

Space Matters Sponsorship

Helping the next generation of Canadians reach for the stars

The future of innovation and exploration depends on developing the minds and imagination of the next generation of thinkers, researchers and planetary pioneers. Every young Canadian should have access to a rich ecosystem of connected STEM learning opportunities in school and in the community.

The Centre for Planetary Science and Exploration (CPSX) is Canada's leading post-secondary centre for planetary science and exploration research and training in Canada. Located at Western University in Southwestern Ontario, our community of almost 100 faculty and graduate students are committed, through the auspices of the Space Matters initiative, to share the wonder of space-based science discovery with educators, families and youth.

spacematters.ca

The Space Matters website seeks to raise awareness of the importance of space to Canadians and how it touches on nearly every aspect of their daily lives. It includes information about the history of the Canadian space program and an interactive map so that Canadians from all walks of life can connect to people, events, and organizations in their local area. The site hosts webinars for educators, open source space curriculum and offers an internal platform for the Space Matters community to share information and engage in discussion. Guests of spacematters.ca have access to weekly blogs featuring space experts to showcase careers in the space sector. This site is also the reference hub for publicly available and space-relevant events across the nation so that anyone interested in Space can locate a host organisation or individual in their area.

Your generous sponsorship of Space Matters will help:

- Raise awareness of the importance of space to Canadians;
- Use space as a vehicle to engage and motivate young people to study science and engineering and to pursue careers in these fields;
- Create a community of practice for space educators
- Support a strong science culture in Canada.



Space Matters Portfolio of Platforms and Activities



Space Educator Summer Institute

From learning about the secrets of the impact craters to the technology behind the remote sensing of Earth and other planets, institute workshops provide primary and secondary educators with the pedagogical knowledge and resources they need to use the space context as a curriculum-relevant and inspiring science, math and technology teaching tool.



School Visits And Workshops

CPSX brings space education directly to classrooms for more than 1000 youth across Ontario and tens of thousands of students online. Critical thinking, mathematical and communications skills are challenged, for example, as students plan and execute Mars missions, build functional LEGO Mindstorm robots and retrieve geological samples from a 3D Martian landscape. CPSX workshops are unique in their ability to encourage youth to develop practical skills as they are immersed in an out-of-this-world context.



Space Explorers Summer Camp

In July and August, we offer Space Science and Technology-themed summer camp for children ages 9 to 11. Up to 25 campers engage weekly in hands-on activities, daily

projects and demonstrations highlighting space focused topics in the fields of astronomy, biology, engineering, geography, and geology. The camp is offered at Western University in London, Ontario, and at the David Dunlap Observatory in Richmond Hill. Beginning in Fall 2018, we will be offering PD Day and March Break Space Explorers camps at Western.

★ Space Explorers Summer Academy
Building upon the Space Explorers camp, during this one-week program for youth 12 to 15 years, students will engage in lecture-based and hands-on activities that deliver an in-depth exploration of space science and technology. Participants will explore various topics under the supervision of professors and

educators from CPSX and participate in REAL mission planning. From lunar surface mapping using real data they collect with a spectrometer to determining exploration points on Mars using images received from the Mars Reconnaissance Orbiter, these adolescents develop higher level problem-solving skills while working on the authentic space challenges.

★ Western Worlds Podcast
A regular podcast that features interviews with researchers, engineers, scientists, or advocates representing the local, national and global planetary science and exploration communities. Interview content is designed to be accessible and interesting for a wide range of listeners.

Become a Space Explorer Champion!

We offer multiple levels of 'buy-in' formulated to underscore your brand, expand awareness about the mandate of your organisation and to highlight your contribution to space and science-literacy in the community.

SPONSORSHIP LEVELS

- 1** Platinum . . . \$5,000
- 2** Gold \$1,500
- 3** Silver \$500
- 4** Bronze \$250

RECOGNITION	LEVEL 1 Platinum	LEVEL 2 Gold	LEVEL 3 Silver	LEVEL 4 Bronze
Colour logo	✓	✓	✓	✓
Digital Brand acknowledgement on:				
• Space Matters Website	✓	✓	✓	✓
• @westernucpsx and @SpaceMattersCA (Twitter messaging)	✓	✓	2	1
• uwo.ca/sci/about_science/our_outreach/Love_of_Science/index.html	✓	✓		
Printed Brand featured on Space Explorers Summer Camp brochure	✓	✓		
Event Signage	✓			
Verbal recognition in event speeches	✓			
Promotional material handouts	✓			



To become a sponsor, email us at cpsxoutreach@uwo.ca or call **519-661-2111 ext. 88508**

For more information about the Centre for Planetary Science and Exploration, visit: spacematters.ca

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Western  Science