

# 2006 Orbit Awards Sponsorship Packages

Presented by the Space Tourism Society with the National Space Society

The Orbit Awards will take place May 4, 2006, at the Sheraton Gateway in Los Angeles. The Space Tourism Society (STS) is pleased to bring the Orbits to the 25<sup>th</sup> annual International Space Development Conference. The event honors pioneers and leaders of the emerging commercial space tourism industry, with special consideration for the nascent industry as a consumer lifestyle and leisure growth sector. Attendees include luminaries representing space entrepreneurship,

Hollywood, venture finance, politics, consumer electronics, brand marketing, architecture, fine arts, education and science. This star-studded celebration of personal spaceflight comes at a time of great progress for the industry. Spaceports are being announced around the world, while well-financed teams build real commercial spacecraft. Join us at this exciting moment as we celebrate this progress with the leaders of space tourism.



## **Platinum** Title Sponsorship \$150,000 value **Cost: \$30k**

1. Exclusive on stage presentation of Pioneer award
2. Four reserved tables at head of room
3. Prominent display of logo and brand recognition:
  - A. Top line inclusion on Orbits electronic identification during event
  - B. Mention from podium at start, end and at key points throughout evening
  - C. Signage on site
4. Access to VIP green room
5. Exclusive sponsorship of pre-show cocktail reception
6. Exclusive one-time use of attendee list for sponsor's promotional purposes

Plus:

7. VIP gift bags if applicable
8. Exclusive right to bring own video crew on site, within hotel guidelines
9. First right of refusal for 2007 Orbit Awards title sponsorship
10. Promotional preeminence in all external and support materials, including:
  - A. Top line inclusion on all print collateral
    - Promotions-- invitation letters, postcards, tickets (reach 15,000)
    - Logo on program cover, inside (and back cover if applicable)
  - B. Top line inclusion on all electronic collateral

- Email promotions to media, STS and NSS lists (reach 50,000)
  - Logo, Banner ad and copy linking to your site (20,000+ uniques)
- C. Top line inclusion in all media outreach (2+ million impressions)
- Inclusion in headline(s) and/or first paragraph of all press releases (approx. 1 million impressions)
  - Press release announcing Platinum sponsor involvement and tie-ins
  - Inclusion in all boilerplate to press, including press releases, FAQ sheets and other support documents
  - Preferential treatment in scheduling and access to media outlets, both pre-show and on site



**Gold**      Second Tier Sponsorship      \$87,000 value      **Cost: \$20k**

1. Three reserved tables at head of room
  
3. Display of logo and brand recognition:
  - A. Inclusion on Orbits electronic identification during event
  - B. Mention from podium
  - C. Signage on site
  
4. Promotional consideration in key external and support materials, including:
  - A. Inclusion on print collateral
    - Promotions-- invitation letters, postcards, tickets (reach 15,000)
    - Logo inside front program cover
  - B. Inclusion on all electronic collateral
    - Email promotions to media, STS and NSS lists (reach 50,000)
    - Hot linked banner and logo from STS & NSS your site (20,000+ uniques)
  - C. Inclusion in all media outreach (reach 2million+ )
    - Mention in all press releases (reach approx. 1 million impressions)
    - Inclusion in all boilerplate to press, including press releases, FAQ sheets and other support documents
    - Access to media outlets, both pre-show and on site
  
5. Access to VIP Green Room
  
6. VIP gift bags if applicable

*To reserve your package, please contact  
the Space Tourism Society at (310) 313-6835.*

**Silver**    Third Tier Sponsorship    \$38,000 value    **Cost: \$10k**

1. Two reserved tables.
2. Inclusion on Orbits electronic identification during event.
3. Display of logo and brand recognition in signage on site.
4. Promotional consideration in key external and support materials, including:
  - A. Inclusion on print collateral
    - Promotions-- invitation letters, postcards, tickets (reach 15,000+)
    - Logo inside program back cover
  - B. Inclusion on all electronic collateral
    - Email promotions to media, STS and NSS lists (reach 50,000)
    - Logo linked on STS & NSS sites to your site (20,000 impressions)
    - Inclusion in boilerplate to press, including press releases, FAQ sheets and other support documents
    - Access to media outlets, both pre-show and on site



**Supporter**    Fourth Tier Sponsorship    \$17,000 value    **Cost: \$5k**

1. One reserved table. (Negotiable for STS member companies)
2. Inclusion on Orbits electronic identification event credits
3. Promotional consideration in key external and support materials, including:
  - A. Inclusion on select print promotions and collateral
  - B. Inclusion on electronic collateral
    - Email promotions to media, STS and NSS lists (reach 50,000)
    - Logo on STS & NSS sites (20,000 impressions)

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