

Sponsorship Package

The Juxtopia® Urban Brilliant
Application Network (JURBAN)

2009-2012

Google
LUNAR X PRIZE



Stimulating youth competitiveness in **Science, Technology, Engineering, Math, and Entrepreneurship (STEME)**
Preparing the future workforce with competitive **technological and engineering skills**

Juxtopia Urban Robotic Brilliant Application Network (JURBAN)

Invest Urban, Secure The Nation

: What is the Google LUNAR X PRIZE?

The Google LUNAR X PRIZE is an international competition sponsored by Google and the X PRIZE foundation. There are \$30 million in cash prizes to the first two teams who successfully launch and land a robot on the surface of the Moon, travel 500 meters over the lunar surface, and send images and data back to the Earth by December 31, 2012. Additionally, bonus prizes are eligible as well. Teams must be at least 90% privately funded. The *Juxtopia[®] Urban Robotic Brilliant Application Network (JURBAN)* is an official team of this exciting competition and is the only team that represents **underserved and disadvantaged populations** who aspire to reach the Moon and participate in space entrepreneurship.

: What is the JURBAN Challenge?

The *Juxtopia[®] Urban Robotic Brilliant Application Network (JURBAN)* is an exciting urban learning technology program run under the Juxtopia[®] Group, Inc. This program challenges underserved and disadvantaged students between ages 12 and 22 to collaborate and creatively apply learned skills in science, technology, engineering, & math (STEM) to build **autonomous robotics** with the potential to solve national and inner city community problems. The JURBAN Challenge was inspired by the Defense Advanced Research Project Agency (DARPA) urban grand challenge and Dr. Jayfus T. Doswell, an African American engineer who grew up in inner city Baltimore, Maryland, and had a childhood dream of becoming a robotics engineer.

Google LUNAR X PRIZE : JURBAN Team Sponsorship Categories

Sponsor Value Proposition

Sponsorship

Sponsorships will play a key role in the Google LUNAR X PRIZE challenge. In return for the sponsor's commitment to supporting the JURBAN team, sponsors will receive valuable media publicity, and heightened exposure as a corporate citizen and a concerned community member.

: General Benefits

Each sponsor shall receive press and publicity through a number of media including:

- Sponsor name/logo on the JURBAN team website.
- Sponsor acknowledgement through social media including Facebook, Ning, video blogs on the Goggle Lunar X PRIZE challenge page as well as Twitter communication.



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- Sponsor featured in monthly newsletter sent out to multiple media sources and the general public.
- Media coverage through “press only” pre and post gala news conferences and event meetings.
- Sponsorship identification printed on JURBAN team promotional materials.

Additionally, several levels of sponsorship exist to accommodate any business, community organization, or individual who would like to provide sponsorship at a comfortable financial level. The Google LUNAR X PRIZE’s JURBAN team sponsorship levels are listed as follows:

Sponsorship Level	Amount
Iridium	\$100,000
Platinum	\$50,000
Gold	\$25,000
Silver	\$10,000
Beryllium	\$5,000
Titanium	\$1,000
Bronze	\$500
JURBAN Community	\$100 or less

******IRIDIUM SPONSOR - \$ 100,000******

Iridium Sponsor (\$100,000)

Iridium Sponsors will serve as distinguished sponsor for the GLXP JURBAN team. Iridium Sponsor benefits include:

- Company name announced at competition launch site, which will be seen by millions of viewers.
- The right for company representative to give welcoming address statement to participants and spectators at launch.
- Company name placed on the Moon along with the sponsorship level.
- First selection of a large logo on the JURBAN lunar robot vehicle.
- Mini model of actual JURBAN lunar robot.
- Plaque of appreciation.
- Large logo/name on event banners.
- Large logo/name on team t-shirts.
- Logo on JURBAN team uniforms.
- Logo on JURBAN team webpage.
- Public access television coverage in each city where there are participating colleges and universities affiliated with the JURBAN team.
- Company name on program brochures.



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- Reserved table for 8 at each annual Juxtapia® Urban Learning Technology (JULT) conference gala for the duration of the challenge.
- 8 Complimentary tickets to annual JULT Conference.
- Full-color page in the International Journal of Urban Learning Technology (iJULT).
- Recorded recognition as a major sponsor of the JURBAN Challenge & HBCU Robotics Research program.

******PLATINUM SPONSOR - \$ 50,000******

Platinum Sponsor (\$50,000)

The Platinum Sponsors will serve as a 1st tier sponsor for the GLXP JURBAN team. Platinum benefits include:

- Company name announced at competition launch site, which will be seen by millions of viewers.
- Company name/logo placed on the Moon along with sponsorship level.
- Mini model of actual JURBAN lunar robot.
- Plaque of appreciation.
- Large logo/name on Event Banners.
- Second selection of a large logo name on the JURBAN lunar robot.
- Large logo/name on team t-shirts.
- Logo on JURBAN team uniforms.
- Logo on main page.
- Logo, information about your company, and links to your website under the website sponsorship section.
- Public access television coverage in each city where there are participating colleges and universities affiliated with the JURBAN team.
- Company name on program brochures.
- Reserved table for 6 at each annual Juxtapia® Urban Learning Technology (JULT) conference gala for the duration of the challenge.
- 6 Complimentary tickets to annual JULT Conference
- Full-color page in International Journal of Urban Learning Technology (iJULT).
- Recorded recognition as a major sponsor of the JURBAN Challenge & HBCU Robotics Research program.



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******GOLD SPONSOR - 25,000******

Gold Sponsor (25,000) –

Gold Sponsors will serve as a 2nd tier sponsor for the GLXP JURBAN team. Gold Sponsor benefits include:

- Company name/logo placed on the Moon along with sponsorship level.
- Mini model of actual JURBAN lunar robot.
- Plaque of appreciation.
- Large logo/name on Event Banners.
- Third selection of a large logo name on the JURBAN lunar robot.
- Large logo/name on team t-shirts.
- Logo on JURBAN team uniforms.
- Logo on main JURBAN team web page.
- Public access television coverage in each city where there are participating colleges and universities affiliated with the JURBAN team.
- Company name on program brochures.
- Reserved table for 4 at each annual Juxtapia® Urban Learning Technology (JULT) conference gala for the duration of the challenge.
- 4 Complimentary tickets to annual JULT Conference
- Full-color page in International Journal of Urban Learning Technology (iJULT).

******SILVER SPONSOR - \$10,000******

Silver Sponsor (\$10,000)

Silver Sponsors will serve as a 3rd tier sponsor for the GLXP JURBAN team. Silver Sponsor benefits include:

- Company name/logo placed on the Moon along with sponsorship level.
- Mini model of actual JURBAN lunar robot.
- Plaque of appreciation.
- Medium logo/name on Event Banners.
- Medium logo on JURBAN lunar robot.
- Large logo/name on team t-shirts.
- Logo on JURBAN team uniforms.
- Company name on program brochures.
- Reserved table for 2 at each annual Juxtapia® Urban Learning Technology (JULT) conference gala for the duration of the challenge.
- Public access television coverage in each city where there are participating colleges and universities affiliated with the JURBAN team.
- 2 Complimentary tickets to annual JULT Conference.
- Half-color page in International Journal of Urban Learning Technology (iJULT).



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****BERYLLIUM SPONSOR - \$5,000****

Beryllium Sponsor (\$5,000)

Beryllium Sponsors will serve as a 4th tier sponsor for the GLXP JURBAN team. Silver Sponsor benefits include:

- Medium logo/name on Event Banners.
- Medium logo/name on JURBAN lunar robot.
- Medium logo/name on team t-shirts.
- Mini model of actual JURBAN lunar robot.
- Public access television coverage in each city where there are participating colleges and universities affiliated with the JURBAN team.
- Company name on program brochures.
- Reserved table for 2 at each annual Juxtapia® Urban Learning Technology (JULT) conference gala for the duration of the challenge.
- 2 complimentary tickets to annual JULT Conference.
- 1/3-color page in International Journal of Urban Learning Technology (iJULT).
- Company name on all souvenirs at Gala (e.g., tote bag).
- Complimentary tickets to annual JULT Conference.

****TITANIUM SPONSOR - \$1,000****

Titanium Sponsor (\$1,000) –

Titanium sponsors will serve as a 5th tier sponsor for the GLXP JURBAN team. Titanium Sponsor benefits include:

- Small logo/name on Event Banners.
- Small logo/name on JURBAN lunar robot.
- Small logo/name on team t-shirts.
- Mini model of actual JURBAN lunar robot.
- Information about your company in sponsorship section on the JURBAN main website
- Public access television coverage in each city where there are participating colleges and universities affiliated with the JURBAN team.
- Company name on program brochures.
- Reserved table for 2 at each annual Juxtapia® Urban Learning Technology (JULT) Gala for the duration of the challenge from 2009-2012.
- 2 complimentary tickets to annual JULT Conference
- 1/3-color page in International Journal of Urban Learning Technology (iJULT).



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******BRONZE SPONSOR – \$500******

Bronze Sponsor (\$500)

Bronze sponsors will serve as a 6th tier sponsor for the GLXP JURBAN team. Bronze sponsor benefits include:

- Name/logo on team t-shirts.
- Company name/logo on sponsorship section on main JURBAN website.
- Company name on program brochures.
- Company name listed in welcoming address and 1 complimentary tickets to annual Juxtapia® Urban Learning Technology (JULT) conference.

******JURBAN CITIZEN SPONSOR – \$100******

JURBAN Citizen Sponsor (\$100-less)

JURBAN sponsor benefits include:

- Name in sponsorship section on the JURBAN main website.
- Company name listed in annual Juxtapia® Urban Learning Technology (JULT) conference brochure.



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Response Form

Please print clearly and mail this form with payment to the Juxtopia® Group, Inc.: 3403 Lynchester Rd. Baltimore, MD 21215. Relay questions to: 443-451-7263 or jayfus@juxtopia.org

Choose from the following sponsorship levels:

_____ \$100,000
(Iridium)

_____ \$10,000
(Silver)

_____ \$500
(Bronze)

_____ \$50,000
(Platinum)

_____ \$5,000
(Beryllium)

_____ \$100
(JURBAN Community)

_____ \$25,000
(Gold)

_____ \$1,000
(Titanium)

_____ Other
(Choose your own amount)

Sponsorships can also donate quarterly or annually to any of the above sponsorship levels.

Yes! I want to donate quarterly.

Yes! I want to donate annually.

Undecided

_____ I would like to receive the JURBAN newsletter by mail on the latest happenings.

Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____ Email: _____

_____ My check is enclosed.

_____ Please bill me quarterly. (Specify what level)

_____ Please bill me annually. (Specify what level)

Signature: _____ Date: _____