

WELCOME TO THE UK YOUTH ROCKETRY CHALLENGE



**ADS**

**UK  
ROC**

**SPONSORSHIP  
INFORMATION**





**The UK Youth Rocketry Challenge (UKROC) is an exciting way to engage the next generation of engineers with practical experience of building and executing complex missions.**

As well as learning more about maths and science application, the UK winners get the chance to compete against teams from France, USA and Japan at the International Finals during the Farnborough International Airshow 2024.

We are the proud organisers of the competition and have been running the event annually since 2006. It is also supported by the Royal Aeronautical Society.

**Organised by**



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**Supported by**



# Why Sponsor?

UKROC would not be possible without the support from sponsors, partners and industry specialists.

Your contribution helps us grow the number of participating teams and opens up the opportunity to more young people.

Primarily we look for financial support from sponsors which enables us to offer a compelling and affordable STEM experience. Often local businesses support local school participation.

Sponsors are encouraged to reach out to teams to offer plant tours, mentoring, and other opportunities to learn and advise on careers in the aerospace industry.

Companies can also get involved during the event through a range of sponsorship packages.



## 2024 EVENT SCHEDULE

- April/May - Regional events held across the UK.
- June - National Final where regional event winners compete to win top place.
- July - International Final held at Farnborough International Airshow. National Final winners from UK, France, USA and Japan compete to win the coveted international prize.



# Platinum Sponsorship

## £16,500



**SOLD**



### Parliamentary Event

- Held in Westminster
- Have company representative present
- Public acknowledgement of sponsor's support of the competition

### Regional Event

Right to apply corporate branding, where possible, throughout the venue, subject to reasonable limitations on size, quantity and shape as determined by ADS, including:

- Any documentation provided on the day, including an all team briefing document and itineraries
- Promotional banners (to be supplied by sponsor)
- Table top display stand (supplied by sponsor and dimensions/locations subject to ADS) including displaying brochures and products
- Company representatives
- Gifts/goodies to all participants
- Public acknowledgement of headline sponsor's support at appropriate times during the event

### National Final

Right to apply corporate branding, where possible, throughout the venue, subject to reasonable limitations on size, quantity and shape as determined by ADS, including:

- Any documentation provided on the day, including an all team briefing document and itineraries
- Promotional banners (supplied by sponsor)
- Table top display stand (supplied by sponsor and dimensions/locations subject to ADS) including displaying brochures and products
- Company representatives
- Gifts/goodies to all participants
- Public acknowledgement of sponsor's support at appropriate times during the event.
- Right to feature in any photo opportunities
- Opportunity to offer winning team a hosted visit to relevant company facilities
- Right to appear as a judge on presentation panel
- Right to hand out prizes to top 3 teams

# Platinum Sponsorship Continued



**SOLD**

## International Final:

- Right to host a chalet/stand tour for the UK team (day to be decided by ADS)
- Public acknowledgement of sponsor's support of the UK Team at the prize-giving ceremony and right for logo to appear on award ceremony presentation slides
- Right to appear as a judge of the formal presentation panel, alongside the other countries headline sponsor
- Opportunity to provide gifts/goodies to all participating teams
- Right to produce a branded item of clothing for the UK team on the first day of competition (subject to team approval as they may want to wear school uniform) – for example t-shirt, hat, waterproof jackets
- Right to host a lunch for the UK team (day to be decided by ADS)
- Mention of sponsorship once via the ADS members bulletin (sent to ADS members)

Please note; France, USA and Japan will each have Headline sponsor  
\*Sponsors are required to cover the cost of their travel to the final

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## Online branding elements:

- Branding on 1 e-shot to 5,888 emails on UKROC database
- Branding on 2 e-shots to teacher database (Nov 2023 & Jan 2024)
- Right to include logo on all UKROC promotional collateral distributed, including the following sent to all potential and booked teams:
  - Team Manual
  - Regional Finals confirmation
  - UK Final confirmation
  - Printed event programme on the day
- Right to include logo (and link-through to company website) on the UKROC website, including logo on all ADS produced documents downloadable off the website.
- Right to include company link with UKROC promotional info
- Opportunity to add value to the programme by hosting educational webinar for registered teams

## Other branding:

- Branding included on literature sent to 5,550 Secondary Schools

# Gold Sponsorship (online & table top) £8,250



## Branding elements:

- Branding included on literature sent to 5,550 Secondary Schools

## Online branding elements:

- Branding on 1 e-shot to 5,888 email address on the UKROC database
- Branding on 2 e-shots to teacher database (Nov 2023 and Jan 2024)
- Branding (logo) to appear on all promotional collateral produced and distributed to 150 approx teams in the UK (Team Handbook, booking confirmations, joining instructions)
- Branding (logo and link through) to appear on Sponsors UKROC page of the website
- Sponsor also to be mentioned x4 times on UKROC social media channels



2023 International Final winners

## Table top elements

- Attend the national final and your preferred regional date
- Table top in the main event area where sponsor can run a hands-on activity for participating teams
- Promotion of table top activity to participating teams in advance of the event
- Right to provide gifts to the participants
- Public acknowledgement of sponsor's support at appropriate times during the event.
- Right to display two pull up banners with your table top (sponsor to provide)



# Silver Sponsorship

## £4,125



### Online branding elements:

- Branding on 1 e-shot to 5,888 email address on the UKROC database
- Branding on 2 e-shots to teacher database (Nov 2023 and Jan 2024)
- Branding (logo) to appear on all promotional collateral produced and distributed to 150 approx. teams in the UK (booking confirmations, joining instructions)
- Branding (logo and link through) to appear on Sponsors UKROC page of the website
- Sponsor also to be mentioned x3 times on UKROC social media channels

### Elements included for one event

Choose to attend the national final or a preferred regional final date:

- Table top in the main event area where sponsor can run a hands-on activity for participating teams
- Promotion of table-top activity to participating teams in advance of the event
- Right to provide gifts to the participants
- Right to display pull up banners with your table top (sponsor to provide)

# Bronze Sponsorship £1,650



## Online branding elements:

- Branding (logo and link through) to appear on Sponsors UKROC page of the website

## Elements included for one event

Choose to attend the national final or a preferred regional final date:

- Table top in the main event where sponsor can run a hands-on activity for participating teams
- Promotion of table top activity to participating teams in advance of the event
- Right to provide gifts to the participants
- Right to display two pull up banners with your tabletop (sponsor to provide)





# Next steps



## Express your interest

We have a number of sponsorship packages available. Why not contact us to discuss your objectives and how we can help?

### Joe Peace

Head of Event Sales

Joe.Peace@adsgroup.org.uk

+44 (0) 20 7091 1145



## Scheduled dates

The next launch will be planned as follows:

- 29 FEBRUARY 2024 - Registration deadline
- JANUARY 2024 - Parliamentary Reception
- APRIL/MAY 2024 - Regional Finals
- 27 JUNE 2024 - National Final
- 25/26 JULY 2024 - International Final

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