

Students for the
Exploration and
Development of
Space



Étudiants pour
l'Exploration et le
Développement
Spatial

General Sponsorship Package 2021 - 2022

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Visit seds.ca for more information



www.seds.ca



SEDS-Canada



@sedscanada

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Meet our current partners:



Western
Institute for Earth &
Space Exploration



About SEDS-Canada

We are Canada's only student-run non-profit that works at the national level to inspire and empower students joining the space industry, and to advocate for the advancement of space exploration in the public sphere.

Student Empowerment

Along with our annual conference and our competitions in entrepreneurship, astrophotography and microgravity experiments, SEDS-Canada allows students to develop professionally and not just join, but grow the space industry



Advocacy

Through our growing network of student groups and our political advocacy efforts, we are building a collective student voice capable of advocating for the benefits of space exploration to the public at large, media and government.



An investment in SEDS-Canada is an investment in the Canadian space industry of tomorrow.



SPACE GENERATION
ADVISORY COUNCIL



Message from the Board of Directors

We at SEDS-Canada (Students for the Exploration and Development of Space) are proud to offer the opportunity for individuals, corporations, and organizations to support nationwide projects and initiatives for the expansion and development of the Canadian space industry. As a non-profit, we rely on the generous support of our sponsors to run our [activities], who play a critical role in the execution of these initiatives.

In return for your support, we offer benefits and incentives including speaker opportunities, advertising during conferences and experiments, and exclusive recruitment opportunities. Not only does your support help us run major events such as our annual conference and multi-disciplinary research challenges, it also allows us to reach as many students as possible across Canada through our promotional efforts.

In this document, we have presented opportunities for the 2021-2022 year that you can support. We are always looking for creative means to provide visibility to our sponsors and look forward to hearing your ideas on how to optimize your benefits. We thank you for your support in inspiring the next generation of leaders in the Canadian space industry.

2021-2022 SEDS-Canada Board of Directors



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Sepand Dyanatkar Motaghed



Aaron Rosenstein

Directors at Large

Support Benefits

As a sponsor for SEDS Canada, you will benefit from the **nation-wide initiatives** that cultivate and inspire post-secondary students interested in science, aerospace, among other multi-disciplinary fields.

A corporation or organization can become a Corporate Partner of SEDS Canada by making a **monetary investment** or an **in-kind contribution** to any of our projects, including our nationwide competitions, annual conference and chapter grants. Monetary investments support costs including travel and accommodation, and **in-kind, or non-monetary contributions** (e.g., as a mentor or judge) are an enormous part of making SEDS Canada projects and events successful. Sponsors benefit through the exclusive opportunity to **advertise** their brand and recruit prospective students.

How to Sponsor SEDS Canada

We offer you the opportunity to sponsor a specific project or event, or allow SEDS to disperse your monetary contribution as we see fit. As a non-profit organization, this will allow us to optimize our spending, expand our competitions, and widen our reach to Canadian students.

Advertising

At the events that your contributions are used, your brand and logo will be displayed over several formats.

Online

- **Website:** Our current website will feature your logo in a size depending on the level of support. This will appear on both the sponsors section of the homepage and the project or event page for which the contributions were used. Additionally, any competition handbooks and Annual Report will also feature our sponsors.
- Gold sponsors have an opportunity to provide a brief description of their organization for our website and project/event documents.
- **Social Media:** On our very active social media platforms such as Facebook and Twitter, we will feature our sponsors on the primary banner when we choose to advertise prior to our events/projects.
- Social media posts surrounding important milestones of our competitions such as team selection and flight campaigns will also feature our sponsors, depending on the level of support.
- **Videos:** Our promotional videos will feature our sponsors. Gold sponsors have an opportunity to provide a brief statement or be interviewed for each video.

Recruitment

By attracting student space enthusiasts from across Canada to our events, we present an exclusive opportunity for our sponsors to recruit students. Additionally, we are creating a database of entry-level jobs in the space sector available to our chapter members, with highlighted job postings and ad space given to our sponsors. We will provide you with a year in review report which details how we spent your money. In the unlikely event that we have remaining, unused funds at the end of each year, active SEDS Chapters/University Partners will be given Chapter Grants to aid in their engagement in their local community

SEDS-Canada Board of Advisors

A seat on the SEDS-Canada Board of Advisors is available to interested parties among our Corporate Partners. As an Advisor to SEDS-Canada, you will have the opportunity to guide the next generation of space leaders.

Support Opportunities

Levels of Support

The tables below outline the levels of corporate support for monetary and other contributions and the corresponding benefits provided.

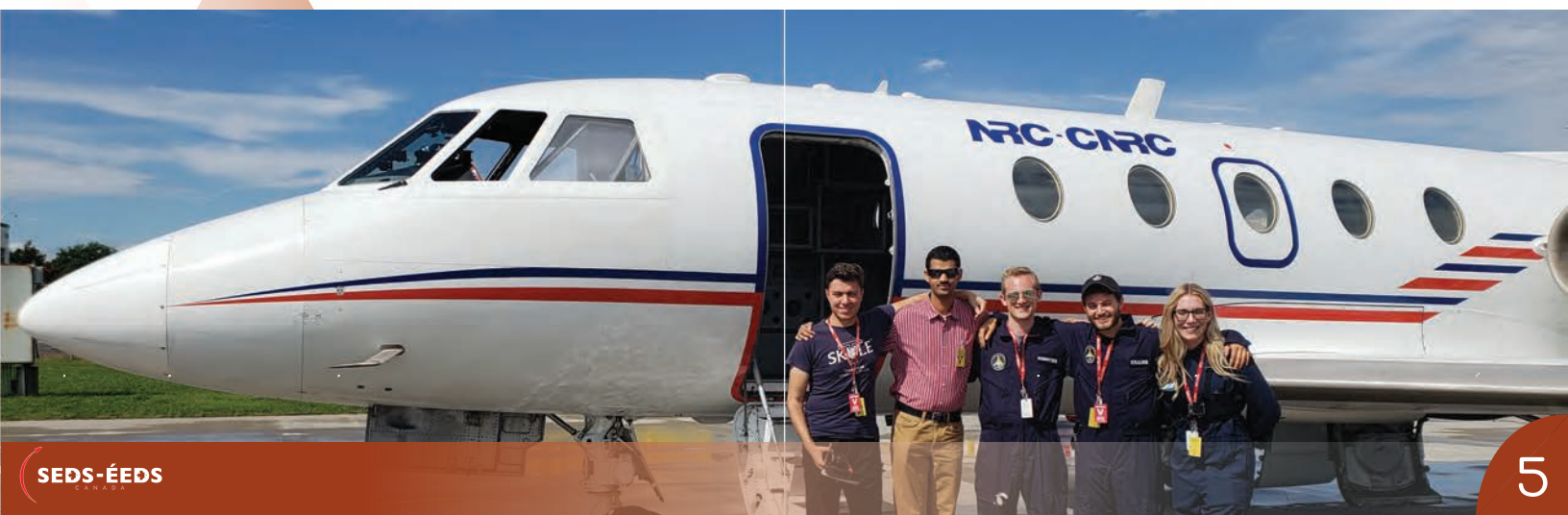
	Sponsorship Level				
	Platinum (\$5000+)	Gold (\$3000+)	Silver (\$1000+)	Bronze (\$500+)	Friends of SEDS (\$250+)
Logo Size*	LARGE	LARGE	MEDIUM	SMALL	SMALL
Complimentary Ascension Tickets**	2	1 + 15% discount	1 + 10% discount	10% discount	10% discount
Booth at Space Apps or Act-in-Space	✓	✓	✓	✓	
Promoted Job Postings	✓	✓	✓		
Booth at Ascension	✓	✓			
Keynote speaker at Ascension	✓	✓			
Keynote Speaker at CAN-RGX closing ceremonies	✓				
Complimentary Sponsorship of SpaceApps or AIS Challenge	✓				

*Logos are displayed on website, social media, promotional videos, documents and banners

**Denoted discount on additional Ascension tickets

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2021 -2022 Event/Project Schedule

Time	Event/Project
October November December	2021 NASA Space Apps Act-In-Space • Canadian Space Society (CSS) Competition
January February March	Ascension • YspaceE
April May	2022 Canadian Arctic Research Expedition (CAN-ARX)
June July August September	Canadian Reduced Gravity Experiment (CAN-RGX) Canadian Stratospheric Balloon Experiment (CAN-SBX)

The events and projects presented here are offered in conjunction with other organizations, and scheduling is subject to change with their availability. Additionally, this is not an exhaustive list of events and projects. SEDS - Canada is always looking for new ways to present students with new and unique opportunities, and new projects and events can be added to the SEDS - Canada project roster during the year.

Photo Credit: Canadian Space Agency



Ascension Conference

Held annually since 2015, Ascension, our annual space conference, brings together students, researchers, and industry professionals over a 3-day event. The conference attempts to close the gap between industry and students by creating a space for students to find their own place in Canada's space industry. In an effort to extend our reach west, Ascension 2019 was held at the University of Alberta, in partnership with AlbertaSat (ISSET-S) and the Undergraduate Astronomy Society. In 2021 Ascension was held virtually. Sponsors can support the conference by covering the costs of transportation and accommodation for high-profile speakers, promotional efforts, catering costs, and other conference-related logistics. Through Ascension, sponsors can also sponsor the Young Space Entrepreneurs (YspaceE) competition.

YspaceE Competition



As Canada's only business plan competition with a focus on the space sector, the Yspace Competition is hosted during the annual Ascension conference. The aim of the competition is to empower students with the experience and confidence to target problems in the space sector, development solutions, and turn them into profitable ideas. YspaceE accomplishes this by providing opportunities to develop an executive summary for a business idea and learn from experts through webinars to refine their plans.

How You Benefit from Sponsoring Ascension:



- Discounted tickets depending on your sponsorship level
- Opportunities to be a keynote speaker, present new or existing projects, and have a booth at Ascension
- Sponsors can participate as entrepreneurship Subject Matter Experts (SMEs), judges, or mentors
- Contributions support YspaceE through cost coverage of:
 - Webinars and workshops provided to participants,
 - Travel for student finalists to our annual space conference
 - Awarding winning teams with prizes, and
 - Materials needed for promotional efforts

Otherways to Engage with Ascension:



- Interaction with students at conference through speaker opportunities
- Position on the SEDS Canada Board of Advisors is possible
- Recruitment of students and young professionals at the top of their fields with a passion for space



Canadian Reduced Gravity Experiment Design Challenge

The Canadian Reduced Gravity Experiment Design Challenge (CAN-RGX) is a competition for post-secondary students across Canada to **design, build and test a scientific experiment** to be flown on the National Research Council Falcon 20 for reduced gravity experiments. The competition is held in **collaboration** with the National Research Council and the Canadian Space Agency (CSA).

CAN-RGX flights are a unique experience for students to experience microgravity while producing meaningful results. Students in CAN-RGX **develop technical and project management skills** from concept to launch under the mentorship of SEDS and the CSA.



The **cost of travel** to the launch remains the **biggest barrier** for students. The flight campaign is an excellent opportunity for students to learn how space research is conducted, network with professionals in the space industry, and see the results of their experiment, and sponsorships are our primary method to opening these opportunities to as many students as possible.

Sponsorship Benefits



- Advertising online and during flight campaign, in promotional and project summary videos
- Participate in encouraging Canadian student research with the potential to advance knowledge and develop new technologies

Recruitment Opportunities



- Opportunities to recruit and engage with students and young professionals country wide
- Recruitment of students who have experience designing and operating payloads
- Reduce training time and added confidence of an engaged and capable recruit

Experiment Selection & Flight Campaign

Experiment proposals received

Projects are judged by industry and academia professionals, with the opportunity for mentorship

Successful teams and projects chosen and tested in microgravity

Experiments are run during 6 parabolic maneuvers that produce 20 s of microgravity each



Canadian Stratospheric Balloon Experiment Design Challenge

The Canadian Stratospheric Balloon Experiment (CAN-SBX) Design Challenge is a competition for post-secondary students across Canada to **design, build, and test a payload** to be flown on an expand-able balloon platform in **collaboration** with the Canadian Space Agency (CSA).

Stratospheric balloon flights have **shorter lead times and are less expensive than cubesat missions** while still lasting multiple hours compared to aircraft to produce meaningful results. Students in CAN-SBX develop **technical and project management skills** from concept to launch under the mentorship of SEDS and the CSA.

Sponsors help to remove the largest barrier for students accessing these unique opportunities: the cost of travel to the launch. The launch campaign is an excellent opportunity for students to learn the operations of a space mission first-hand, network with professionals in the space industry, and experience the results of their work.



How You Benefit from Sponsoring CAN-SBX Teams:



- Recruiting students and new grads familiar with professional tools, and who have the skills to immediately add value to your projects
- Share your media and messages with students and young professionals across Canada on various channels (Discord, LinkedIn, Twitter, Instagram, Facebook)
- See and share the impact you made with our media package on your own channels
- Collaborate with student teams to develop your ideas while developing their skills



PROJECT FACT:

Both our 2020-2021 teams are launching technology demonstration payloads in **October 2021**. They are testing **compact, low cost sensors** to improve on existing technologies used today.

Other Ways You Can Engage with CAN-SBX:



- Mentoring and coaching students, directly engaging with students and young professionals in the space community
- Attend the launch campaign to see the direct impact of your support

Canadian Arctic Research Expedition Challenge

The Canadian Arctic Research Expedition (CAN-ARX) is a competition for Canadian post-secondary students to test an experiment in the Canadian Arctic in partnership with the University of Western Ontario Institute for Earth & Space Exploration.

For the first time in Canada, student teams will have the opportunity to operate a full Arctic research project from design to execution. The CAN-ARX challenge also builds connections with the scientific community and public living near the arctic research station in Cambridge Bay.

Sponsors of CAN-ARX will support acquiring equipment, travel, and operating costs for students to conduct their research, helping to kick-start this opportunity and allow students from anywhere in Canada to participate. Sponsorships will also support outreach activities within the local community to build engagement in STEM fields!



Sponsorship Benefits



- Online advertising in promotional material including videos, social media
- Brand Recognition at the Space Day symposium at the expedition site, a booth, and speaking opportunities
- Promotion during the expedition with the participants wearing the logo as a patch, and/or wearing and using sponsored apparel and equipment

Canada's Arctic provides an analogue for Mars and icy bodies, and is a unique environment for planetary science, space science, and instrumentation experiments

Recruitment Opportunities



- Opportunity to recruit those with technical field skills related to work in remote or extreme environments



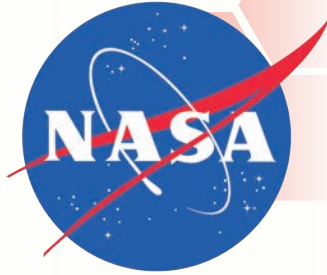
Photo credit: US National Parks Service

NASA Space Apps

Running since 2012, NASA's International Space Apps Challenge brings coders, designers, entrepreneurs and scientists together from across the globe to take on a series of challenges developed by NASA. Over a three-day hackathon, teams form and produce solutions that leverage NASA's extensive spacecraft, celestial, and science dataset.

In 2017, SEDS Canada became the hosts of NASA Space Apps, and our team works every year to maintain national interest in the event, expand Space Apps to cities across Canada, and to encourage students to engage with multi-disciplinary team-work scenarios related to space science. Space Apps is an opportunity to both engage with students and the public outside of the space community and increase public awareness of space in Canada.

For both of our hackathon-style events, contributions will be used for venue, swag bags, and catering, along with prizes and workshops for our participants.



Sponsorship Benefits



- If one doesn't already exist, SEDS- Canada can coordinate running a Space Apps competition in your location
- As of 2021, SpaceApps does not run in every city with large space community, such as Vancouver, Ottawa, or Montreal. Support of this event can promote your company or organization into these potential recruitment sites, and expand the reach of SEDS across Canada.
- Sponsorship can enable Space Apps teams to compete and win the global Space Apps competition, where they're invited for a VIP launch viewing opportunity at a NASA facility
- Opportunities to participate as a Subject Matter Experts (SMEs) in software development and coding, which are critical to the success of Space Apps.

Current Space Apps Cities include (but are not limited to):



Calgary



Toronto



Halifax



St. John's

New in 2021:



Other Sponsorship Opportunities

Act-In-Space Canada

Act-In-Space is an international innovation contest (or hackathon), conceived by the French Space Agency (CNES), that aims to bring together entrepreneurs, students, job seekers, developers and creatives worldwide. For 24 hours, teams come together to work on real-life challenges alongside business mentors and technical experts and to design innovative services and products with everyday uses for space technologies or data. Some of the key goals of this event include helping young people develop their entrepreneurial spirit and to demonstrate the socioeconomic potential of the space industry.



CSS Competition

SEDS-Canada collaborates with the Canadian Space Society (CSS) to host the Canadian Space Summit competition, where two students are selected to attend and present their research at the annual Canadian Space Summit. This opportunity is fully funded, and creates the chance for students to interact with space professionals and network, and to build soft skills including communication, and public speaking.



Created and distributed by the SEDS
Canada Sponsorship team



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To learn more, please email us at sponsorship@seds.ca

Visit www.seds.ca to see more sponsorship opportunities

Thank you for supporting today's
students, and tomorrow's space
program!