



# Border Stargaze 2010

Wymah Valley Holiday Park - Bowna 1 - 5 September 2010

Hosted by:



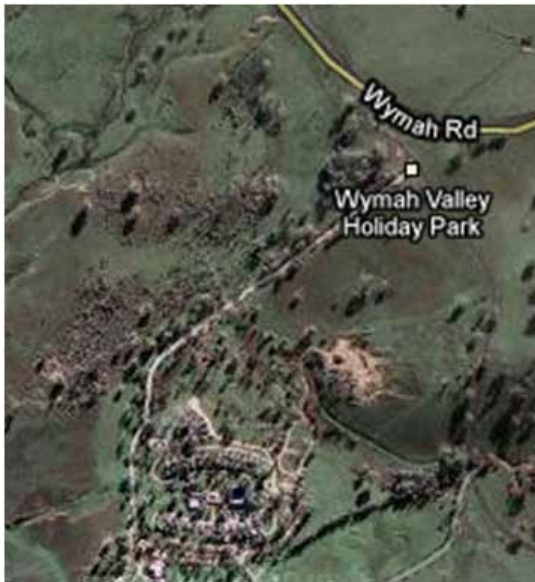
## Sponsorship Kit

# Border Stargaze 2010



## Location

Wymah Valley Holiday Park is a 100 hectare property with a two-kilometre frontage to Lake Hume. The location features excellent observing fields with magnitude 6.4 skies a wide range of facilities and 32km North of Albury; 6km off the Hume Highway.



## Distance

From Melbourne: 350km  
From Sydney: 560km  
From Canberra: 310km

## GPS position

**Latitude:** 35° 59' 46.65" South  
**Longitude:** 147° 08' 59.88" East

For more information about the Wymah Valley Holiday Park

**Visit:**

[www.aspenparks.com.au](http://www.aspenparks.com.au)

# Border Stargaze 2010

## What is Border Stargaze?

Border Stargaze is an annual gathering of amateur astronomers and their families and an opportunity for students and the wider community to enjoy our spectacular Southern skies. We discuss and promote astronomy, astrophotography, compare equipment and techniques. Importantly we promote science through interactive workshops for our future generation of science professionals.

## Our achievements!

ASAW is an astronomical society with a HUGE amount of drive and enthusiasm. With strong community, business and government support we have been able to host the largest event of its type in Australia. Border Stargaze is traditionally held during National Science Week where we feature a student science education programme.

Border Stargaze's success is demonstrated by the number of participants each year and the quality of the feedback we receive from sponsors, schools, guests, general public and the amateur astronomy community. In our first year we hosted over 700 participants and in our third the number had grown to almost 1500.

We have featured internationally recognised guest presenters ranging from David Levy to Dr Fred Watson, AM to our most successful year 2009 with the support of the Australian Government, our sponsors and National Science Week we hosted NASA Astronaut and shuttle mission specialist Megan McArthur.

## Why read this sponsor kit?

Be involved in a unique event that focuses on the growing community of amateur astronomers, who are demanding more and more from their interest in astronomy and the equipment they use.

With increased numbers of amateur astronomers using sophisticated and high-end equipment, establishing permanently based observatories and utilising a wide range of field telescopes, this event is the ideal vehicle for you to showcase your products and services.

Importantly amateur astronomers use a wide range of equipment to support their passion. A glimpse at the range of products used includes camping equipment, binoculars, telescopes, computers, software and venturing into fields such as astrophotography using various types of film, digital and CCD cameras.

Sponsors will have access to a wide demographic of over 50 amateur astronomy societies nationally and internationally. In addition to tertiary, secondary and primary institutions, clubs, associations and members of the general public will be invited to attend the event.

Sponsors will benefit from our extensive media campaign. A full outline is provided within this sponsor kit.

# Border Stargaze 2010

## About us

The Astronomical Society of Albury Wodonga (ASAW) Inc is a well established and innovative society founded in 1974.

In February 2005 the society marked the formal beginning of a “Sister Society” relationship. The Cape Fear Astronomical Society, located in Wilmington North Carolina, formed twenty-three years ago and has a membership of sixty with a very active program using a large array of telescopes and observing equipment. It is a member of the Astronomical League of the USA.

Our guiding principles are to continue to establish comprehensive programs of joint astronomical activities. Both societies are enthusiastic about building meaningful and continuing interactive programs that benefit astronomy/science and the community in general as well as the members of each society.

## ASAW and Charles Sturt University

In 2007 ASAW launched Border Stargaze our flagship event. The event has developed with an increased focus on science education and community participation. This is our fourth year which will mark a milestone with Charles Sturt University, Thurgoona coming onboard as a partner in our student science program.

Our regular community activities include holding programmed and impromptu school and public viewing events throughout the year. We have a strong commitment to provide the highest standard of support to schools in our region. The activities demonstrate a common philosophy amongst this and similar organisations that place an emphasis on public science education.

ASAW supports a geographic region that includes Albury, Wodonga, Greater Hume Shire, Indigo Shire, Towong and Corowa Shires just to name a few. Membership to ASAW continues to grow as does the increasing and impressive array of telescopes and specialized equipment of members.

## ASAW's key objectives now and into the future.....

- share our knowledge and passion of the night skies with the community
- raise community awareness
- promote science education to students in our region
- provide opportunities for demonstrations of astronomy, research projects, telescopes and the emerging science of astrophotography.

## Future.....

- continue to run Border Stargaze annually
- increase membership and financial security
- establish a permanent observatory site for the community.

# Border Stargaze 2010

## Sponsor promotion strategy

Continuing on from the successful relationships we have developed promoting Border Stargaze, ASAW will renew its association with all major press and media representatives to promote the event in 2010. Our ultimate aim is to maximise exposure for our sponsors. The relationships we will seek to renew are outlined in our media strategy below.

## Television

Major television stations- Prime and WIN will be contacted to cover the event. WIN alone covers an area greater in size than Europe, with an audience of over 5 million people

## Radio

Major radio stations in the region will be contacted and provided with press releases.

## Newspaper

Target newspaper exposure will include national, local and community newspapers:

- The Border Mail – local newspaper with an average daily circulation Monday to Saturday of 26,579
- The Age – national newspaper, 738,000 (weekly readers)
- News Weekly – free local newspaper delivered once a week, average circulation 35,000.

## Magazines

High quality & mainstream astronomy magazines will be utilised to promote the event:

- Australian Sky and Telescope
- Cosmos - Science Magazine/website

## Websites

Established website links will again feature in our strategy. The websites we anticipate coordinating with include:

- Amateur Astronomical societies nationally & internationally
- National Science Week (Australian Government)
- Aspen Parks (Wymah Valley Holiday Park)
- Iceinspace
- Local Council websites - including Albury & Wodonga City Councils, Greater Hume, Indigo and Towong Shires
- Destination Albury Wodonga and Tourism New South Wales.

## Flyers and posters

Flyers, posters and mail drops.

# Border Stargaze 2010

## Sponsorship - is not just advertising

By becoming a sponsor of Border Stargaze, your organisation will:

- affiliate itself with a dynamic, innovative and professionally run event,
- effectively promote its products and services to those in the community,
- gain prominent exposure to a wide demographic audience, and
- network in the growing field of amateur astronomy.

## Sponsorship packages

The sponsorship investments we offer are tailored to suit the resources of your organisation. Importantly, efforts will be made to ensure sponsors are not in direct competition with one another and that no combination of sponsors adversely affects each other's association with the event.

## Cash donation

Your investment with us

- Link from the ASAW website to your site
- Your business logo
- Organisation name or logo on brochures and other publications where practical
- Acknowledgement of your organisations support in promotion activities
- Your banner displayed in presentation theater and/or on donated products
- Your brochures or promotional material clearly displayed and available for all event participants
- 2 complimentary full event registrations (accommodation not included)

## Products, services or in kind

Your investment with us

- Link from the ASAW website to your site
- Your business logo
- Organisation name or logo on brochures and other publications where practical
- Acknowledgement of your organisations support in promotion activities
- Your banner displayed in presentation theater and/or on donated products
- Your brochures or promotional material clearly displayed and available for all event participants
- 2 complimentary full event registrations (accommodation not included)
- Organisations representatives are invited to present donated products to winners

Banners and/or promotional material must be organised to be delivered or couriered to Border Stargaze by no later than 06 August 2010. Arrangements must be made through the Sponsorship Coordinator, see page 8 for details.

# Border Stargaze 2010

## Sponsor Application

On behalf of ASAW we thank you for accepting our invitation and welcome you as a valued sponsor of Border Stargaze 2010.

To confirm your sponsorship please complete this form and return by:  
You will be contacted shortly by our sponsorship co-ordinator to formalise the sponsorship.

Contact name:	
You're Title:	
Name of Package:	
Contribution:	
Contact:	
Email address:	
Signature:	
Accepting on behalf of:	

**If you have chosen a cash donation, please use either of the following methods:**

Please make cheques payable to:	The Astronomical Society ALB/WOD Border Stargaze
Address	PO Box 1500, Lavington NSW 2641
Direct bank transfer	Hume Building Society BSB: 640000 A/C No: 385913516

Not this time. That's okay, we would still love to hear your feedback on our sponsor kit.  
The space below is provided for you to make constructive comments.

# Border Stargaze 2010

## Sponsorship enquiries

Contact name: Petra de Ruyter  
Responsibilities: Secretary – Astronomical Society of Albury Wodonga  
Sponsorship Coordinator – Border Stargaze  
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PO Box 1500, Lavington NSW 2641  
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