

**THE 23RD ANNUAL INTERNATIONAL  
MARS SOCIETY CONVENTION**

# **RISING TOGETHER TO MARS**



**AROUND THE WORLD  
VIA THE INTERNET ON OCTOBER 15-18-2020**

**THE MARS SOCIETY** 

**Corporate/Organization Sponsorship**  
**The 23rd Annual International Mars Society Convention**  
Virtual Global Conference | October 15-18, 2020



**The Mars Society – A Global Reach**

The Mars Society is the world’s largest and most influential space advocacy group dedicated to the human exploration and settlement of the planet Mars. Established by Dr. Robert Zubrin and others in 1998, this international movement works to educate the public, members of the media and government representatives on the benefits of exploring Mars and creating a permanent human presence on the Red Planet.

Society activities include high-level Mars analog simulations in the Utah desert and the Canadian Arctic, public outreach and online educational programs, the annual University Rover Challenge, STEM-related initiatives, privately-funded research, chapter meetings and activities in the U.S. and around the world and the annual International Mars Society Convention, now in its twenty-third year.

The Mars Society employs social media as a key tool for promoting its humans-to-Mars agenda and general space advocacy programs. Online platforms involved in this campaign include Facebook, Twitter, Instagram, YouTube, LinkedIn and Reddit, with active daily management of programming.

**2020 International Mars Society Convention**

As part of its global outreach, the Mars Society will be convening a major virtual event – **The 23rd Annual International Mars Society Convention** – Thursday-Sunday, October 15-18, 2020, with viewers from around the world attending via the Internet.

Through the use of unique technology provided by the California-based company, TMRO (pronounced *tomorrow*, formerly known as Spacevidcast), the Mars Society convention will hold science-based debates, panel discussions and presentations, but will also allow people from around the globe to participate, posing questions and interacting with each other, creating a virtual global convention of a type never before seen.

The four-day international space conference will concentrate on the significance of the latest scientific discoveries, technological advances and political, economic and social developments that could impact planning for the human exploration and settlement of the planet Mars.



Convention speakers will represent a wide variety of sectors of the global space community, including senior officials from NASA and its Mars exploration program, scientists from the Jet Propulsion Laboratory, executives from the U.S. commercial space industry, members of the media involved in covering space news, international space analysts and members of academia specializing in space sciences.

The Mars Society's virtual conference will convene all of these groups in order to create a special opportunity to examine numerous issues related to human and robotic space exploration, encourage open dialogue and debate on important space-related topics and excite and educate the general public about going to Mars and exploring the solar system.

Those attending the International Mars Society Convention typically include scientists, educators, students, journalists, aerospace industry representatives, government officials, space advocates and members of the public, with hundreds coming in-person to the annual conferences. This year, given the COVID-19 health crisis, the Mars Society is holding its first ever virtual global event with thousands from around the world expected to join the online conference in October.



## Sponsorship

Sponsorship of the International Mars Society Convention will help strengthen company or organization name recognition, gain increased visibility among the public and private space community and promote brand awareness.

The Mars Society's significant sponsorship opportunities will help drive online traffic to sponsors' web sites and social media platforms, expand their public profiles, enhance their influence among the space community.

Our virtual convention platform powered by Attendify will enable sponsors to connect with our conference goers and will provide multiple engagement opportunities. In addition, sponsors' logos will be prominent and other promotional materials can be easily accessed by our attendees. Finally, we can provide direct engagement opportunities with conference goers such as 1:1 chat and messaging, surveys, and sponsored talks.

The Mars Society is currently offering the following levels of sponsorship for its 2020 virtual event:



### Gold Level (\$2,500)

- All components in Silver & Bronze, plus:
- Promote your mobile app with an image + download link.
- Provide special product purchase codes or download opportunities.
- One or more conference sessions devoted to promoting your products and/or services.
- Corporate/organization recognition in press releases and event marketing collateral.

### **Silver Level (\$1,000)**

- All components in Bronze, plus:
- Sponsored posts in convention activity feed - create a content post including image + action button that will appear in the main conference feed.
- Image gallery - add a set of images that attendees can browse through in the virtual web experience and event mobile app.
- Document downloads - allow attendees to download PDF, DOC/DOCX or PPT files.
- Corporate/organization recognition in press releases and event marketing collateral.

### **Bronze Level (\$500)**

- Your logo shown as a sponsor in the event virtual web experience and the event mobile app.
- A profile page with your company details including logo, email, phone, website link, social media links and description (approximately three paragraphs).
- Corporate/organization recognition in press releases and event marketing collateral.

Please don't miss this opportunity to benefit from this year's International Mars Society Convention and its global marketing outreach!

#### **Contact Information:**

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*Images: Courtesy NASA and the Mars Society.*

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