



**ASTRONOMERS
WITHOUT BORDERS**

PRESENTS



GLOBAL ASTRONOMY MONTH 2011

April 1-30, 2011

SPONSORSHIP PACKAGE

One People, One Sky

Founded in 2007, Astronomers Without Borders (AWB) is the only organization connecting both professional and amateur astronomers worldwide. Together with a broad spectrum of people interested in world peace and science education, Astronomers Without Borders reminds all of us that we are united in our awe of the universe and our respect for all humankind. Hundreds of thousands of people from more than 100 nations have participated in Astronomers Without Borders' innovative programs, projects, and initiatives.

Global Astronomy Month

During the International Year of Astronomy 2009 (IYA2009), AWB made its Founder and CEO, Mike Simmons, available to co-chair and manage the operations for IYA2009's hugely successful Cornerstone Project—100 Hours of Astronomy (100HA). Through Simmons' leadership, 100HA showed what the astronomy community can do by working together. As the first truly global outreach event, amateur astronomers, clubs, science centers and others held events by the thousands around the world, attracting the largest public audience ever.

People from more than 100 countries participated in the worldwide activities. And conservative estimates indicate that more than one million people took part in the April, 2009 100 Hours of Astronomy. Even after the end of IYA2009, during January, 2010, the 100HA website received 1,091,529 hits – nine months after the event.

Clearly, the excitement was contagious as this unified global event, encouraging everyone to look skyward, swept the world.

Everyone wanted the excitement to continue. And now it does—not just repeating 100HA, but building on the earlier success. AWB initiated an even broader month-long annual program—Global Astronomy Month.

Astronomers Without Borders' signature program, Global Astronomy Month (GAM 2010), took place during April, 2010. Connecting people around the world through innovative participatory events continued to create a great sense of sharing—reinforcing AWB's motto and main message—One People, One Sky.



Kurdistan, Iraq, 100HA, by Azhy Hasan

Based on feedback from organizations worldwide, the inaugural Global Astronomy Month in 2010 was a resounding success. The 2011 event is highly anticipated, and brings even more programs, more participants, more partners and more excitement



Local people make a long line to see the Moon through a telescope probably for the first in their life. A public star party in the World Heritage center of Bhaktapur, Nepal, organized by Nepal Astronomical Society and TWAN, Nov. 2009.

Nepal, by Babak Tafreshi

Astronomers Without Borders and its partner organizations have developed programs for Global Astronomy Month that everyone can take part in. Below are a few highlights among these engaging programs.

Saturn Watch – April 2 and 3

It's time to welcome Saturn back to the early evening sky. Watch the ringed planet in all its beauty. During Saturn Watch amateur clubs and sidewalk astronomers are encouraged to plan observing events to share Saturn with the public.

Global Star Party – April 9

It's the ultimate stargazing event as amateur astronomers bring out telescopes for the public around the world as darkness sweeps around the planet. It's the heir to 100 Hours of Astronomy's historic 24-Hour Global Star Party.

Lunar Week – April 10 to 16

April 10 marks the start of Lunar Week, seven nights dedicated to observing the closest celestial body to Earth and our companion in our yearly journey around the Sun. Moon-themed star parties to observe the Moon through telescopes and by naked eye, educational programs, online observing events, competitions and a celebration of the Moon in different cultures are just a few ways you can participate in Lunar Week.

SunDay – April 17

Our own star is the worldwide focus on this day. How What do we know about the Sun? Find out on SunDay. Gather your friends to observe the Sun, bring your telescope out for others to see it, make a solar spectroscope, tune in to special programs. Be sure you use the proper methods and filters!

Beauty without Borders - Lyrid Watch – April 21 and 22

Meteor showers are one of nature's great displays: dozens of "falling stars" that scratch the night sky. Dress warmly, lay back and watch the show right above your head. It's more than a light show, though. The cosmic debris we see burning up in the atmosphere is left over from a comet's tail.

Globe at Night – March 22 to April 6

How dark is the sky where you live? Make your own measurements and add your area to thousands of others around the world during this annual citizen science program. Be a part of the effort to shine a light on light pollution and raise awareness to the problems it causes.

One Star at a Time – Throughout April

Help preserve the night sky above you. Add your observing area to the global network of StarParks. Join this global campaign to reduce light pollution and reclaim the starry night sky – One Star at a Time.

Remote Observing – Throughout April

Live, online guided tours of the Universe. Chat with others from around the world and interact with the astronomer host while discovering the wonders the telescope can reveal. Join the Online Messier Marathon on April 1 and GAM's Opening Ceremony ends with Write Your Name in the Sky on April 30 with a hunt for asteroids. Telescopes around the world bring close-up views of the Moon to online observers during Lunar Week.

People with Disabilities

Programs for the visually impaired, presentations turning images into sound, and more. Special activities during Saturn Watch (April 2-3), the Global Star Party (April 9) and Lunar Week (April 10-16). This program will launch during GAM 2011 and continue as a regular Astronomers Without Borders program.

Planetarium Programs

A new Astronomers Without Borders program, launching during GAM 2011 and continuing as a regular Astronomers Without Borders program, is dedicated to gathering, sharing and creating activities in planetariums. Planetarians Without Borders focuses on bringing planetarium professionals together from around the globe.

More Programs, More Events

Much more is described on the GAM 2011 web site at www.gam-awb.org.

Be a Part of the World's Largest Celebration of Astronomy

Astronomers Without Borders' worldwide community of astronomy enthusiasts, educators and professionals provides opportunities for participation in programs throughout the year. Programs focus on bringing people together under the sky we all share.

Global Astronomy Month has become Astronomers Without Borders' signature program and is growing rapidly as the world's premier astronomy event. The GAM 2011 web site is the hub of all activities, providing social networking and integration with social media sites like Facebook to expand its reach. Events are registered by participants worldwide, and articles, blogs and program descriptions are mirrored on astronomy blogs and web sites around the world.

Sponsorship Opportunities

	\$1,000	\$2,500	\$5,000	\$10,000	\$30,000
	Moon	Planet	Solar System	Galaxy	Universe <i>EXCLUSIVE*</i>
Logo with hyperlink					
on GAM 2011 Sponsors Page	✓	✓	✓	✓	✓
on ALL GAM 2011 web pages	•	✓	✓	✓	✓
in larger size	•	•	✓	✓	✓
in most prominent position on Sponsors Page	•	•	•	✓	✓
on GAM 2011 products (e.g., posters, stickers)	•	•	•	•	✓
Acknowledgement	•	•	•	•	•
in weekly GAM 2011 announcements	✓	✓	✓	✓	✓
in GAM 2011 follow-up report on the web site	•	✓	✓	✓	✓
in ALL GAM 2011 announcements, press releases	•	•	•	✓	✓
in ALL GAM 2011 reports and magazine articles	•	•	•	•	✓
Thank you by AWB President during GAM 2011 Opening and Closing Events	•	•	•	✓	✓
Sponsorship of GAM 2011 program of choice	•	•	•	✓	✓
One year logo placement on AWB web site	•	•	•	✓	✓
Custom message on the Sponsors Page	•	•	✓	✓	✓
Change the message throughout the month to highlight your own news and events	•	•	•	✓	✓
Exclusive page linked from Sponsors Page for your use throughout the month	•	•	•	•	✓

Notes:

- *Exclusive Sponsor is limited to one sponsor only.
- All GAM 2011 Sponsorships begin immediately and continue throughout GAM, April 1 to 30, 2011.
- The GAM 2011 web site will be archived, available and used by many in planning events for future Global Astronomy Months.

Become a Sponsor

To become a sponsor or for further information contact Astronomers Without Borders President Mike Simmons:

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