



Guardian Industry Nights (GIN) 2022 Corporate Sponsorship Packages

DAVE HANSEN

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INTRODUCTION

The Space Force Association (SFA) is an organization committed to achieving superior national space power by shaping a Space Force that provide credible deterrence in competition, dominant capability in combat, and professional services for all partners. As a professional association with informed government, businesses, and individual members, the SFA lends diverse ideas, voices, and energies to help define national spacepower and build a Space Force capable of meeting a diverse set of challenges. We achieve this goal by researching creative, effective, and fiscally responsible space domain solutions; informing of the needs and trends of the United States Space Force (USSF); and advocating for a future of security through prosperity in the infinite frontier of space.

We would like to ask that you consider becoming on of our Guardian Industry Nights (GIN) 2022 Corporate Sponsors. The purpose of the GIN 2022 event is to provide one-of-a-kind engagement opportunity across the Space enterprise, which includes Senior Leaders, Guardians, industry partners, and policymakers. The two night event (July 27-28, 2022) allows for collaboration across the military and industry to identify and inform of trends, with a focus on building a strong and capable Space Force. As a sponsor, you will receive the benefits of direct communication with Guardians and industry, providing insight into your evolving technology and how that technology can meet current and future needs of the USSF.

We have included a description of the different types of corporate sponsorship packages for your review. If you are interested in becoming a sponsor of the GIN 2022 event, please do not hesitate to reach out to us. Thank you in advance for taking the time to review our sponsorship and we look forward to working with you in the future.

Sincerely,

Dr. David Hansen, DBA
Falzarano (Colorado Springs) Chapter President

1. GUARDIAN INDUSTRY NIGHTS (GIN) 2022 OVERVIEW

The SFA's mission is to assist USSF in achieving superior national space power by shaping a Space Force that provides credible deterrence in competition, dominant capability in combat, and professional services for all partners. Three major function areas guide the SFA in pursuing this mission: researching, informing, and advocating. Researching refers to the creative, effective, and fiscally responsible space domain solutions using diverse member and partner expertise. Informing refers to publicizing the knowledge and passion of industry professionals with outreach initiatives to expand general space power literacy. Finally, advocating enables the Space Force to uphold United States interests and maintain the leadership role in national space power.

SFA's Guardian Industry Nights (GIN) 2022 aims to provide a one-of-a-kind engagement opportunity between Guardians, industry partners, and policy makers with targeted programming to inspire constructive conversations and collaboration and advance the Space Force as the dominant space power leader. GIN 2022 is a two-night event where the first night focuses on the Guardians' needs, and the second night provides insight into what industry can provide to the Space Force. Using the first night to focus on the Guardians, GIN 2022 will give the opportunity for uniformed members of the Space Force to set up a booth and provide insight into existing tools and gaps. Additionally, a panel will occur to discuss current issues affecting Guardians. The second night will provide industry the opportunity to show new technology to Guardians via booths.

GIN 2022 Theme

The event's theme is "Who is a Delta and what do they do?". This theme aims to provide insight into each Delta within the USSF, how each Delta contributes to the overall mission, and issues that affect the success of completing day-to-day operations.

GIN 2022 Agenda

This event will occur on July 27 and 28 at The Hub on Peterson Space Force Base. The tentative agenda is:

- July 27, 2022
 - 5:00 – 5:30 pm: Happy hour and check-in
 - 6:00 – 6:30 pm: Networking/booths
 - 6:00 – 6:30 pm: TBD panel
 - 6:30 – 6:45 pm: Senior Leadership call to action
 - 6:45 – 8:30 pm: Networking/booths
- July 28, 2022
 - 5:00 – 5:30 pm: Happy hour and check-in
 - 5:30 – 5:45 pm: Senior Leadership call to action
 - 5:45 – 6:15 pm: Industry talk about trends
 - 6:15 – 8:30 pm: Networking/booths

2. CORPORATE SPONSORSHIP PACKAGES

GIN 2022 has several different corporate sponsorship packages that provide the opportunity for an organization to interact directly with Guardians. The three tiers offer sponsors options to participate in the GIN 2022 event. The following bulletized list provides an overview of the sponsorship tiers, with the following sections providing specific sponsorship package information.

- **Gold:** Gold is the metal and color many individuals identify with spacecraft. Sponsors of the highest tier of sponsorship for GIN 2022 are at the center of the event. This tier provides organizations with direct interaction with Guardians and other industry members while providing a prominent display of their branding.
- **Titanium:** Titanium is the strong and lightweight metal used to provide durable components for spacecraft. Just like the remarkable properties of titanium, the organizations in the second sponsorship tier are the companies that contribute to the long-lasting technology used by the USSF. This tier provides organizations with direct interaction with Guardians and other industry members during the GIN 2022 event.
- **Aluminum:** Aluminum is the material that ensures stability across the environment. Sponsors that select this package to ensure the stability of the local chapter to provide the means to advocate, inform, and research for the USSF.

3. GOLD TIER

The Gold Tier of sponsorship provides the most benefits for an organization participating in GIN 2022. As the event's premier sponsors, these organizations will receive the best opportunity to advertise to event participants.

Title Sponsor - \$10,000

The title sponsor package offers an organization the opportunity to be front and center of GIN 2022. As the title sponsor for one night of GIN 2022, this package allows the organization to advertise services and products to all event participants. The lead sponsor package includes:

- Logo prominently displayed on daily agenda and throughout the event
- Announcements introducing company leadership and allowing a short presentation (5 minutes) on the main stage
- Acknowledgment on the night of sponsorship
- Booth located in a premier spot
- Five individual registrations

Food and Beverage - \$10,000

The food and beverage package offers an organization to contribute to GIN 2022 by sponsoring the event's catering package. This package provides an organization with the opportunity to boost participants' interest and encourage socializing by providing food and beverages for GIN 2022. The Food and Beverage package includes:

- Branding on all food and beverage items
- Logo prominently displayed on signage for food and beverage items
- Logo on cups and napkins where possible
- Acknowledgment on each night for providing food and beverage
- Booth located in a premier spot
- Five individual registrations

Registration and Application - \$10,000

The registration and application package allows an organization to contribute to GIN 2022 by providing the mobile application used to provide information about the event. This package provides an organization the opportunity to assist with information dissemination for the event. The Registration and Application package includes:

- Develop the GIN 2022 app for information about the event
- Branding opportunities through the app
- Opportunity to collect data on attendee demographics
- Acknowledgment during the event for providing registration and application mobile app



- Option to advertise the organization at the registration table
- Five individual registrations

4. TITANIUM TIER

The Titanium Tier of sponsorship provides organizations with direct access to the Guardians and the participants of the GIN 2022 event. This tier offers the opportunity for an organization to provide insight into their technology and how that technology can benefit the USSF.

Exhibitor - \$5,000

The Exhibitor package provides an organization with the opportunity to showcase products and services at GIN 2022. SFA will provide each exhibitor with a booth that allows for interaction with the event participants. The event will interweave Guardian and exhibitor booths to ensure maximum participation from event attendees. The Exhibitor package includes:

- 10'x10' booth space (additional 10'x10' booth space may be purchased at \$5000 increments)
- Table and two chairs
- If required, a power source
- Two individual registrations

Lanyard Sponsorship - \$5,000

The Lanyard Sponsorship package provides an organization with the opportunity to advertise their company via the lanyards given out with each registration. The requirement of GIN 2022 is for each attendee to wear the lanyard with identification of their name and organization. This package provides a sponsor with the opportunity to advertise to all event attendees. The Lanyard Sponsorship package includes:

- Branding on Lanyards handed out to attendees of the event
- Acknowledgment during the event for providing lanyards
- Two individual registrations

5. ALUMINUM TIER

Small businesses drive innovation in the space industry. These organizations provide innovative solutions to complex problems; however, the size of these organizations may limit participation in the GIN 2022 event. This tier aims to provide an opportunity for organizations to participate in GIN 2022 without the significant investment required by other sponsorship packages.

Friend of the Chapter - \$1,000

Friends of the chapters are local organizations who align with the goals of the Falzarano SFA Chapter. These corporations share the same values as the SFA and work to establish connections with local SFA members, local industry, and the USSF. The Falzarano SFA Chapter provides recognition of each friend of the chapter via the chapter's website and during GIN 2022. Benefits of becoming a Friend of the Chapter for the GIN 2022 event include:

- Recognition of the organization on the Falzarano Chapter website
- Recognition during the GIN 2022 event
- Includes one registration for the event

6. NEXT STEPS

There are several corporate sponsorship packages for organizations that desire to participate in GIN 2022. For further information, please visit the GIN 2022 website or contact one of the points of contact that follows:

Website: TBD

Points of Contact:

- Dave Hansen
 - Falzarano Chapter President
 - dave.hansen@ascensioneng.com
- Robert "Radar" Holmes
 - GIN 2022 Corporate Liaison
 - navholmes@gmail.com
- Chris "FOG" Barnes
 - SFA Director of Volunteers
 - chris.barnes@ussfa.org
- Tim Smith
 - Falzarano Chapter Vice President of Events
 - tim.smith@apogeeusa.com