

2021 Virtual Convention

Sponsorship Kit

THE MARS SOCIETY



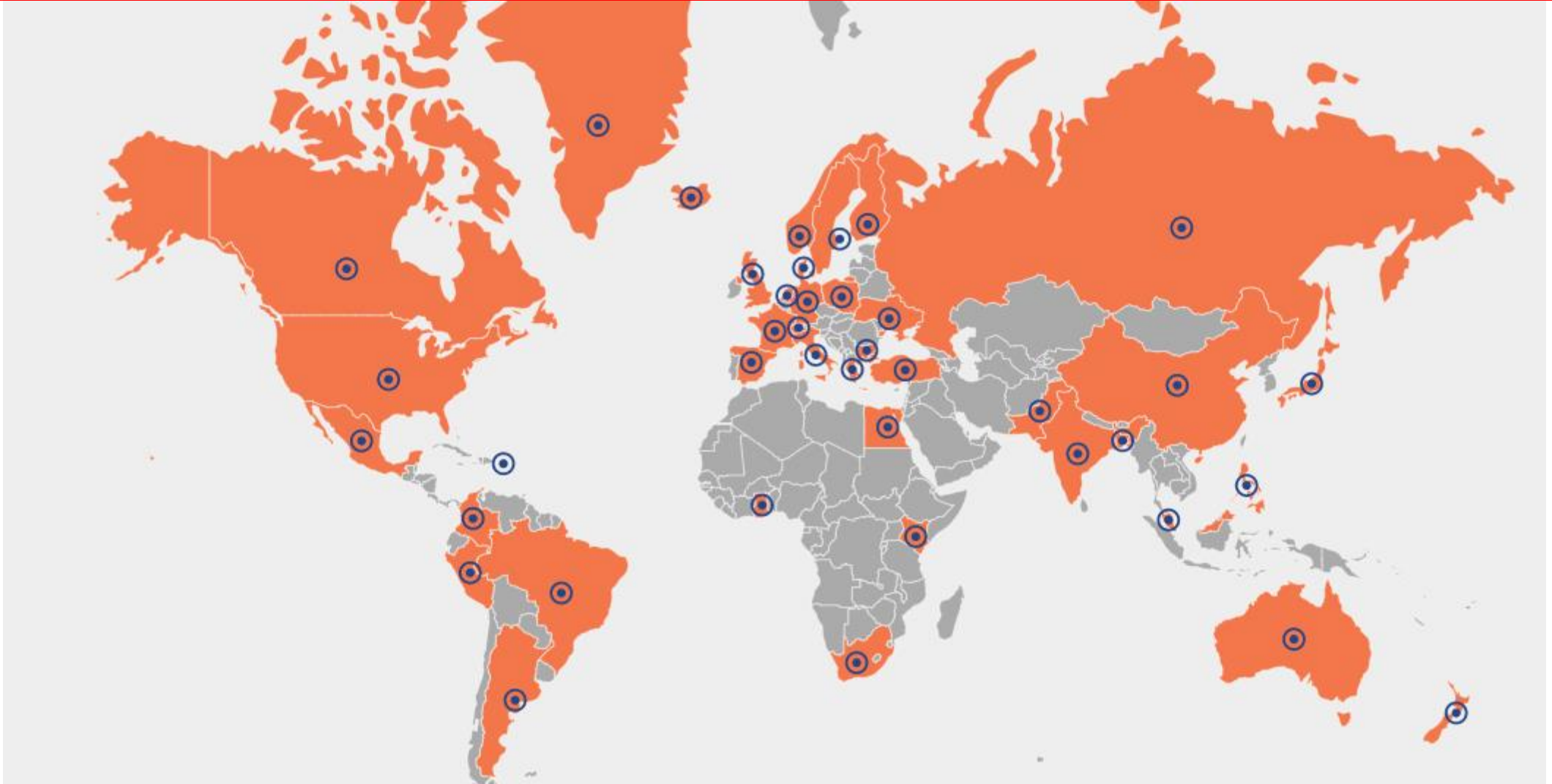


www.MarsSociety.org

The Mars Society is the world's largest and most influential space advocacy organization dedicated to the human exploration and settlement of the planet Mars.

Established in 1998, the group works to educate the public, the media and the government on the benefits of **exploring Mars** and creating a permanent human presence on the Red Planet.

The Mars Society is a global movement



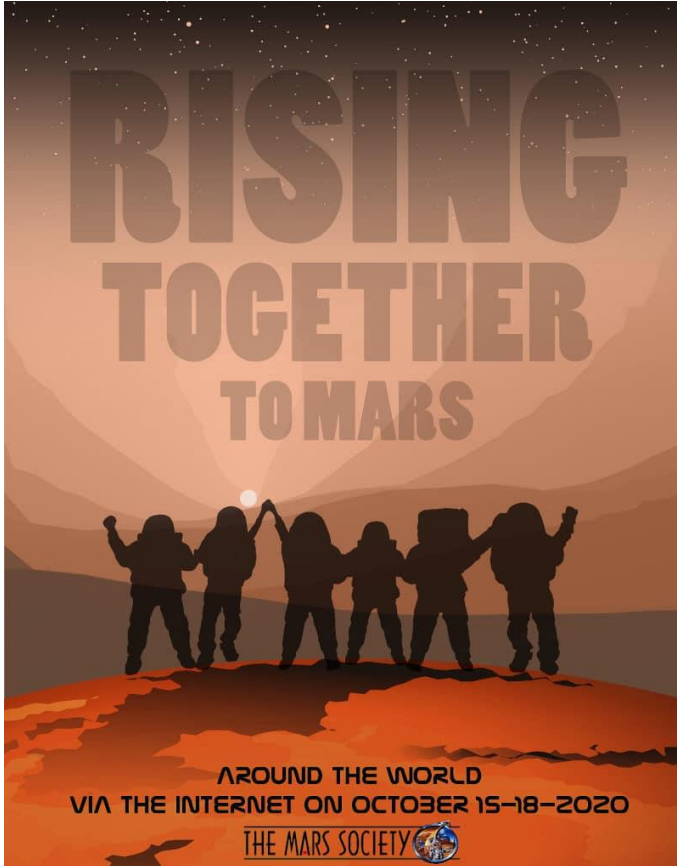
Mars Society Chapters in 40+ countries

The Mars Society Annual Convention



- Mars Society has held an annual convention every year since 1998.
- The 4-day event features a variety of prominent speakers in the fields of government, business, academia, philanthropy and military who present on all aspects of Mars and cutting-edge topics in space exploration, science and technology.

2020 Virtual Convention



In 2020, facing the global pandemic, the Mars Society leadership decided to hold our convention online as a virtual event with a minimum of changes to the 4-day format, which enabled us to confirm many prominent speakers who normally would not be able to appear in person due to the travel and time commitment.

This included Elon Musk and the chief of NASA, as well as every existing Mars mission. Speakers from around the world were able to appear via Zoom and take questions. Attendees were able to network with each other and the speakers using a variety of virtual tools including conference application [Attendify](#), chat and collaboration tool [Slack](#) and virtual networking and adhoc video tool [Wonder.me](#).



Elon Musk, CEO SpaceX & Tesla



NASA Administrator James Bridenstine

2020 Virtual Convention Results & Metrics

- Record number of attendees.
- Over 1M live stream viewers.
- The 4-day event features a variety of prominent speakers in the fields of government, business, academia, philanthropy and military who present on all aspects of Mars and cutting-edge topics in space exploration, science and technology.

150

Speakers

128

Sessions & Panels

10k

Attendees

5.5k

Connections



Worldwide Reach

1+ million

Viewership



Substantial
Donations



New Lifetime
Members



Press Coverage

SPACEX



GALACTIC

Iconic Keynotes & Partners

Mars Society Annual Convention



While Connect went intimate with its virtual event, [The Mars Society](#) — a nonprofit devoted to the exploration and settlement of the Red Planet — shot for the stars with its annual convention in October. “I decided to take a risk and see if our volunteers could put on a large event unlike anything we’d ever done,” said Dr. [Robert Zubrin](#), founder and president of The Mars Society.

More than 150 speakers were tapped and nearly 130 education sessions were designed to attract a worldwide audience. More than 10,000 attendees tuned in — more than 25 times more attendees than years past — and viewership topped 1 million.

Star power in the form of keynote speakers Elon Musk and NASA Administrator Jim Bridenstine not only drove viewers, but also helped increase press coverage (CNBC, CNet

and Space.com covered the conference) and bring in new members and substantial donations.

Source: <https://tsnn.com/news/virtual-successes-connect-cyber-and-mars-society-convention>



Virtual Convention Convention

[Lessons Learned from the Mars Society Virtual Convention](#) with Organizer & Lead Event Technologist James L. Burk



[The Mars Society 2020 Virtual Conference, how it works, the software behind it, benefits and features.](#)

Michael Balyasny of Attendify: 5 Things You Need To Know To Successfully Run a Live Virtual Event



Michael Balyasny
CEO, Attendify

“The Mars Society comes to mind when it comes to an organization that is an amazing example of how live virtual events can be planned to produce stellar results. Through their virtual event, their association was able to democratize interest and education in science and space exploration — a topic reserved for only a select few — across the globe. In fact, their 2020 Virtual Mars Society Convention was an unprecedented success, increasing event attendance by 2500% and expanding its exposure to millions of people. Because their team focused on creating educational and engaging programming and fostering meaningful networking opportunities, they were able to exceed their own expectations. In addition, the digital format of their convention meant that it was easier for them to secure high-demand speakers, like Elon Musk and Jim Bridenstine, which added fuel to the fire. They were able to significantly increase donations to their non-profit and capture the imaginations of people across the planet.”

Michael Balyasny of Attendify: “Put Your Attendees First”

“While the virtual event space is still in a bit of a learning-mode, it does hold momentous opportunity for the world of events. The Mars Society is a great example of how virtual events can help us reach the next frontier in our industry.”



6 mins read - December 21, 2020


How The Mars Society Launched An Out Of This World Virtual Event — With Elon Musk

“People were impressed with how much content there was,” says Burk. “The event ran smoothly, and there were no technical glitches along the way.”

Interview with Organizer &
Lead Event Technologist James L. Burk

[Attendify Blog](#)

Our Sponsorship Levels

	Gold \$5000	Silver \$2500	Bronze \$1000
Top placement on our main conference screen (the Town Hall)			
Top placement on the Sponsors page.			
One or more conference sessions to promote your products/services.			
Live Video Chat directly with attendees within the Convention experience			
Sponsored Posts in Convention Activity Feed in both web & mobile.			
Image Gallery that attendees can browse through in both web & mobile.			
Allow attendees to download PDF, DOC/DOCX, or PPT files from you.			
A profile page with your company details including contact info and links.			
Listed in our Sponsors directory on the event web & mobile apps.			

Our Commitment:



The Mars Society is a global safe space for all.

The Mars Society does not and shall not discriminate on the basis of race, creed, color, religion, gender, gender expression (gender identity), sexual orientation, age, national origin (ancestry), disability, marital status, or military status, in any of its activities or operations.

We are committed to providing an inclusive and welcoming environment for all members and convention attendees.

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Contact Us