

NASA Exchange-JSC



National Aeronautics and
Space Administration

Lyndon B. Johnson Space Center
2101 NASA Road 1
Houston, Texas 77058-3696

February 14th, 2024

Dear Potential Sponsor,

I trust this letter finds you well. Our team is reaching out to you on behalf of NASA Exchange - JSC also known as Starport as we gear up for our 8th annual **Aliens vs. Astronauts 5K Fun Run**, here at NASA Johnson Space Center. The event is scheduled to take place on Saturday, May 4th, 2024. This year we are extra excited as our tagline for the event is **"May the 4th be with you"**.

This event has historically made world records for the most people dressed up as astronauts. This year we are encouraging everyone to come as an alien, astronaut, or your favorite space character in all the galaxy.

We see this event as a fun engaging wellness outreach to our 13,000 NASA team employees and contractors, their families and friends, as well as our local Houston community. Additionally, all of the proceeds go back into our NASA Team to support moral and welfare of our workforce. For the participants, this is a unique way to see the NASA campus firsthand and we would like to offer your company the opportunity to be part of our event too.

By becoming a sponsor, you will benefit from:

- 1. Prominent Brand Visibility:** We would love for you to add some form of goodie to our race swag bag, have a booth at the finish line, have your company name or logo listed as a sponsor on our race shirt, website, and additional promotional materials.
- 2. Recognition at Awards Ceremony:** Enjoy special acknowledgment during the awards ceremony, expressing our gratitude for your generous support.
- 3. Exclusive Networking Opportunities:** Connect with fellow sponsors, race participants, and NASA Exchange leaders during the event, fostering valuable relationships.
- 4. Customizable Sponsorship Packages:** We offer a range of sponsorship levels to suit your marketing goals and budget.

Attached is our sponsorship proposal, which outlines the various sponsorship packages available, along with their respective benefits. We believe that aligning your brand with our Aliens vs. Astronauts 5K Fun Run will not only enhance your company's visibility but also showcase your commitment to community engagement and well-being.

Please take a moment to review the sponsorship document and race flyer. Feel free to contact me at 281-483-0304 or by email at joel.b.grant@nasa.gov with any questions or to discuss a customized sponsorship package that meets your specific needs.

Thank you for considering supporting the 8th Annual Aliens vs. Astronauts 5K Fun Run. We genuinely value partnerships like yours, and we look forward to the possibility of working together to make this year's event an outstanding success.

Sincerely,

Joel Grant
AVA Race Committee Chair



ALIENS vs. ASTRONAUTS

MAY THE 4TH BE WITH YOU

Details:

**COSTUME RACE: COME DRESSED AS AN ALIEN, ASTRONAUT,
OR YOUR FAVORITE CHARACTER IN ALL THE GALAXY**

RACE DATE: MAY 4TH, 2024 • START TIME: 8 AM • DISTANCE: 5K

Location: **NASA** STARPORT - 18600 SPACE CENTER BLVD., HOUSTON, TX 77058

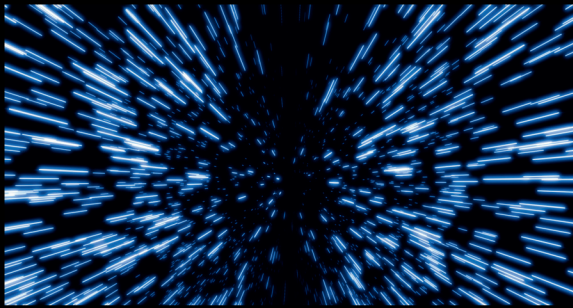
Registration: WWW.NASA.GOV/STARPORT/AVA/





NASA EXCHANGE - JSC

Aliens vs. Astronauts 5K Fun Run Sponsorship Opportunities



DEEP SPACE SPONSOR \$2,000

- Entry for up to 50 runners as part of your team*
- Company logo on all publications
- Presentation of appreciation at awards ceremony
- Information about partner company placed in the swag bags** and designated area for sponsor's tent



GALAXY SPONSOR \$1,500

- Entry for up to 30 runners as part of your team*
- Company logo on all publications
- Presentation of appreciation at awards ceremony
- Information about partner company placed in the swag bags** and designated area for sponsor's tent



SOLAR SPONSOR \$1,000

- Entry for up to 10 runners as part of your team*
- Company logo on race shirt and website
- Presentation of appreciation at awards ceremony
- Information about partner company placed in the swag bags** and designated area for sponsor's tent



DONATIONS SPONSOR ***

(Product or service doantion to race, this sponsorship is completely customizable)

- Company logo on race shirt and website
- Information about partner company placed in the swag bags** and designated area for sponsor's tent

**All runners must be registered in advance

**Swag bag materials must be provided to Starport at least 2 weeks in advance

***Mminimum quantity/value required

THANK YOU FOR YOUR CONSIDERATION AND SUPPORT OF OUR EVENT

MAY THE 4TH BE WITH YOU