



SPONSORSHIP PROSPECTUS

2020

THE AUSTRALIAN
UNIVERSITIES ROCKET
COMPETITION





Prospectus prepared and designed by,
Myrthe Snoeks (Director) & Toby Herik (Treasurer)

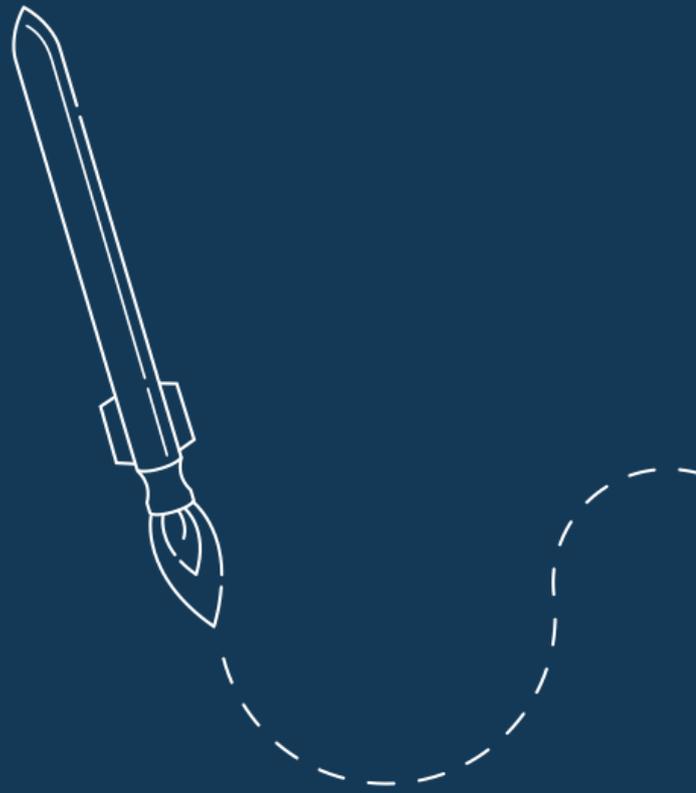
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A MESSAGE FROM THE DIRECTOR

Myrthe Snoeks

Dear Reader,

It is my pleasure to introduce myself to you as the Director for the 2020 Australian Universities Rocket Competition (AURC). With a committee of enthusiastic bright young minds, who share the vision and ambition to have a lasting impact on the development of this competition, we have been working tirelessly to build on the success of the AURC 2019, with the next competition now scheduled for October 2020.

The competition itself dates back to 2017, where the announcement of the Australian Space Agency prompted the Australian Youth Aerospace Association (AYAA) to rethink and evaluate the situation of Australia's future generation; the young minds who will bring their hope and ideas into this new space. How can we promote STEM research, improve student aerospace engineering knowledge, connect the talent in the industry and give a practical application for student prowess to shine brightly?

The solution? The very first Australian Universities Rocket Competition.

The 2019 event included over 400 students from Australia and New Zealand, with 13 teams competing and 11 successful launches the competition has proven to be an incredible opportunity for students, universities and industry alike. Now, the AURC is set to be an annual event that challenges students from universities around the world to develop a specialised high-powered rocket to carry a scientific payload to either 10,000 ft or 30,000 ft.

The AURC 2020 will incorporate more industry engagement, and has a stronger focus on payloads. With the much appreciated assistance from our existing partners we aim to encourage a systems engineering approach and have included industry standard safety management requirements. This competition will bridge the gap between university and industry, from scientific application, to project management, interdisciplinary collaboration and international exposure.

This is just the beginning, we are confident that this event can be renowned for its relevance and impact, but, we cannot do this alone. Your help makes the difference in setting the limits of what is possible. We are the engineers, scientists, managers and marketers of the future, and we cannot think of a better opportunity and cause; with your assistance, we can contribute to the development of the next generation of young professionals in Australia's space industry.

Kind regards,

Myrthe



ABOUT AURC AND AYAA



The AURC

The Australian Universities Rocket Competition (AURC) is a tertiary competition hosted by the Australian Youth Aerospace Association (AYAA) for student rocket teams from around the world

With a scientific payload of 2kg+ and target altitudes of either 10,000ft or 30,000ft (3km or 10km) above ground level, competing rockets will most likely be 100-200mm in diameter and more than 2m tall. For this year, commercial off the shelf (COTS) solid rocket motors will be the only propulsion category allowed.



The AYAA

The Australian Youth Aerospace Association (AYAA) is a not-for-profit managed by student volunteers, with the objective of promoting the aerospace industry to young Australians.

The AYAA hosts two additional major events, the Australian Youth Aerospace Forum (AYAF) in Brisbane for high school students, and the Aerospace Futures conference for tertiary students and young professionals. This prospectus outlines the AURC 2019/20 program, including sponsorship opportunities. Naturally, amendments or requirements can be discussed.



SPONSORSHIP

Why should you care?

The timing of AURC 2019/20 aligns with Australia's commitment to enter the global space industry. With the support of, amongst others, the Defence Science and Technology Group and the Royal Australian Air Force, this competition will shape the future domestic workforce and is an excellent way to demonstrate the capabilities of universities on an international scale.

Further opportunities provide the ability to truly cement positions in the industry among delegates, speakers and sponsors all of whom are set to play significant roles in the conglomeration phase of Australia's space effort.

What we require

This competition requires sponsorship - both monetary and in-kind. In-kind support can include access to extensive marketing and media coverage, mentorship or advice for teams, assistance in establishing relationships with other potential partners, and much more. The AURC welcomes the discussion of any in-kind sponsorship from industry.

Sponsorship will allow the 2020 AURC committee to continue to strengthen an already popular Australian Rocketry Competition that is turning heads as well as preparing university students for a future in the Australian space industry.

WHAT YOU GAIN

Involvement and association with the premier practical space competition, drawing a diverse set of students, young professionals, businesses and organisations from a multitude of different fields. You will have direct access to motivated teams and individuals from around the world, who will all converge to the competition launch held in October of 2020 to showcase their completed rocket and payload and inspire the next generation of Australia's workforce. In addition, sponsors will have a direct impact on the shape of the competition – particularly if hosting one of our payload challenges.

Our sponsorship packages can be found on the next page...

SPONSORSHIP PACKAGES

PLATINUM LEVEL SPONSOR \$25,000+

Opportunity to develop a technical challenge named after the organisation.

Prominent organisation logo used in all printing and digital materials including, flyers, banners, and website used to promote the event.

Priority exhibition location for presentation day to provide organisational merchandise and flyers.

High-priority banner and media wall placement throughout the event for marketing.

Social media recognition in lead up to the event.

Opportunity to address audience at closing ceremony.

Opportunity to develop a payload challenge, the details of this challenge can be further discussed.

Opportunity to present awards at the closing event.

GOLD LEVEL SPONSOR \$20,000 - \$24,999

Prominent organisation logo used in all printing and digital materials including, flyers, banners, and website used to promote the event.

Priority exhibition location for presentation day to provide organisational merchandise and flyers.

High-priority banner and media wall placement throughout the event for marketing.

Social media recognition in lead up to the event.

Opportunity to address audience at closing ceremony.

Opportunity to develop a payload challenge, the details of this challenge can be further discussed.

Opportunity to present awards at the closing event.

SILVER LEVEL SPONSOR \$10,000 - \$19,999

Prominent organisation logo used in all printing and digital materials including, flyers, banners, and website used to promote the event.

Priority exhibition location for presentation day to provide organisational merchandise and flyers.

High-priority banner and media wall placement throughout the event for marketing.

Social media recognition in lead up to the event.

Opportunity to address audience at closing ceremony.

Opportunity to present awards at the closing event.

Logo on official AURC videos.

Further arrangements are up for discussion, as is a combination of in-kind and monetary support in combination equating to the value of a sponsorship package.



SPONSORSHIP PACKAGES

BRONZE LEVEL SPONSOR

\$5,000 - \$9,999

Prominent organisation logo used in all printing and digital materials including, flyers, banners, and website used to promote the event.

Exhibition location for presentation day to provide organisational merchandise and flyers.

Banner and media wall placement throughout the event for marketing.

Social media recognition in lead up to the event.

Further arrangements are up for discussion, as is a combination of in-kind and monetary support in combination equating to the value of a sponsorship package.

LAUNCH SUPPORT SPONSOR

\$500 - \$4,999

Organisation logo used in all printing and digital materials including, flyers, banners, and website used to promote the event.

Exhibition location for presentation day to provide organisational merchandise and flyers.

Banner and media wall placement throughout the event for marketing.

Social media recognition in lead up to the event.

Further arrangements are up for discussion, as is a combination of in-kind and monetary support in combination equating to the value of a sponsorship package.

IN-KIND SPONSOR

Value to be assessed

Please contact us to discuss in-kind arrangements or combinations of in-kind and monetary support (equating to the value of a specific sponsorship package).

THANK YOU

AURC Organising Committee

The AYAA and the organising team of the AURC thank you for reading this prospectus and hope that you are as excited as we are to be a key part in building the future of Australia's space industry and in improving the skills of our university graduates.

We hope that, together, we will be able to raise the interest in the industry and develop the rocketry and space engineering capabilities of our workforce to a world-class standard.

We would love to talk to you about how to get involved, and if there are any further questions or if you would like to negotiate a specific sponsorship package, please contact us:

Sponsorship Coordinator, Jamila Sabazova: sponsorship.aurc@ayaa.com.au

Director, Myrthe Snoeks: myrthe.snoeks@ayaa.com.au

Treasurer, Toby Herik, tobyherik.aurc20@gmail.com

AURC COMPETITION PATCHES

Example of competitor's patch and winner's patch from 2019. Final 2020 design TBC.

