

American Rocketry Challenge

20th Anniversary | 2022 Sponsorship Opportunities



Celebrating its 20th anniversary, the 2022 American Rocketry Challenge is the world's largest student rocket competition, with nearly 85,000 students participating since it first launched in 2002. Presented in partnership between the Aerospace Industries Association and the National Association of Rocketry and sponsored by more than a dozen aerospace and defense companies, the American Rocketry Challenge is the premier aerospace STEM challenge.

Four tiers of sponsorship are available for 2022, with benefits listed below. In honor of the Challenge's 20th anniversary, new opportunities are being developed to help mark this special moment.

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

EVENTS & TITLE 1 GRANTS

National Finals Fly-Off (May 14, 2022)



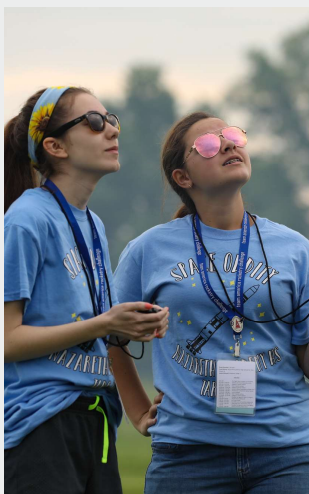
The National Finals Fly-Off is the final competition in the American Rocketry Challenge, where the top 100 teams from across the country compete for a \$100,000 prize pool and the title of national champion. The day includes an exhibitor area with hands-on activities and displays. The event will feature a jumbotron showing the launches in action and will be livestreamed. 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 13, 2022)



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.

Title I Grant Program



The American Rocketry Challenge's Title I 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 aerospace professional mentors to help guide them to success.

Marketing and Presentation Competitions



All teams participating in the American Rocketry Challenge can also enter into our Marketing and Presentation Competitions. In our Marketing Competition, teams create videos up to two minutes in length showcasing their achievements and exciting other students to participating in the competition. In our Presentation Competition, teams provide a rigorous briefing on the engineering and testing processes behind their rocket, with the best teams invited to give their presentations to a live panel of model rocketry experts.

The deadline for 2022 sponsorship is January 28, 2022.

D Diamond - \$75,000

International Rocketry Challenge

- Sole sponsorship of the winning U.S. team to travel and compete in the 2022 International Rocketry Challenge held at the Farnborough 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 Friday Night Student Briefing
- Opportunity to provide a speaker at 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

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 internships and mentoring
- 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 Friday Night Student Briefing
- Opportunity to provide a speaker at Friday Night Student Briefing

General

- Prominent logo placement on the official website
- Prominent logo presence in the footers of most contest emails
- Access to student contact information for internships and mentoring
- 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 Friday Night Student Briefing
- Opportunity to provide a speaker at Friday Night Student Briefing

Title I Grant Program (Limit One)

- Sole sponsorship of the 2022 Title I Grant Program
- Exclusive sponsor logo presence on all Title I Grant Program communications and events
- Opportunity to provide materials directly to Title I grant recipients
- Ability to provide input and customize the scope and goals of the 2022 grant program to align with your company's local or regional Diversity, Equity, and Inclusion goals.

Marketing & Presentation Competitions (Limit One)

- Ability to provide judges for the Marketing Competition
- Exclusive sponsor logo presence on the Marketing and Presentation Competition pages and plaques.

General

- Prominent logo placement on the official website
- Prominent logo presence in the footers of most contest emails
- Access to student contact information for internships and mentoring
- 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
- Specialty awards naming rights

General

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



To learn more contact
Katrina Hill, Program Director
katrina.hill@aia-aerospace.org

The deadline for 2022 sponsorship is January 28, 2022.