



The American Rocketry Challenge 2020 Sponsorship Opportunities

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

The final list of sponsors for the 2020 contest will be announced on March 6, 2020.

Events

National Finals Fly-Off (May 16, 2020)

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 large video screens 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 15, 2020)

Students attending the National Finals are invited to Rockets on the Hill, a reception on Capitol Hill where the 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. Diamond and Platinum sponsors can provide a speaker to address the students and other attendees.

Friday Night Briefing (May 15, 2020)

The Friday Night Briefing is the final check-in for students before the National Finals. All students from the top 100 teams are required to attend and are given the weather data and safety information for the next day. It is also where the final target altitude and time for each flight round is decided. Diamond, Platinum, and Gold sponsors can provide a speaker to address the students.

International Rocketry Challenge (July 2020)

Held this year at the Farnborough International Air Show, the International Rocketry Challenge is the culmination of several national student rocketry competitions around the world. In 2020, teams from the United States, United Kingdom, France, and Japan will compete for the title of International Rocketry Champion. In 2020 the United States will compete to reclaim the crown from 2019's winners, the United Kingdom.

	Diamond \$50,000	Platinum \$35,000	Gold \$20,000	Silver \$15,000
General	✓	✓	✓	✓
National Finals Fly-Off	✓	✓	✓	✓
Friday Night Briefing	✓	✓	✓	
Rockets on the Hill	✓	✓		
International Rocketry Challenge	✓			

Sponsorship Options

Diamond - \$50,000

International Rocketry Challenge

- Sole sponsorship of the winning U.S. team to travel and compete in the 2020 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, bottled water, 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

Friday Night Briefing

- Logo placement and branding at the entrance and on the presentation
- Opportunity to provide a speaker

Rockets on the Hill

- Logo placement and branding at the entrance
- Opportunity to provide a speaker

General

- 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

Gold - \$20,000

National Finals Fly-Off

- Prominent logo placement throughout the event on fence line and launch field signage
- Audio and video announcements during the day
- Complimentary exhibition space
- Sponsorship of aerospace games booth
- Sponsorship of VIP Area

Friday Night Briefing

- Logo placement and branding at the entrance and on the presentation
- Opportunity to provide a speaker

General

- 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
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Platinum - \$35,000

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

Friday Night Briefing

- Logo placement and branding at the entrance and on the presentation
- Opportunity to provide a speaker

Rockets on the Hill

- Logo placement and branding at the entrance
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General

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Silver - \$15,000

National Finals Fly-Off

- Logo placement throughout the event on fence line and launch field signage
- Audio and video announcements during the day
- Complimentary exhibition space
- Access to VIP Area

General

- 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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