

IAU100: Under One Sky

Partnership and Sponsorship Opportunities



Celebrating a Century of Astronomical Discoveries

In 2019, the International Astronomical Union (IAU) is celebrating its 100th anniversary (IAU100). To commemorate this milestone, the IAU is organising a year-long celebration to increase awareness of a century of astronomical discoveries and technological progress as well as to support and improve the use of astronomy as a tool for education, development and diplomacy under the central theme ***Under One Sky***.

The centennial celebrations will stimulate worldwide interest in astronomy and science and aim to involve the global astronomical community, national science organisations and societies, policy-makers, students, families and the general public.

The IAU100 activities will take place at global/regional levels, and especially at the national and local levels. To coordinate the initiative, the IAU has set up the IAU100 Task Force as well as the IAU100 Secretariat. This task force is preparing a comprehensive programme of Flagship initiatives to reach targeted audiences worldwide through the IAU National Outreach Coordinators and National Astronomical Societies, which will set up National IAU100 Task Forces to ensure the worldwide success of the initiative.



International Year of Astronomy 2009 Opening Ceremony at UNESCO HQ in Paris, France. Credit: IAU/José Francisco Salgado.

Sponsorship and Partnership Opportunities

Sponsorship opportunities begin at 1000 Euros, and sponsors will benefit from international recognition and visibility on the official website and other promotional products, as well as have priority for invitations to the Flagship Event that will be organized in Brussels (Belgium) on 11 April 2019. Sponsorship will be highly conducive to unique networking opportunities on a global stage.

Summary of IAU100 Sponsor Categories:

> IAU100 Global Partners

Global Partners contribute a minimum of **50 000 EUR** in support of the preparation, implementation and evaluation of the IAU100 activities. This level of sponsorship is appropriate for foundations and private sector organisations. In return, Global Partners receive the highest level of return available. Global Partners will: (i) receive full acknowledgment and listing in the website (with high visibility) and all promotional materials; (ii) receive invitations to the Flagship Event; (iii) have Exhibition space (roll-up and table with giveaways) and; (iv) also receive prominent logo visibility in the programme as well as half page colour advertisement on programme.

> IAU100 Patron Sponsors

Patron sponsors contribute a minimum of **20 000 EUR**. This level of sponsorship is appropriate for private sector organisations. In return, Patron Sponsors will: (i) receive full acknowledgment and listing in the website and all promotional materials; (ii) receive invitations to the Flagship Event; (iii) have Exhibition space (roll-up and table with giveaways) and; (iv) also receive logo visibility in the programme.

> IAU100 Flagship Associate

Flagship Associates contribute with a minimum of **10 000 EUR or equivalent in-kind contribution**. This level of sponsorship is appropriate for public funding bodies, professional societies, science centres, universities and private sector organisations. This is a level of sponsorship associated to specific projects under the IAU100 framework. In return, Flagship Associates will: (i) receive full acknowledgment and listing in the website and specific promotional materials; (ii) receive invitations to the Flagship Event; (iii) have the possibility to display a Roll-up at the Flagship Ceremony and; (iv) also receive logo visibility in the programme.

> IAU100 Organisational Associate

Organisational Associates contribute in the range of **1000-10000 EUR**. This level of sponsorship is appropriate for public funding bodies, professional societies, science centres and universities. In return, Organisational Associates will: (i) receive full acknowledgment and listing in the website and specific promotional materials; (ii) receive invitations to the Flagship Event; and (iii) also receive logo visibility in the programme.

Specific Sponsorship and Partnership Opportunities

While unrestricted sponsorship is encouraged, there are also opportunities for specific sponsorship of events. These include:

➤ **IAU 100 Years: Under One Sky Event**

Opportunities to support the IAU100 Flagship Event at the Palais des Académies in Brussels, Belgium, on 11-12 April 2019. This event will involve presentations from Nobel laureates, astronauts and other scientists and industry leaders, as well as the participation of high-level representatives and policy makers.

Specific sponsorship opportunities for this event starting at 1000 Euros can be tailored to your interests. Such possibilities include contributions (in part or in full) for venue costs, coffee breaks, the walking buffet, etc.

➤ **IAU Office of Astronomy for Development (OAD) projects**

The IAU100 will support a number of IAU-OAD funded projects whose activities are aligned with the IAU100 goals. The aim is to expand their activities during 2019, scale their scope and geographical reach for their long-term sustainability and serve as a hub to inspire similar initiatives worldwide. The projects supported use (i) Astronomy for Peace (The Columba-Hypatia Project); (ii) Astronomy for Capacity Building (Gaza Astronomy Techno-Apps Challenge); and Astronomy for Regional Development (Development of Astro Tourism in Central Asia and Turkey).

Specific sponsorship opportunities starting at 5000 Euros include contributions to the long-term sustainability of the projects.

➤ **Amateur Astronomy Celebration Day**

On 13 April 2019, an Amateur Astronomers Day will be organized at the Palais des Académies in Brussels, Belgium, to highlight the contribution of the amateur astronomer community to our field as well as their collaborations with professional astronomers. The 1-day event will comprise the participation of keynote speakers attending the IAU100 Flagship Event.

Specific sponsorship opportunities for this event starting at 1000 Euros can be tailored to your interests. Such possibilities include contributions (in part or in full) for venue costs, coffee breaks, the walking buffet, etc.

➤ **IAU100 Exhibition**

The IAU100 Secretariat is producing an exhibition that will showcase major achievements in astronomy in the last century and selected IAU milestones. The main exhibition will be officially launched during the IAU General Assembly in Vienna, Austria, on 20-31 August 2018 and will be displayed in several selected locations during 2019. In addition, the exhibition is made such that it can be scaled, adapted (e.g., in different languages) and replicated worldwide through the IAU100 National Task Forces.

Specific sponsorship opportunities for this activity starting at 2000 Euros can be tailored to your interests. Such possibilities include contributions to the production of the main exhibition, or support to bring the exhibition to a selected location, etc.

Contact

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and sponsorship to the IAU100 secretariat:

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IAU100 Global Partners

