



**Astronomers  
Without Borders**

ONE PEOPLE + ONE SKY

PRESENTS



**Global  
Astronomy  
Month**

April 1 – 30, 2017

GAM 2017 Sponsorship Package

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

Amateur astronomers, astronomy enthusiasts, educators, and professionals – in Astronomers Without Borders' (AWB) worldwide community and beyond – take part in AWB programs throughout the year. AWB programs bring people together under the sky we all share. We are *One People, One Sky*.

Standing out from all other programs is Global Astronomy Month (GAM), organized each April by Astronomers Without Borders. Created in 2010, GAM is the world's premier annual astronomy event. The [GAM 2017 website](#) is the center for all the activities, including event registration, galleries, articles, and reports coming in from around the world throughout the month. Other websites and astronomy blogs report on local and national GAM activities and events, all linking back to the GAM website.

### Global Astronomy Month 2017



Figure 1 Global Star Party celebrations in Targoviste, Romania. Image: Valentin Grigore

As always, dozens of programs will fill the month in 2017, with events worldwide.

- ★ Thousands will view the heavens through telescopes provided by amateur astronomers and science centers during the [Global Star Party, SunDay](#) (Special Eclipse Edition! See below for details), and other observing events based on celestial events. Fascinating photos by the hundreds will once again draw viewers to the GAM and AWB websites and Facebook pages to see how astronomy is practiced in faraway lands.

- ★ Live, worldwide audiences of tens of thousands will join astronomer Gianluca Masi's online programs of live telescopic tours of our Universe. Audience members interact with Gianluca, and with each other, in this very popular series, specially designed for GAM.
- ★ Astronomy in art and culture, as part of AWB's wide-ranging [AstroArts](#) program, will show how astronomy permeates all our cultures. Blog posts, podcasts and live online programs, and special events show the many aspects of astronomy. The [CosmicConcert](#), a specially composed multimedia program created each year for GAM by Giovanni Renzo, will feature artwork, photography and poems from the AWB global community.



Figure 2 Sunday Celebrations at the Amity International School, India in 2015

Organizations that partner with AWB to create new programs for GAM always bring new audiences and participants. Measuring light pollution worldwide with Globe at Night, and the chance for classrooms to discover asteroids in the [Astronomers Without Borders Asteroid Search Campaign](#) are two regulars. We expect several more some very interesting collaborators.

The Global Star Party will be the opening event this year, taking place on April 1. There are some very special activities in the works that will be announced soon, along with many more programs.

Learn more about GAM 2017 programs on the web site at [www.gam-awb.org](http://www.gam-awb.org). To see the full slate of programs during GAM 2016 visit <http://astronomerswithoutborders.org/global-astronomy-month-2016.html>.

# AWB's Global Community and Reach

With the world's largest astronomy network, AWB reaches into most of the world's countries. AWB's newsletters – including a GAM-specific newsletter published before and during April – are emailed directly to thousands of members and followers, and are often passed on by recipients to their own networks. AWB also has an active following on social media, with more than 88,000 Likes on Facebook. GAM has its own Facebook page with 20,000 more. Exposure for GAM sponsors in 2017 -- before, during, and after GAM 2017 – will be greater than ever as AWB and GAM continue to grow.

Most importantly, there are big plans for new, high-profile programs in GAM 2017, taking advantage of unprecedented opportunities. GAM 2017 will be the biggest ever!



Figure 3 Global Astronomy Month Snapshot

## Sponsorship Opportunities

	\$1,000	\$2,500	\$5,000	\$10,000	\$30,000
	Moon	Planet	Solar	Galaxy	Universe*
<b>Logo with hyperlink</b>					
on GAM 2017 Sponsors Page	✓	✓	✓	✓	✓
on ALL GAM 2017 web pages		✓	✓	✓	✓
in larger size			✓	✓	✓
in larger size and more prominent position				✓	✓
on GAM products (e.g., posters, stickers)					✓
<b>Acknowledgement</b>					
in weekly GAM 2017 announcements	✓	✓	✓	✓	✓
in GAM 2017 Final Report		✓	✓	✓	✓
in ALL announcements, press releases				✓	✓
in ALL GAM reports and magazine articles					✓
Thank you at Opening and Closing Events				✓	✓
<b>Sponsorship of GAM 2017 program of choice</b>				✓	✓
<b>One year as AWB sponsor on AWB website</b>				✓	✓
<b>Custom message, pages, and domains</b>					
Your own message in addition to your logo			✓	✓	✓
Change the message during the month				✓	✓
Page on GAM site for your use during GAM					✓

### Notes:

\*Universe Sponsorship is limited to ONE sponsor only.

All GAM 2017 Sponsorships begin immediately and continue until the end of GAM April 30, 2017.

The GAM 2017 web site will continue to be live, available to the public, and used by many for planning events after GAM 2017 ends.

## Individual Program and Event Sponsorship Opportunities

Do you have a target audience in astronomy, science education, or another related community? Sponsor the Global Star Party – the GAM Opening Event and the highest profile program of the whole month – Online Observing sessions, Dark Skies Awareness, AstroArts, or other programs that target your audience. Opportunities begin at \$1000 and can be shared or exclusive. Write for more information on programs and audiences of interest.

### Special SunDay for GAM 2017

SunDay on April 23 will be a special event with a theme of eclipses in recognition of the first total solar eclipse to cross the continental US from coast to coast since 1918. [NASA](#) and many [others](#) are gearing up for what is expected to be a historic event, experienced by more people than any other eclipse in history. Astronomers Without Borders is organizing a national education program and SunDay will engage astronomy clubs across the US in a pilot project and outreach/awareness event. Sponsor SunDay and be a big part of the excitement! Write for details.

## Become a Sponsor

To become a sponsor, and for further information, please contact:

Mike Simmons  
President, Astronomers Without Borders  
Email: [mikes@astronomerswithoutborders.org](mailto:mikes@astronomerswithoutborders.org)  
Phone: +1 (818) 597 0223  
Mobile: +1 (818) 486 7633

## One People, One Sky:

### About Astronomers Without Borders

Founded in 2007, Astronomers Without Borders (AWB) is the only organization connecting professional and amateur astronomers worldwide. Together with a broad spectrum of people interested in world peace and science education, Astronomers Without Borders reminds us all that we are united in our awe of the universe and our respect for all humankind. Hundreds of thousands of people from more than 140 nations have participated in Astronomers Without Borders' innovative programs, projects, and initiatives.