



Sponsorship Opportunities 2015

**The Royal Astronomical Society of Canada
La Société Royale D'Astronomie Du Canada**





THE ROYAL ASTRONOMICAL SOCIETY OF CANADA LA SOCIÉTÉ ROYALE D'ASTRONOMIE DU CANADA

Sponsorship Opportunities 2015

The Royal Astronomical Society of Canada (RASC) has prepared a unique sponsorship opportunity for our friends in the astronomy industry. Beginning in June 2014, we will offer the distinction of becoming a charter sponsor of the RASC, Canada's pre-eminent amateur astronomy organization. This offer is available to those industry leaders who recognize the value in being associated with the amateur astronomy community.

We will provide your company with a set of value-based benefits that will bring maximum exposure to your business, directly targeting our 4,900 members and thousands of customers (sponsorship upon acceptance by the RASC Board of Directors). These benefits will associate your company with our *Journal*, *Observer's Handbook*, *Observer's Calendar*, Web site, meetings and events, observing guides and teaching aids. Each level of sponsorship is designed to place your business before amateur astronomers with increasing levels of visibility. Please view the attached documents, which describe in detail the sponsorship levels and the corresponding advantages to raise your market profile with RASC members and the astronomy community.

Your sponsorship support will help to keep Canada's amateur astronomy community healthy and growing. As a new generation of young people enters the scene, we are working hard to educate and promote the benefits of amateur astronomy.

Thank you for your consideration. We are dedicated to helping you select the right sponsorship level that suits your business objectives and budget. We will be in touch with you shortly to discuss the benefits of this unique sponsorship opportunity!

Yours truly,

Randy Attwood
Executive Director

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www.rasc.ca

Appendix A

Sponsor Benefits	Bronze	Silver	Gold	Diamond
Display of corporate logo on RASC HOME web site	*	*	*	*
Website link sponsor page	*	*	*	*
Logo displayed in monthly e-bulletin	*	*	*	*
RASC Journal ad – 1/8 page 6 issues per year \$130 X 6	*			
RASC Journal ad – ¼ page 6 issues per year \$185 X 6		*		
RASC Journal ad – ½ page 6 issues per year \$260 each			*	*
Observer’s Calendar 1-page ad insert			*	*
Observer’s Handbook ½ page b&w				*
GA Promokit (insert into registration kit, recognition signage)		*	*	*
General Assembly Passes		1	2	2
General Assembly Exhibit Space			*	*
General Assembly Hogg or Northcott Lecture Sponsorship				*
RASC Complementary Regular membership	1	2	3	4
Value of sponsorship	\$1,152	\$1,732	\$2,882	\$4,442
Annual Cost (Calendar Year)	\$750	\$1,250	\$2,000	\$3,000
No. sponsorships available per level	6	4	3	2