

IYA2009 Partnership Opportunities

Version 5.0 – June 2008



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Introduction

There are four different levels of partnerships:

- LEVEL 1. IYA2009 Global Official Partner (min.350 KEUR, 2 partners available)

A level 1 partnership presupposes a payment of 350 KEUR or more to the IAU to support the preparation, implementation and evaluation aspects of IYA2009 activities. In return, Global Official Partners will receive the highest level of return available, as seen in the table below. Two such positions are currently available.

- LEVEL 2. IYA2009 Global Sponsors (min. 50 KEUR, 9 sponsors available)

Global Sponsors must contribute at least 50 KEUR to the IAU in support of the preparation, implementation and evaluation aspects of IYA2009 activities. These donors will receive wide recognition throughout IYA2009, as described in the following table. Nine of these positions are currently available.

- LEVEL 3. IYA2009 Organisational Associates (min. 5 KEUR, 6 organisation associates available)

To be considered an Organisational Associate, partners must donate at least 5 KEUR a year to the IAU during 2008, 2009 and 2010. Organisational Associates will receive recognition throughout the year and will be involved with special events celebrating IYA2009. Six Organisational Associate positions are currently available.

- LEVEL 4. IYA2009 Media Partner (in-kind contribution)

Due to the diverse forms an IYA2009 Media partnership can take, they will be discussed on a case by case basis. As a foundation, media partners will provide coverage and publicity for the IYA2009 global and international projects, namely the Cornerstone projects and the Special task Groups. For example, a media partner can contribute a combination of the following:

- Between ¼ to a full page of free publicity for the events or specific campaigns,
- An insert,
- A special feature article,
- A news story,
- Distributing a CD version of IYA2009 promotion material with Media,
- Placing a link to the IYA2009 Official website on an online version of media, or
- Placing a link to the IYA2009 Cornerstone or Special task Group on official website

Due to the unique shape each media partnership will take, the following table only describes the basic benefits the IYA2009 will provide to sponsors. Other benefits can and will be negotiated on a case by case basis.

- LEVEL 5. IYA2009 Cornerstone Institutional Partner (in-kind contribution, min. 10 KEUR)

We also included a new level of sponsorship associated with the Cornerstone projects. A level 5 Cornerstone Institutional Partner applies to those institutions supporting the Cornerstone projects by providing in-kind contributions corresponding to 10 KEUR or more. These contributions can be donated in the form of working time, office space, telephone use, internet use, etc.

- **LEVEL 6. IYA2009 Private Contributor (no min. contribution)**
Voluntary and spontaneous donations from organisations or individuals that wish to contribute to the preparation, implementation and evaluation of the IYA2009.

Each level of donation is entitled to different benefits associated with various **products** and **activities**.

The table below summarises the available opportunities for partnerships. Below the table each product and activity is described in more detail.

Note that as the project is still in rapid development, the products listed here is the minimal set that will be offered. It is highly likely that each level of partnership will have many more opportunities for exposure.

List of IYA2009 partnership opportunities

	LEVEL 1 Min 350KEUR	LEVEL 2 Min 50KEUR	LEVEL 3 Min 5KEUR	LEVEL 4 In-kind	LEVEL 5 In-kind	LEVEL 6 No Min.
1. Official IYA2009 web site						
Logo in Top banner	■					
Logo in footer			■			
Side bar		■				
Special page	■	■		■		■
Link	■	■	■	■		
2. Corporate stationary						
Letter	■					
Logo in header						
Logo in footer/side bar		■	■	■		
Business Card						
Logo	■					
3. Brochure						
Logo on front page	■					
Logo on back page		■				
Logo on inside page			■	■		
4. Trailer						
Logo in opening credits	■					
Logo in end credits		■				
5. Poster						
Highlight	■					
Logo in footer		■	■	■		
6. Presentations						
Logo on opening slide	■					
Logo on closing slide		■	■	■		
7. Other products						
Final IYA2009 Evaluation Report	■	■	■	■		
IYA2009 Media Kit	■	■	■	■		
Multimedia presentation	■					

8. Cornerstone & special projects						
100 Hours of Astronomy						
Logo on website front page	■	negotiable			■	
Logo in the webcast		negotiable			■	
Logo on other communication products	■	negotiable			■	
The Galileoscope						
Logo on website front page	■	negotiable			■	
Logo on Galileoscope (up to 1 million or more telescopes)	■				negotiable	
Logo on other communication products	■	negotiable			■	
The Cosmic Diary						
Logo on website front page	■	negotiable			■	
Logo in the book	■	negotiable			■	
Logo/Ident in the documentary	■	negotiable			■	
Logo on other communication products	■	negotiable			■	
She is an Astronomer						
Logo on website front page	■	negotiable			■	
Logo on other communication products	■	negotiable			■	
Dark Skies Awareness						
Logo on website front page	■	negotiable			■	
Logo on other communication products	■	negotiable			■	
Galileo Teacher Training Programme						
Logo on website front page	■	negotiable			■	
Logo on other communication products	■	negotiable			■	
Universe Awareness (UNAWA)						
Logo on website front page	■	negotiable			■	
Logo on other communication products	■	negotiable			■	
Logo on UNAWA products (when applicable)	negotiable	negotiable			negotiable	
Developing Astronomy Globally						
Logo on website front page	■	negotiable			■	
Logo on other communication products	■	negotiable			■	
Portal to the Universe						
Logo on website front page	■	negotiable			■	
From Earth to the Universe						
Logo on website front page	■	negotiable			■	
Logo on other communication products	■	negotiable			■	
Logo on one of the exhibition panels		negotiable			negotiable	
The World at Night						
Logo on website front page	■	negotiable			■	
Logo on other communication products	■	negotiable			■	
Logo on one of the exhibition panels	■	negotiable			negotiable	
9. Special events (Opening Event, 100 Hour of Astronomy, IAU General Assembly, Closing Event)						
Official Speech by Director or CEO	■					
Exhibition Space	■	negotiable	negotiable	negotiable		
Acknowledgement at the Welcome Ceremony		■	■	■		
Inserts in conference bags	■	■		■		
Invitations	■	■	■	■		
Full page colour advertisement in the Conference Program	■	negotiable	negotiable	negotiable		
10. Official recognition						
Letter of Recognition and Gratitude from the IAU	■	■	■	■	■	■

Description of IYA2009 partnership opportunities

1. Official IYA2009 website

www.astronomy2009.org

Logo placement possibilities:

- Logo in Top Banner (~80 px x 80 px)
- Logo in footer (~45px x 45px)
- Special page
- Link to Sponsor's website
- Logo in side bar (~100px x 40px)



Fig 1. Mock-up of new Official IYA2009 website front page

A new version of the website is under construction and will be released in July 2008. Above is an early mock-up of the new design and layout of the website. The design will be targeted towards the general public and not towards IYA2009 collaborators and scientists as the current site.

Facts

- www.astronomy2009.org is presently the most visited scientific international year website.
- The site already has more than 20,000 unique visitors week (current growth rate ~4000 visitors/month)
- Comparison with similar sites (other International Years) shows considerable differences in Rank, as measured by for instance Alexa.
- It is naturally anticipated that the visibility will continue to grow towards 2009, and most likely at a much higher rate as we get closer to the Year.
- Based on previous experience with Venus Transit 2004 with 45 million hits over 8 hours (<http://www.eso.org/public/outreach/eduoff/vt-2004/>) and with ESA's Hubble Space Telescope site with 200 million hits/year, 15 million visitors/year, 250 TB/year(spacetelescope.org), we estimate that the IYA2009 site will reach 100 million hits/year, have 10 million visitors and deliver 30 TB/year)

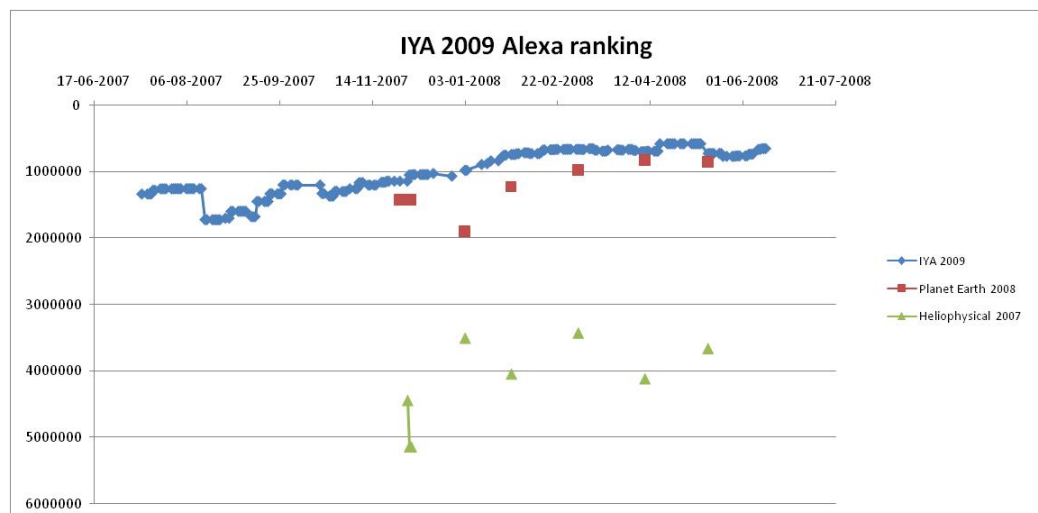


Fig. 2. The rank of astronomy2009.org for the past year. For comparison, other International Years such as Planet Earth 2008 and the International Heliophysical Year 2007 have been plotted.

2. Corporate stationary

Used in all the formal official public contacts by the IYA2009 Secretariat.

Letter

Logo placement possibilities:

- Logo in header (~1.5 cm x1.5 cm)
- Logo in footer (~1 cm x1 cm)

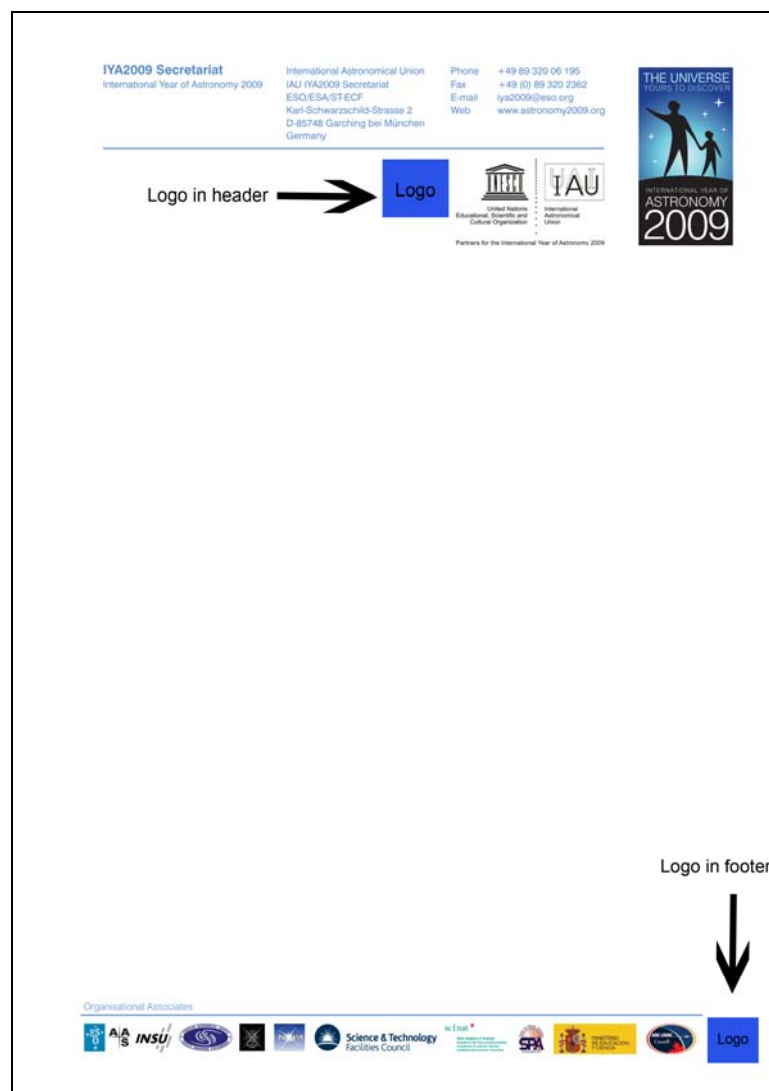


Fig 3. IYA2009 Letter

Business card

Logo placement possibilities:

- Logo in footer (~1 cm x 1 cm)
-



Fig 4. IYA2009 Business card

3. Brochure

The Official Brochure is one of the main IYA2009 communication tools and is used for several kinds of publics, from the general public, to the different stake holders (National Nodes, Planetariums, Science Centres, etc), from amateur astronomers to decision makers and sponsors.

The different versions of the brochures are available at:

http://www.astronomy2009.org/index.php/?option=com_content&view=article&id=315

Logo placement possibilities:

- Logo on front page (~2 cm x 2 cm) (see Fig.6)
- Logo on back page (~3 cm x 3 cm) (see Fig. 6)
- Logo on inside page (~2 cm x2 cm) (see Fig. 6)



Fig. 5: Cover of brochure version 3.



Fig. 6. Brochure version 3 back page.

Organisational Associates

European Southern Observatory	American Astronomical Society
Institut National des Sciences de l'Univers	Canadian Astronomical Society
Sterrewacht Leiden	National Research Council Canada
Science & Technology Facilities Council	Nederlandse Organisatie voor Wetenschap (NWO)
Swiss Academy of Sciences	The Society for Popular Astronomy
Ministerio de Educación y Ciencia (Spain)	National Astronomical Observatory of Japan
European Science Foundation	European Space Agency
Deutsches Zentrum für Luft und Raumfahrt	National Aeronautics and Space Administration
The Planetary Society	Centre National d'Etudes
	Japan Aerospace Exploration Agency

Pedro Russo — IAU Coordinator for IYA2009
Pedro coordinates the implementation of the IYA2009 globally. He is the first point of contact for international matters concerning IYA2009. Pedro supports external requests from Single Points of Contact, journalists, scientists and the general public, prepares general and event-related outreach material and interfaces with the hundreds of national and organisational IYA2009 nodes.

Mariana Barrosa — IYA2009 Coordination Assistant
Mariana supports the planning, coordination, preparation, implementation and revision of the International Year of Astronomy 2009 and other joint programming processes.

Lars Lindberg Christensen — IYA2009 Secretariat Manager
Lars manages the IYA2009 Secretariat, i.e. oversees the strategy of the project, the budget (including fundraising) and ensures a smooth daily workflow.

Fig 7. Page from brochure version 3 with Organisational Associates.

Facts

- Version 1: 10 000 copies distributed world wide
- Version 2: 10 000 copies distributed world wide
- Version 3: 25 000 copies distributed world wide
- Version 4: 50.000 to 100 0000 copies distributed world wide (TBD)
- 32 pages, full colour
- Covers, LuxoSatin, 170 g/m²
- Inside pages, LuxoSatin, 135 g/m²

4. Trailer

The IYA2009 trailer is an excellent way of promoting the IYA2009 is now available in 44 languages. A full dome version of the trailer, specifically aimed at digital Planetariums, is on the making.



The IYA2009 trailer is available at
http://www.astronomy2009.org/index.php?option=com_content&view=article&id=378

Logo placement possibilities:

- Logo in opening credits
- Logo in end credits

Facts

- 5,611 YouTube views only a week after release
- More than 600 references in the blogosphere
- The trailer was translated into 44 languages
- Free distribution to TV channels, Planetariums, Science Centres world wide will be coordinated
- The trailer will be featured in several international science conferences, namely:
 - AAS 212th and ASP Meeting (St. Louis, USA), 31 May-5 June 2008,
 - ESOF2008 (Barcelona, Spain) 10-22 July,
 - APRIM2008 (Kunming, China), 3 - 6 August 2008,
 - JENAM 2008 (Wien, Austria) - 8-12 September 2008
- It will be offered to all IYA2009 national websites (64 so far and still growing)

5. Poster

Logo placement possibilities:

- Highlight
- Logo in footer

6. Other products

Logo placement possibilities:

- IYA2009 Final Evaluation Report
- IYA2009 Media Kit

Multimedia presentation in the Eyes on the Skies DVD disc

7. IYA2009 presentations in conferences, talks and meetings

Logo placement possibilities:

- Logo on opening slide
- Logo on closing slide

8. IYA2009 Cornerstone projects

The International Year of Astronomy 2009 is supported by eleven cornerstone projects. These are global programmes of activities centred on a specific theme and represent the means to achieve the IYA2009's main goals; whether it is the support and promotion of women in astronomy, the preservation of dark-sky sites around the world or educating and explaining the workings of the Universe to millions, the eleven cornerstones will be the key facets of the success of the IYA2009.

100 Hours of Astronomy

This is envisaged to be a round-the-clock, round-the-globe event, including live webcasts, observing events and other activities connecting large observatories around the world. One of the key goals is to allow as many people as possible to look through a telescope, as Galileo first did 400 years ago, promoting observational astronomy.

Official website: www.100hoursastronomy.org

Logo placement possibilities:

- Logo on Web site front page
- Logo in the webcast
- Logo on other communication products

The Galileoscope

Observing through a telescope for the first time is a unique experience that shapes our view of the sky and Universe. The IYA2009 programme wants to share this observational and personal experience with as many people as possible across the world and is collaborating with the US IYA2009 National Node to develop a simple, accessible, easy-to-assemble and easy-to-use telescope that can be distributed by the millions.

Official website: www.galileoscope.org

Logo placement possibilities:

- Logo on Web site front page
- Logo on Galileoscope
- Logo on other communication products

Cosmic Diary

The Cosmic Diary is not just about astronomy. It's more about what it is like to be an astronomer, a scientist. The Cosmic Dairy aims to put a human face on astronomy. Professional astronomers will blog in text and images about their life, families, friends, hobbies, and interests, as well as their work – their latest research findings and the challenges that face them in their research. The bloggers represent a vibrant cross-section of female and male working astronomers from around the world. They will write in many different languages and come from five different continents.

Official website: www.cosmicdiary.org

Logo placement possibilities:

- Logo on Web site front page
- Logo in the book
- Logo in the documentary
- Logo on other communication products

She is an Astronomer

This project will contain the following components:

- The Portal to the Universe global web portal will provide a collection of links to all the existing regional and national programmes, associations, international organisations, on-governmental organizations, grants and fellowships supporting female scientists.
- The project intends to seek cooperation agreement with prestigious already running initiatives, to provide fellowships to female scientists to support their career chances.
- A Woman Astronomer Ambassador Programme will be established to reach girls at high school and university level with the messages of the programme.

Official website: www.sheisanastronomer.org

Logo placement possibilities:

- Logo on Web site front page
- Logo on other communication products

Dark Skies Awareness

For this cornerstone project, IAU will collaborate with NOAO, International Dark-Sky Association (IDA) and other national and international partners in dark sky and environmental education on several related themes. The focus will be on 3 main citizen-scientist programs to measure local levels of light pollution. These programs will cover the entire International Year of Astronomy, namely GLOBE at Night the Great World Wide Star Count and How Many Stars.

Official website: www.darks skies awareness.org

Logo placement possibilities:

- Logo on website
- Logo on other communication products

Galileo Teacher Training Programme

This programmes' goal is to create by 2012 a worldwide network of certified "Galileo Ambassadors" who will train "Galileo Teachers" in the effective use and adaptation of astronomy education tools and resources into classroom science curriculum.

Official website: www.galileoteachers.org

Logo placement possibilities:

- Logo on website
- Logo on other communication products

Universe Awareness

Universe Awareness (UNAWA) is an international programme that exposes very young children in under-privileged environments to the scale and beauty of the Universe. Universe Awareness illustrates the multicultural origins of modern astronomy in an effort to broaden children's minds, awaken their curiosity in science and stimulate global citizenship and tolerance. Using the sky and children's natural fascination with it as common ground, UNAWA creates an international awareness of our place in the Universe and our place on Earth.

Official website: www.unawe.org

Logo placement possibilities:

- Logo on website
- Logo on other communication products

Developing Astronomy Globally

A cornerstone project that responds to the acknowledgement that astronomy needs to be developed, both professionally (universities, research), publicly (communication, media, amateur groups) and educationally (schools) in various countries that do not have strong astronomy communities. The implementation would be focussed on training and development at each of the levels mentioned above.

Official website: www.developingastronomy.org

Logo placement possibilities:

- Logo on website
- Logo on other communication products

Portal to the Universe

This CP seeks to provide a single gateway to online astronomy content, serving as an index, an aggregator, and a social networking site for astronomy content providers, users, and lovers. PTTU will feature: news-, image-, event- and video- aggregation; a comprehensive directory of observatories, facilities, astronomical societies, amateur astronomy societies, space artists, science communication universities; and Web 2.0 collaborative tools for astronomy multimedia community interaction such as ranking of the different services according to popularity.

Official website: www.portaltotheuniverse.org

Logo placement possibilities:

- Logo on Web site front page

From Earth to the Universe

The "From Earth to the Universe" project is an exhibition arranged by the IYA2009 that will bring these images to a wider audience in non-traditional venues such as public parks and gardens, art museums, shopping malls and metro stations.

Official website: www.fromearthtotheuniverse.org

Logo placement possibilities:

- Logo on Web site front page
- Logo on one of the exhibition panels

The World at Night

The World at Night (TWAN) will create and exhibit a collection of stunning photographs and time-lapse videos of the world's most beautiful and historic sites against a night-time backdrop

of stars, planets and celestial events. These images will present the night sky to the public in an accessible and understandable manner.

Official website: www.twanight.org

Logo placement possibilities:

- Logo on Web site front page
- Logo on one of the exhibition panels
- Logo on other communication products

9. IYA2009 Special Events

These are the Opening Event, 100 Hours of Astronomy, IAU General Assembly and the Closing Event.

Partnership possibilities:

- Official Speech by Director or CEO
- Acknowledgement at the Welcome Ceremony
- Exhibition Space
- Inserts in conference bags
- Invitations
- Full page colour advertisement in the Conference Program

10. Official recognition

- Letter of Recognition and Gratitude from the IAU