



The American Rocketry Challenge 2021 Sponsorship Opportunities

The American Rocketry Challenge is the world's largest student rocket competition, with over 70,000 students participating since it first launched in 2003. Presented in partnership between the Aerospace Industries Association and the National Association of Rocketry and sponsored by over a dozen aerospace and defense companies, the American Rocketry Challenge is the premier aerospace STEM challenge.

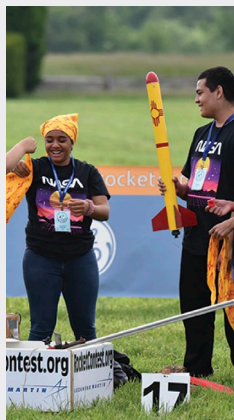
Four tiers of sponsorship are available for 2021, with the benefits listed below.

The deadline for 2021 sponsorship is January 29, 2021.

- D Diamond** (Limit One) - \$75,000
- P Platinum** (Limit One) - \$50,000
- G Gold** - \$25,000
- S Silver** - \$15,000

EVENTS

National Finals Fly-Off (May 15, 2021)



The National Finals Fly-Off is the final competition in the American Rocketry Challenge, where the top 100 teams from across the country compete for a \$100,000 prize pool and the title of national champion. The day includes an exhibitor area with hands-on activities and displays, aerospace games and trivia, and a separate speed rocket-building competition. The event will feature a jumbotron showing the launches in action and will be livestreamed on the internet. There is also a VIP Area where invited guests can watch the rocket launches and enjoy a family-friendly day.

Rockets on the Hill (May 14, 2021)



Students attending the National Finals are invited to Rockets on the Hill, a reception on Capitol Hill where teams exhibit their rockets and engage with Members of Congress and their staff. Ahead of the reception, students are assisted in making appointments with their representatives after the reception. The event also features up to two speakers from industry or government, addressing the students and explaining how important their hard work is.

Kerbal Rocketry Challenge (Summer 2021)



All students registered for the 2021 competition are invited to join this new, all-virtual competition piloted in 2020. Students compete to test, build, design, and fly rockets in an all-virtual environment to achieve missions ranging from landing on the Moon to sending a crewed mission to Mars in the hit aerospace and astrophysics simulation game, Kerbal Space Program. Nearly all aspects of this competition can be customized to highlight your company's brand and mission.

Ask an Engineer Webinar Series (Monthly, starting January 2021)



Our students are excited about aerospace and want to learn first-hand from the people working in the industry. Our live Ask an Engineer webinars give your company direct engagement with our rocketeers in a virtual setting. These webinars draw 200+ attendees and can be private, only for registered teams, or open to the public.

SPONSORSHIP OPTIONS

D Diamond - \$75,000

International Rocketry Challenge

- Sole sponsorship of the winning U.S. team to travel and compete in the 2021 International Rocketry Challenge held at the Paris International Air Show.

National Finals Fly-Off

- Most prominent logo placement throughout the event on fence line and launch field signage
- Sponsorship of lunch, ice cream social, and high-power rocketry displays
- Premium exhibitor space
- Audio and video announcements during the day
- Sponsorship of aerospace games booth
- Sponsorship of VIP Area
- Specialty awards naming rights
- Option to sponsor second or third place prizes
- Logo placement and branding at our Friday Night Student Briefing taking place the night before the National Finals Fly-Off
- Opportunity to provide a speaker at our Friday Night Student Briefing taking place the night before the National Finals Fly-Off

Rockets on the Hill

- Exclusive sponsorship of Rockets on the Hill
- Exclusive sponsor logo presence in Rockets on the Hill promotional and registration emails
- Exclusive sponsor logo presence at the entrance to Rockets on the Hill
- Opportunity to provide a speaker

Ask an Engineer Webinars

- Three guaranteed webinars per year
- Priority placement for webinar dates
- Ability to customize webinar format or topic
- Exclusive sponsor logo presence on selected webinar communications

General

- Most prominent logo placement on the official website
- Most prominent logo presence in the footers of most contest emails
- Access to student contact information for internship and mentor opportunities
- Support of related AIA efforts to advance STEM education
- Seat on the American Rocketry Challenge Board of Advisors

P Platinum - \$50,000

National Finals Fly-Off

- Prominent logo placement throughout the event on fence line and launch field signage
- Audio and video announcements during the day
- Premium exhibition space
- Sponsorship of aerospace games booth
- Sponsorship of VIP Area
- Specialty awards naming rights
- Option to sponsor second or third place prizes
- Logo placement and branding at our Friday Night Student Briefing taking place the night before the National Finals Fly-Off
- Opportunity to provide a speaker at our Friday Night Student Briefing taking place the night before the National Finals Fly-Off

Kerbal Rocketry Challenge

- Sole sponsorship of the 2021 Kerbal Rocketry Challenge
- Exclusive sponsor logo presence on all Kerbal Rocketry Challenge communications and events
- Opportunity to provide a speaker for a 2021 Kerbal Rocketry Challenge Q&A webinar with the developers and publishers of the game
- Ability to provide input and customize the scope and goals of the 2021 rules to highlight company projects or goals

Ask an Engineer Webinars

- Two guaranteed webinars per year
- Priority placement for webinar dates
- Ability to customize webinar format or topic
- Exclusive sponsor logo presence on selected webinar communications

General

- Prominent logo placement on the official website
- Logo presence in the footers of most contest emails
- Access to student contact information for internship and mentor opportunities
- Support of related AIA efforts to advance STEM education
- Seat on the American Rocketry Challenge Board of Advisors

G Gold - \$25,000

National Finals Fly-Off

- Prominent logo placement throughout the event on fence line and launch field signage
- Audio and video announcements during the day
- Premium exhibition space
- Sponsorship of aerospace games booth
- Sponsorship of VIP Area
- Specialty awards naming rights
- Option to sponsor second or third place prizes
- Logo placement and branding at our Friday Night Student Briefing taking place the night before the National Finals Fly-Off
- Opportunity to provide a speaker at our Friday Night Student Briefing taking place the night before the National Finals Fly-Off

Ask an Engineer Webinars

- One guaranteed webinar per year
- Ability to customize webinar format or topic
- Exclusive sponsor logo presence on selected webinar communications

General

- Prominent logo placement on the official website
- Logo presence in the footers of most contest emails
- Access to student contact information for internship and mentor opportunities
- Support of related AIA efforts to advance STEM education
- Seat on the American Rocketry Challenge Board of Advisors

S Silver - \$15,000

National Finals Fly-Off

- Prominent logo placement throughout the event on fence line and launch field signage
- Audio and video announcements during the day
- Premium exhibition space
- Sponsorship of aerospace games booth
- Sponsorship of VIP Area
- Specialty awards naming rights
- Option to sponsor second or third place prizes

General

- Prominent logo placement on the official website
- Access to student contact information for internship and mentor opportunities
- Support of related AIA efforts to advance STEM education
- Seat on the American Rocketry Challenge Board of Advisors



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