

Secure an AAMS Weekend Sponsorship to Really Reach the Technological Gurus!

* AAMS Event Title Sponsor - \$30,000 *

- Category exclusivity
- Event Naming Rights (Astronaut Autograph & Memorabilia Show Presented by XXXXX)
- **Pre-Show Marketing**
 - Name and logo on AAMS website promoting the show
 - Name and logo on all ASF marketing material promoting AAMS including:
 - Direct Mail piece distributed to a targeted 10,000 people
 - Press releases distributed to 10,000+ global media three times
 - Print (newspaper and magazines) and radio advertising
 - Promotions
 - Broadcast Public Service Announcements
 - Event flyers distributed in Florida information packets, and throughout Brevard County
 - ASF E-campaigns sent several times a month (distribution 8,000)
- **AAMS Weekend Marketing**
 - Company logo prominently displayed on AAMS program cover as Title Sponsor (distribution 1,000)
 - Company signage at all events taking place that weekend, to include:
 - ASTP lunch
 - Friday night VIP reception
 - Saturday and Sunday autograph show
 - Saturday dinner
 - Sunday VIP breakfast
 - Company brochure inclusion in all pre-sold ticket packages (approx. 500)
 - Company representative may address Astronaut lecture audience and introduce astronauts onto the stage
 - Company representative may address Astronaut Dinner audience from the dinner stage
 - Company logo displayed on badge lanyards worn by show guests the entire weekend
 - Company logo prominently displayed on Dinner Program
 - Company verbal recognition at VIP reception, VIP breakfast and Astronaut Dinner

- Dinner guests take home bags will display company name and logo
- Opportunity to include company promotional piece in dinner take-home bag (500)
- Right to use ASF name, with prior approval, in company literature and marketing material promoting sponsorship status for the remainder of 2010

- **Events' Tickets & Perks**

- (3) Exhibitor Spaces at AAMS to promote company and sell products
- Sixteen VIP admission passes to show, including early admittance to astronaut stations
- Sixteen annual admission tickets to Kennedy Space Center VC (valid one year from activation)
- Sixteen VIP dinner tickets and two reserved, head tables, with sponsor logo, **hosted by a Hall of Fame Astronaut** (total 16 seats + astronauts & spouses) at the *Tropical Evening with the Astronauts Dinner*
- VIP Reception with the astronauts prior to dinner
- Exclusive photo opportunity for dinner guests with Gemini Astronauts to include an 8 x 10" print
- Premium, reserved seating section at all astronaut lectures

*** AAMS Event Sponsor - \$15,000 ***

- **Pre-Show Marketing**

- Name and logo on AAMS website promoting the show
- Company logo on direct mail promoting show (distribution 10,000)

- **AAMS Weekend Marketing**

- Company logo in AAMS program (distribution 1,000)
- Company logo on all signs at events taking place that weekend, to include:
 - ASTP lunch
 - Friday night VIP reception
 - Saturday and Sunday autograph show
 - Saturday dinner
 - Sunday VIP breakfast
- Company brochure inclusion in all pre-sold ticket packages (approx. 500)
- Company logo included in Dinner Program
- Company verbal recognition at VIP reception, VIP breakfast and Astronaut Dinner
- Opportunity to include company promotional piece in dinner take-home bag (500 guests)
- Right to use ASF name, with prior approval, in company literature and marketing material promoting sponsorship status for the remainder of 2010

- **Events' Tickets & Perks**

- (2) Exhibitor Spaces at AAMS to promote company and sell products
- Eight VIP admission passes to show, including early admittance to astronaut stations
- Eight annual admission tickets to Kennedy Space Center VC (valid one year from activation)

- Eight VIP dinner tickets and one reserved, head tables, with sponsor logo, **hosted by an Astronaut** (total 8 seats + astronauts & spouses) at the *Tropical Evening with the Astronauts Dinner*
- VIP Reception with the astronauts prior to dinner
- Exclusive photo opportunity for dinner guests with Gemini Astronauts to include an 8 x 10" print
- Premium, reserved seating section at all astronaut lectures

*** AAMS Sponsor - \$5,000 ***

- **Pre-Show Marketing**
 - Name and logo on AAMS website promoting the show
 - Company name on direct mail promoting show (distribution 10,000)
- **AAMS Weekend Marketing**
 - Company logo prominently in AAMS program (distribution 1,000)
 - Company logo on all signs at events taking place that weekend, to include:
 - ASTP lunch
 - Friday night VIP reception
 - Saturday and Sunday autograph show
 - Saturday dinner
 - Sunday VIP breakfast
 - Company brochure or literature inclusion in all pre-sold ticket packages (approx. 500)
 - Company name included in Dinner Program
 - Opportunity to include company promotional piece in dinner take-home bag (500 guests)
- **Events' Tickets & Perks**
 - Exhibitor Space at AAMS to promote company and sell products
 - Four VIP admission passes to show, including early admittance to astronaut stations
 - Four 2-day admission tickets to Kennedy Space Center Visitor Complex for AAMS weekend
 - Four VIP dinner tickets at the *Tropical Evening with the Astronauts Dinner*
 - Reception with the astronauts prior to dinner
 - Exclusive photo opportunity for dinner guests with Gemini Astronauts to include an 8 x 10" print
 - Seating at all astronaut lectures

Astronaut Scholarship Foundation Presents:

Astronaut Autograph & Memorabilia Show Sponsorship Commitment

November 5-7, 2010, Kennedy Space Center, FL & Radisson at the Port, Cape Canaveral, FL

___ AAMS Event TITLE Sponsor (1 available) - \$30,000

___ AAMS Event Sponsor - \$15,000

___ AAMS Sponsor - \$5,000

Company Name

Sponsorship Level

Contact Name

Phone

Address

Email

\$_____ Amount

Check Enclosed

Credit Card

Bill Me

Credit Card Number

Exp Date

*Please complete & return by October 15, 2010.
Larger Sponsorships have an earlier deadline to receive ALL benefits.*

Make checks payable to:

Astronaut Scholarship Foundation 6225 Vectorspace Blvd. Titusville, FL 32780

Phone: 321-455-7011 Fax: 321-264-9176 Linn@AstronautScholarship.org
www.AstronautScholarship.org
