

# 2023

# SPONSORSHIP OPPORTUNITIES

## American Rocketry Challenge





# PROGRAM OVERVIEW

Since 2002, the American Rocketry Challenge, the world's largest student rocket competition, has engaged nearly 90,000 middle and high school students in model rocketry.

The annual challenge invites students to design, build, and fly rockets to exacting requirements and gain hands-on experience solving engineering problems.

The program has launched countless careers in aerospace and defense, and its alumni are helping to engineer the vehicles that will take us back to the moon, and, one day, on to Mars.



**The American Rocketry Challenge will forever be one of the most defining experiences of my life.**

*Ian F.  
2022 High School Graduate  
Recipient of Get Launched! Scholarship*





2022

AMERICAN ROCKETRY CHALLENGE

PROGRAM HIGHLIGHTS







## In-Person National Finals

We celebrated our 20th year with the first in-person national final event in three years. The top 100 teams came together from all corners of the United States.



## Estes Education Partnership & Engagement

Estes Education & AIA partnered to develop support resources for teachers and students participating in the American Rocketry Challenge. Estes donated starter rocketry kits to all STEM Innovations Grant recipients & new Girl Scout teams.



## American Rocketry Challenge at SXSW

The American Rocketry Challenge and AIA joined Amazon Web Services (AWS) to showcase the rocketry pathways that are inspiring STEM and diversity in aerospace.





# Girl Scouts of the USA - Aerojet Rocketdyne Foundation Partnership



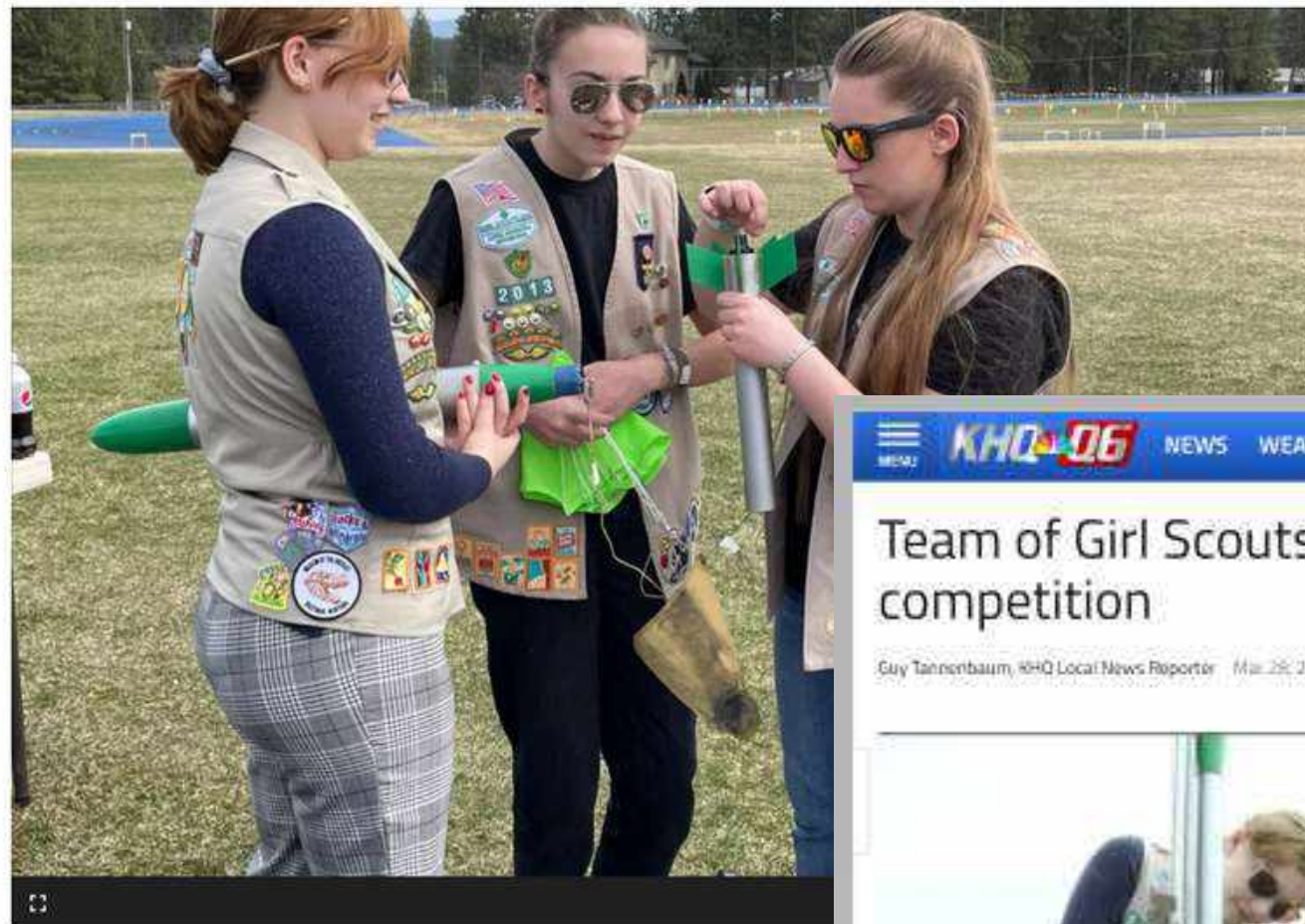
## THE SPOKESMAN-REVIEW

Spokane, Washington Est. May 19, 1883

NEWS · K-12 EDUCATION

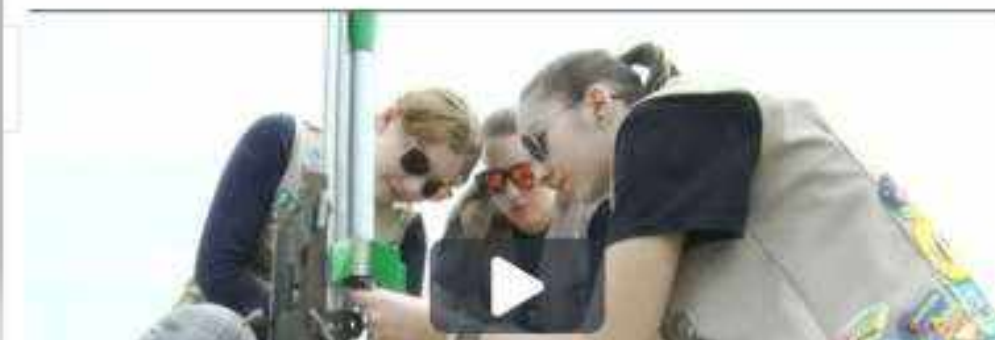
### Having a blast: Girl Scouts put learning to the test with rocket launches

Wed., March 30, 2022



### Team of Girl Scouts tackle rocket science in national competition

Cory Tannenbaum, KHQ Local News Reporter | Mar 28, 2022 Updated Mar 29, 2022



9

Girl Scout  
Councils

11

Girl Scout  
Teams

59

Girl  
Scouts

girl scouts

Victor / Press Room

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### Girl Scouts, the Aerojet Rocketdyne Foundation, and Aerospace Industries Association Unite to Engage More Girls in Model and Competitive Rocketry

Together, the organizations will engage and prepare Girl Scout councils and troops across the country to participate in the American Rocketry Challenge and model rocketry to enhance STEM career exploration.

FOR IMMEDIATE RELEASE

Contact:

Girl Scouts of the USA Press Room  
[media@girlscouts.org](mailto:media@girlscouts.org)  
212-852-8625

NEW YORK, NY (October 27, 2021) — Girl Scouts of the USA (GSUSA) and the Aerojet Rocketdyne Foundation are partnering to support and encourage Girl Scout councils and troops with amateur rocket activities and the opportunity to compete in the [American Rocketry Challenge](#). With additional support from the [National Association of Rocketry](#) and [Aerospace Industries Association \(AIA\)](#) middle and high school Girl Scouts will have access to meaningful skill-building experiences and gain insight into potential career paths.

Through this partnership, Girl Scouts will strengthen important STEM skills and techniques needed to build rockets, work on teams, and problem solve—critical, foundational learning for the next generation of female leaders in the aerospace industry and broader STEM workforce.

**Sport rocketry is aerospace engineering** on a smaller scale. This increasingly popular hobby and educational tool dates back to 1957, when it was developed to offer a safe and inexpensive way for younger generations to learn design, creation, and other key principles of rocket flight. With young women continuing to be underrepresented in aerospace and STEM careers, GSUSA and the Aerojet Rocketdyne Foundation are committed to ensuring girls across the country are able to explore these innovative interest areas.

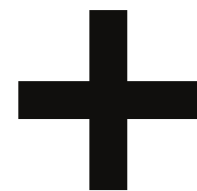


# Get Launched! Scholarships powered by Huntington Ingalls Industries



## 2022 Get Launched! Scholars

In its inaugural year, Get Launched! Scholarships were sponsored by Huntington Ingalls Industries. Each scholar will receive \$5,000 towards their education.



**Amira H.**  
Buffalo, NY

Rochester Institute of Technology  
**Electrical Engineering  
& Artificial Intelligence**



**Ian F.**  
Chicago, IL

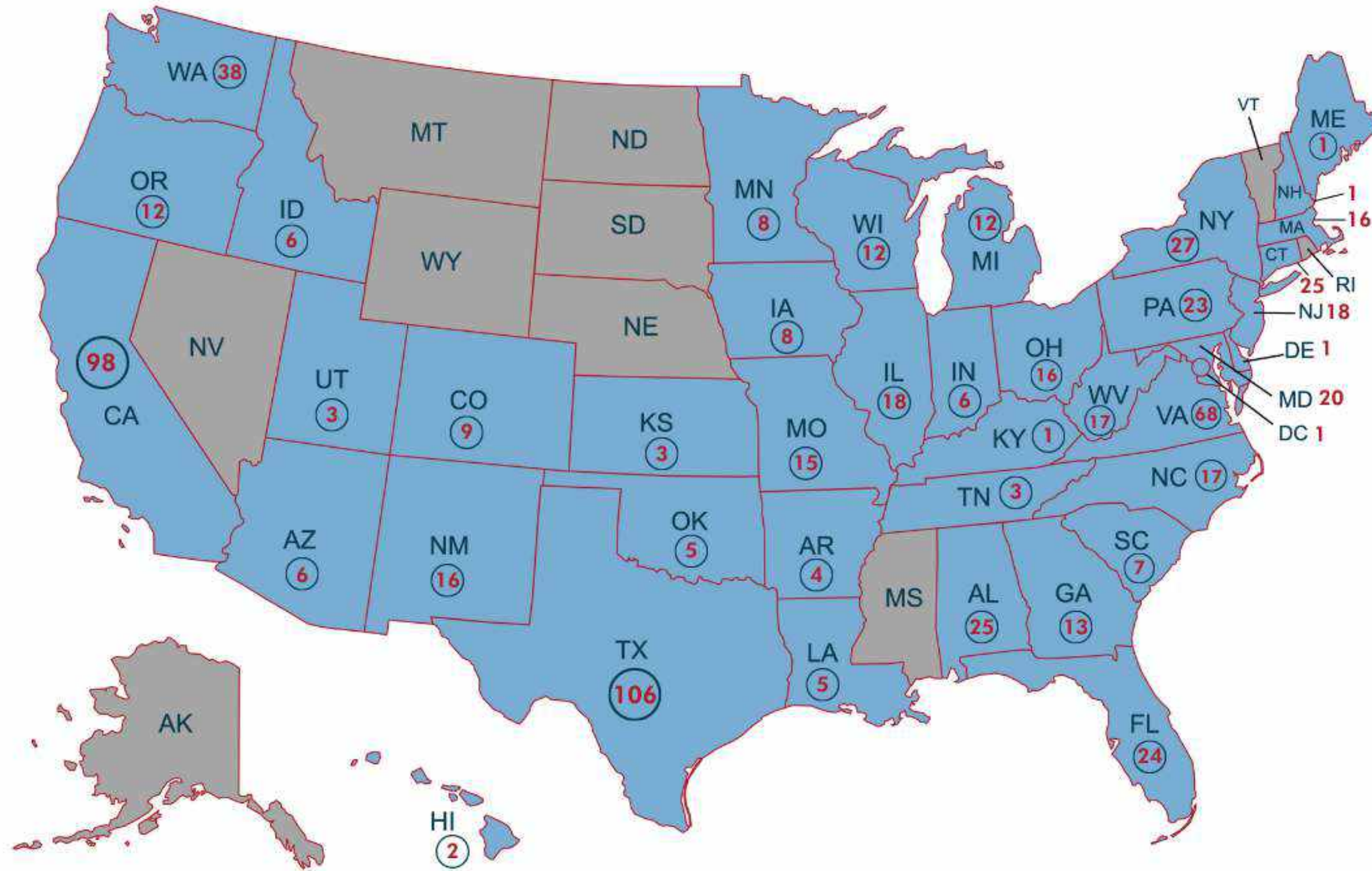
Purdue University  
**Aerospace &  
Astronautical Engineering**



**Emma Lynne T.**  
Newark, CA

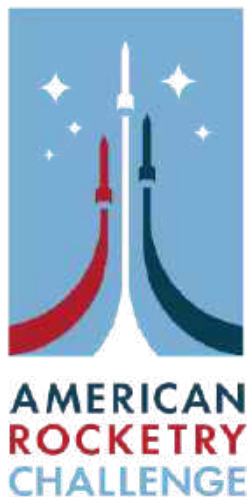
University of California,  
San Diego  
**Computer Science**

# 2022 American Rocketry Challenge



**4000+  
Students**

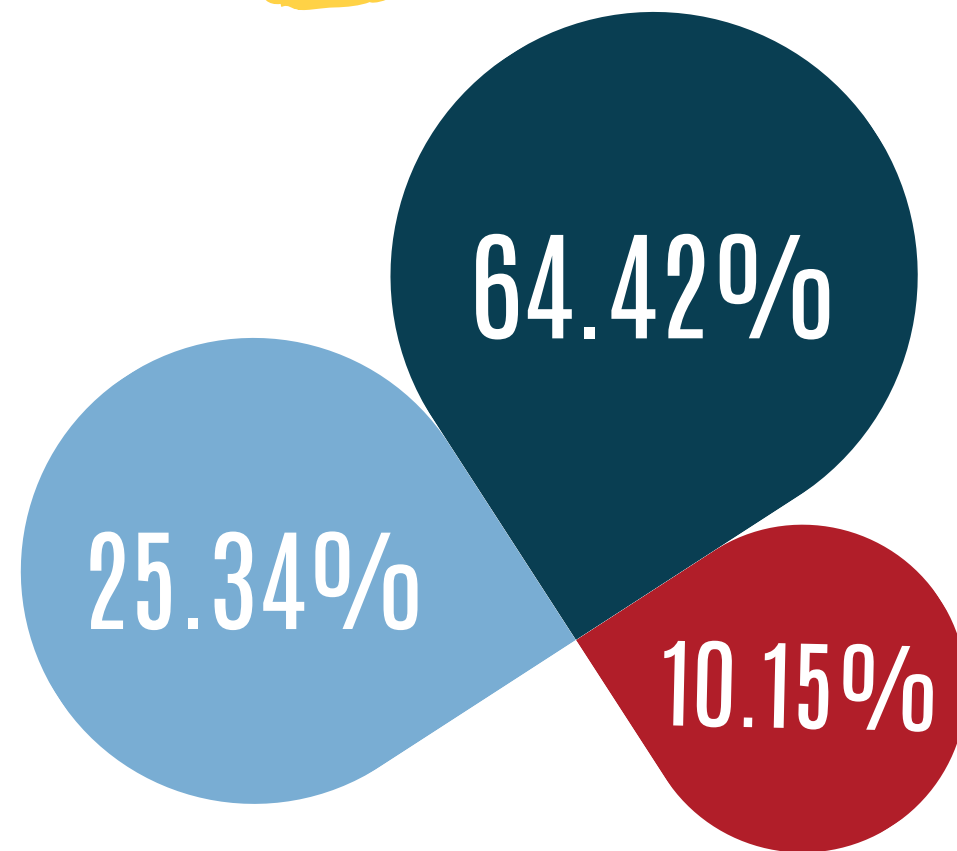
**41  
States**



# 2022 AMERICAN ROCKETRY CHALLENGE

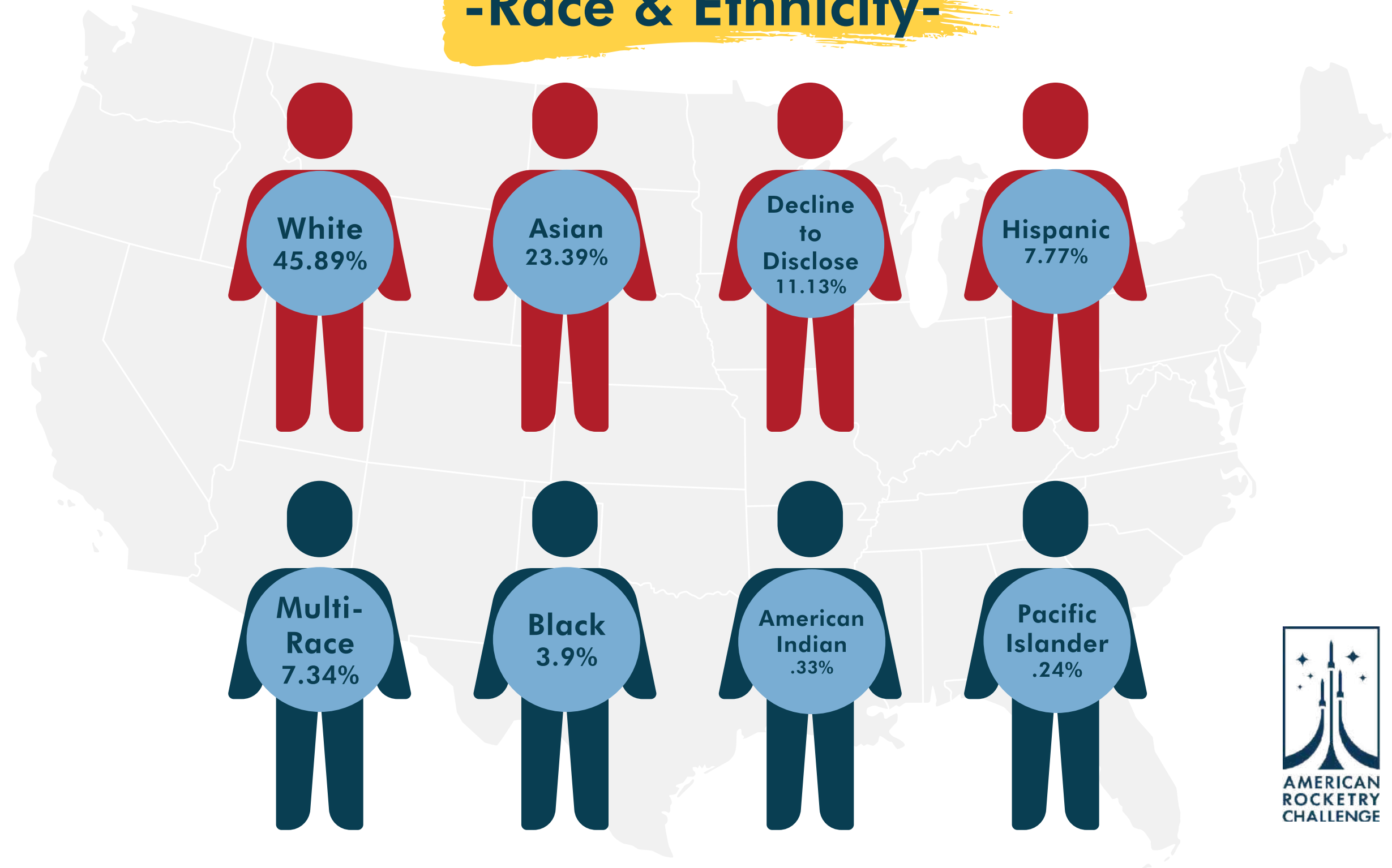
## ALL TEAM DEMOGRAPHICS

### -Gender-



- Male Participants
- Female Participants
- Declined to Disclose

### -Race & Ethnicity-



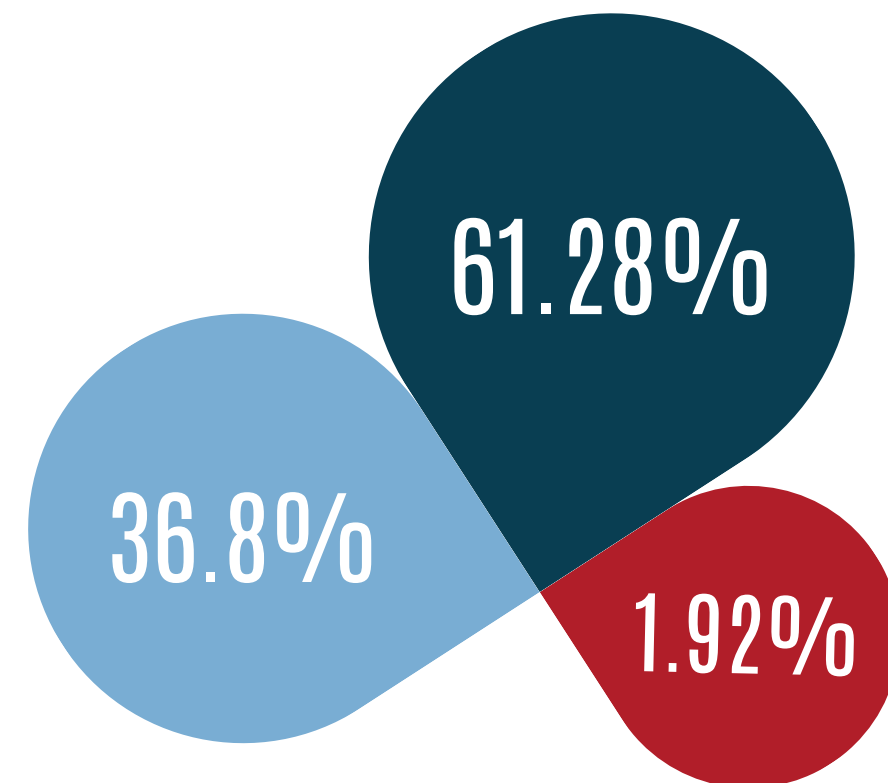


# 2022 AMERICAN ROCKETRY CHALLENGE

## TOP 100 NATIONAL FINALISTS

### TEAM DEMOGRAPHICS

#### Top 100 -Gender-



- Male Participants
- Female Participants
- Declined to Disclose

**National  
Finals  
teams are  
more diverse!**

#### Top 100 -Team Diversity-

**71%** Teams have at least one person of color



**69%** Teams had at least one female student



**14%** Teams with all students of color





# American Rocketry Challenge

## 2023 SPONSORSHIP OPPORTUNITIES

**Diamond-Level Sponsor**  
**\$75,000**



### Additional Benefits

- Most prominent logo placement on the official website
- Most prominent logo presence in the footers of most program emails

### International Rocketry Challenge

- Sole sponsorship of the winning U.S. team to travel and compete in the 2023 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 and ice cream social
- Specialty award naming rights
- Announce the 1st place national finalist team
- Sponsorship of aerospace games booth
- Premium exhibit space
- Sponsorship of VIP Area
- Opportunity to provide a speaker at the Friday Night Student Briefing
- Logo placement and branding at the Friday Night Student Briefing

### Rockets on the Hill

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





# American Rocketry Challenge

## 2023 SPONSORSHIP OPPORTUNITIES

**Platinum-Level Sponsor**  
**\$50,000**



### National Finals Fly-Off

- Prominent logo placement throughout the event, on fence line and launch field signage
- Specialty award naming rights
- Opportunity to provide a speaker at the Friday Night Student Briefing
- Logo placement and branding at the Friday Night Student Briefing
- Sponsorship of aerospace games booth
- Sponsorship of VIP Area

### Marketing & Presentation Competition

- Ability to provide judges for the Marketing Competition
- Sponsor logo presence on the Marketing and Presentation Competition pages and awards.

### Additional Benefits

- Prominent logo placement on the official website
- Prominent logo presence in the footers of most program emails





# American Rocketry Challenge

## 2023 SPONSORSHIP OPPORTUNITIES

**Gold-Level Sponsor**  
**\$25,000**



### National Finals Fly-Off

- Prominent logo placement throughout the event, on fence line and launch field signage
- Specialty award naming rights
- Opportunity to provide a speaker at the Friday Night Student Briefing
- Logo placement and branding at the Friday Night Student Briefing
- Sponsorship of aerospace games booth
- Sponsorship of VIP Area

### Additional Benefits

- Prominent logo placement on the official website
- Prominent logo presence in the footers of most program emails





# American Rocketry Challenge

## 2023 SPONSORSHIP OPPORTUNITIES

**Silver-Level Sponsor**  
**\$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
- Exhibition space
- Specialty awards naming rights
- Logo placement and branding at the Friday Night Student Briefing

### Additional Benefits

- Logo placement on the official website
- Logo presence in the footers of most program emails





# American Rocketry Challenge

## 2023 SPONSORSHIP OPPORTUNITIES



## All-Sponsor Benefits

### More Benefits...

- Rocketry team volunteer and mentor opportunities
- Connect participants with your organization's internships
- "Lunch & Learn" session with employee resource groups
- Seat on the American Rocketry Challenge Advisory Board

### National Finals

- Branded launch pad box
- Audio and video announcements during the day
- Exhibition space
- Event volunteer opportunities
- Provide swag bag giveaways (1,000 pieces)





# 2023 American Rocketry Challenge

## **BRANDING & MARKETING OPPORTUNITIES**





# American Rocketry Challenge

## GRANT PROGRAM OPPORTUNITY

### STEM Innovation Grants

The American Rocketry Challenge's STEM Innovation Grant program provides funding, mentorship, and hands-on materials for new, at-need schools to take their first steps into the world of aerospace and rocketry. Each year, up to 25 schools receive grants of \$2,000 each, along with rocketry mentors and professional aerospace mentors to help guide them to success.

- Have a direct impact on launching rocketry programs for dozens of underserved, STEM-motivated students and teachers from across the country
- Volunteer opportunities for company professionals to serve as rocketry and career mentors, virtually or in-person
- Exclusive naming rights of grant program
- \$50,000 commitment





# American Rocketry Challenge

## BRANDING & MARKETING OPPORTUNITIES

These opportunities are available in addition to the diamond, platinum, and/or gold sponsorships.

### Branding & Marketing

- Event lanyards
  - Students only or all badges
- Event badges
  - Students only or all badges
- Water Bottles - Entire event supply
- Rocket Building Competition - (On-site)
- High Powered Rocketry Show

### Scholarships + Internships

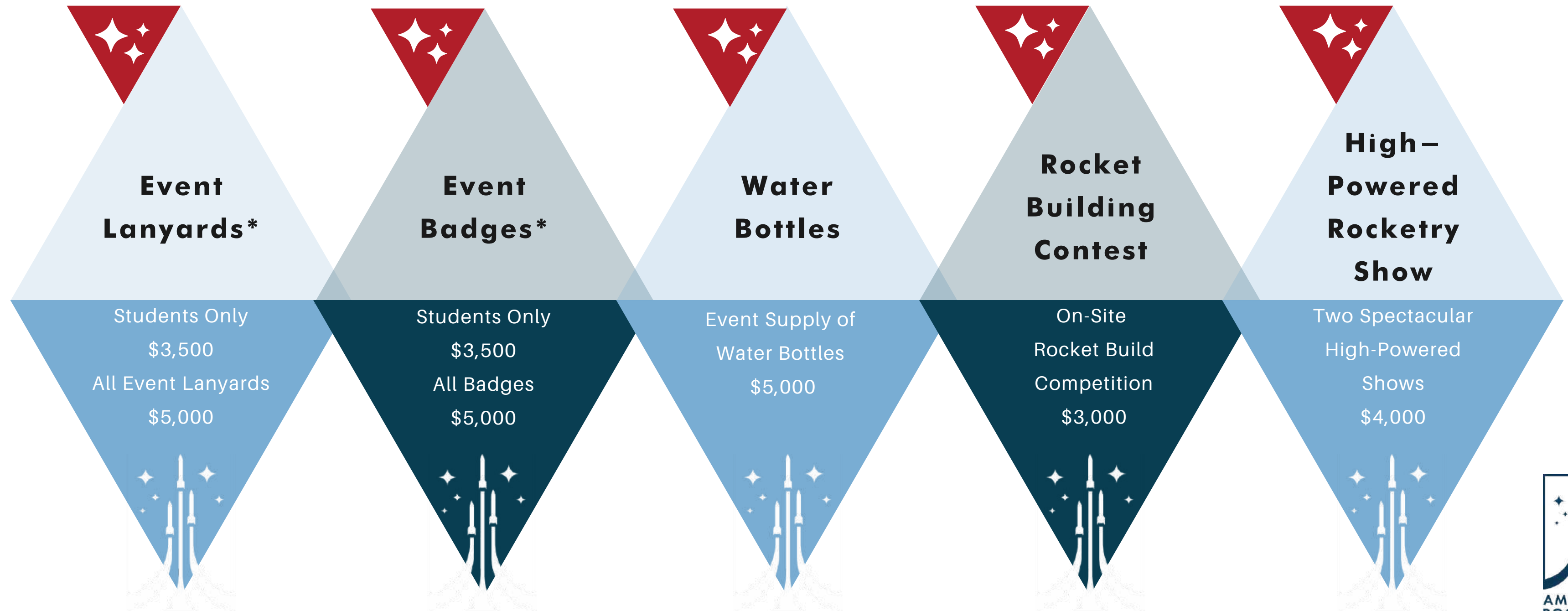
- Access to American Rocketry Challenge graduating seniors.
- Naming rights of scholarship
- Scholarships can be tailored to reflect your company's mission and values.
- Minimum of three \$5,000 scholarships or
- No scholarship minimum if an internship is included





# 2023 National Finals

## Branding & Marketing Pricing



Branding and marketing opportunities are available to gold-level sponsors and above on a first-come basis. Contact us for custom opportunities.

\*Only available to diamond and platinum level sponsors





# We Invite You to Support the Aerospace Industry's Premier STEM Program!

## **Sponsorship Commitment Form**

**Due: December 13, 2022**

\*Branding and marketing opportunities not included in sponsorship-level benefits is on a first-come basis.

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## **Lunch & Learn Requests:**

We look forward to speaking with your employees about our STEM initiatives. Requests are due at least three weeks prior to the Lunch & Learn.

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## **Volunteer Opportunities:**

Participate in rewarding year-long volunteer roles and fun national finals activities.

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# Let's Connect!

## Contact Us

### SPONSORSHIP CONTACT

Katrina M. Hill, Program Director  
Katrina.Hill@aia-aerospace.org

### PHONE NUMBER

(703) 358-1058

### EVENT INFORMATION

National Finals Fly-Off  
Saturday, May 20, 2023 (5/21/23 - Rain Date)  
7AM - 7PM  
The Great Meadow Foundation  
5089 Old Tavern Rd, The Plains, VA 20198

**Click below to complete and submit  
your sponsorship commitment form.**

**Forms Due: December 13, 2022**

