



**ASTRONOMERS  
WITHOUT BORDERS**

PRESENTS



**GLOBAL ASTRONOMY MONTH 2012**

April 1-30, 2012

SPONSORSHIP PACKAGE

## One People, One Sky

Founded in 2007, Astronomers Without Borders (AWB) is the only organization connecting both 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.

## Global Astronomy Month

Putting the world spotlight on astronomy for the entire month of April 2011, Global Astronomy Month 2011 (GAM 2011) – Astronomers Without Borders' second annual month-long celebration of astronomy – brought together new ideas, new opportunities, and night-sky enthusiasts worldwide, all affirming and celebrating *One People, One Sky*.

More than 40 programs and events filled the month. Enthusiasts in more than 140 countries took part in a broad range of programs highlighting Saturn, the Moon, the Sun, a meteor shower and more.

Thousands viewed through telescopes provided by amateur astronomers and science centers. Online programs with live interaction between the host and attendees extended the opportunity to thousands more regardless of location or local circumstances.

The importance of dark skies was also stressed in several programs along with many new, innovative programs.

The expansion of programs and participation just one year after the inaugural Global Astronomy Month demonstrates the demand for a central celebration of astronomy following the success of the International Year of Astronomy 2009.



Colombia, GAM 2011

Global Astronomy Month 2012 will be even greater. Partner organizations are already making plans. NASA and ESA agencies took part in GAM 2011 and 2012 will have even more collaboration. GAM 2012 will be a truly global, inclusive celebration of astronomy.

**Astronomers Without Borders and its partner organizations have developed programs for Global Astronomy Month that everyone can take part in. Below are a few highlights among these engaging programs.**

### **Lunar Week – April 1 to 7**

The month kicks off with Lunar Week, seven nights dedicated to observing the closest celestial body to Earth and our companion in our yearly journey around the Sun. Moon-themed star parties to observe the Moon through telescopes and by naked eye, educational programs, online observing events, competitions and a celebration of the Moon in different cultures are just a few ways you can participate in Lunar Week.

### **SunDay – April 8**

Our own star is the worldwide focus on this day. How What do we know about the Sun? Find out on SunDay. Gather your friends to observe the Sun, bring your telescope out for others to see it, make a solar spectroscope, tune in to special programs. Be sure you use the proper methods and filters!

### **Globe at Night – April 11 to April 20**

How dark is the sky where you live? Make your own measurements and add your area to thousands of others around the world during this annual citizen science program. Be a part of the effort to shine a light on light pollution and raise awareness to the problems it causes.

### **Saturn Watch – April 15**

It's time to welcome Saturn back to the early evening sky. Watch the ringed planet in all its beauty. During Saturn Watch amateur clubs and sidewalk astronomers are encouraged to plan observing events to share Saturn with the public.

### **Beauty without Borders - Lyrid Watch – April 21-22**

Meteor showers are one of nature's great displays: dozens of "falling stars" that scratch the night sky. Dress warmly, lay back and watch the show right above your head. It's more than a light show, though. The cosmic debris we see burning up in the atmosphere is left over from a comet's tail.

### **Global Star Party – April 28**

It's the ultimate stargazing event as amateur astronomers bring out telescopes for the public around the world as darkness sweeps around the planet. It's the heir to 100 Hours of Astronomy's historic 24-Hour Global Star Party.



Indonesia, GAM 2011



Nicaragua, GAM 2011

## Remote Observing – Throughout April

Live, online guided tours of the Universe. Chat with others from around the world and interact with the astronomer host while discovering the wonders the telescope can reveal. Join the Online Messier Marathon on April 1 and GAM's Opening Ceremony ends with Write Your Name in the Sky on April 30 with a hunt for asteroids. Telescopes around the world bring close-up views of the Moon to online observers during Lunar Week.

## People with Disabilities

Programs for the visually impaired, presentations turning images into sound, and more. Special activities during Saturn Watch (April 15), the Global Star Party (April 28) and Lunar Week (April 1-7). This program launched during GAM 2011 and continues as a regular Astronomers Without Borders program.

## Planetarium Programs

This new Astronomers Without Borders program, launched during GAM 2011 and continuing as a regular Astronomers Without Borders program, is dedicated to gathering, sharing and creating activities in planetariums. Planetariums Without Borders focuses on bringing planetarium professionals together from around the globe.

## More Programs, More Events

Much more will be described on the GAM 2012 web site at [www.gam-awb.org](http://www.gam-awb.org).

GAM 2011 website: [www.astronomerswithoutborders.org/global-astronomy-month-2011.html](http://www.astronomerswithoutborders.org/global-astronomy-month-2011.html)

GAM 2011 Final Report: [www.astronomerswithoutborders.org/gam-2011-final-report.html](http://www.astronomerswithoutborders.org/gam-2011-final-report.html)

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

Astronomers Without Borders' worldwide community of astronomy enthusiasts, educators and professionals provides opportunities for participation in programs throughout the year. Programs focus on bringing people together under the sky we all share.

Global Astronomy Month has become Astronomers Without Borders' signature program and is growing rapidly as the world's premier astronomy event. The GAM 2012 web site is the hub of all activities, providing social networking and integration with social media sites like Facebook to expand its reach. Events are registered by participants worldwide, and articles, blogs and program descriptions are mirrored on astronomy blogs and web sites around the world. Exposure goes far beyond the Global Astronomy Month website.

Global Astronomy Month was featured at important outreach conferences in France and China during the fall of 2011. "GAM" was listed as one of the five most important keywords of the IAU's Communicating Astronomy with the Public 2011 (CAP 2011) meeting in Beijing during the organizer's closing summary. Global Astronomy Month is growing very quickly as its importance is recognized.

## Sponsorship Opportunities

	\$1,000	\$2,500	\$5,000	\$10,000	\$30,000
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on GAM 2012 Sponsors Page	✓	✓	✓	✓	✓
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<b>Acknowledgement</b>	•	•	•	•	•
in weekly GAM 2012 announcements	✓	✓	✓	✓	✓
in GAM 2012 Final Report	•	✓	✓	✓	✓
in ALL GAM 2012 announcements, press releases	•	•	•	✓	✓
in ALL GAM 2012 reports and magazine articles	•	•	•	•	✓
Thank you by AWB President during GAM 2012 Opening and Closing Events	•	•	•	✓	✓
<b>Sponsorship of GAM 2012 program of choice</b>	•	•	•	✓	✓
<b>One year as AWB sponsor on AWB website</b>	•	•	•	✓	✓
<b>Custom messages and more</b>	•	•	✓	✓	✓
Change the message throughout the month to highlight your own news and events	•	•	•	✓	✓
Exclusive page or domain linked from Sponsors Page for your use throughout the month	•	•	•	•	✓

Notes:

- \*Universe Sponsorship is limited to one sponsor only.
- All GAM 2012 Sponsorships begin immediately and continue throughout GAM, April 1 to 30, 2012.
- The GAM 2012 web site will be archived, available and used by many in planning events for future Global Astronomy Months.

## Individual Program and Event Sponsorship Opportunities

Sponsor the Global Star Party, Remote Observing sessions, Dark Skies Awareness or other programs that target your preferred audience. Opportunities begin at \$1000 and can be shared or exclusive. Write for more information on programs of interest. Sponsorship of the Opening and Closing events, which provide significant international exposure throughout the evening, are also available.

## Become a Sponsor

To become a sponsor or for further information:

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