal of this fund cannot be touched, so your money will keep benefitting the organization year after year.
- **Operations** - As SGAC has grown in recent years, so have the costs of operating. Whether it is leasing office space, maintaining our website, providing accounting services, or distributing materials to our members, helping keep our lights on is an easy way to have a big impact.
- **Global Initiatives** - There are so many ways that SGAC can develop further, whether it is mentorship, local event support, or providing students and YPs with the tools they need to connect. If you are interested in supporting a new initiative, we're happy to discuss your impact on the next generation.

Every small support and help means a lot to a non-profit organisation as SGAC, which is sustained and built thanks to the big network of young professionals. To donate click here:

<http://spacegeneration.org/sponsors-supporters/supportingsgac.html>

### 5. Contact Information

If you would like to discuss partnering with SGAC, please contact the SGAC Executive Office or the Strategic Partnerships Coordinators

#### Contact Information

**Minoo Rathnasabapathy**

SGAC Executive Director

[executive.director@spacegeneration.org](mailto:executive.director@spacegeneration.org)

**Mitchell Scher**

SGAC Strategic Partnerships Co-Coordinator

[mitchell.scher@spacegeneration.org](mailto:mitchell.scher@spacegeneration.org)

**Clementine Decoopman**

SGAC Deputy Executive Director

[clementine.decoopman@spacegeneration.org](mailto:clementine.decoopman@spacegeneration.org)

**Harriet Brettle**

SGAC Strategic Partnerships Co-Coordinator

[harriet.brettle@spacegeneration.org](mailto:harriet.brettle@spacegeneration.org)





SPACE GENERATION  
ADVISORY COUNCIL

## SGAC Sponsors 2016/2017

### PLATINUM



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### GOLD



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AN EADS COMPANY



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