INTERNATIONAL ASTRONAUTICAL FEDERATION

Connecting @ll Space People
The IAF Alliance Programme
What is it?

- It is an increase of the obligatory membership contribution by offering an optional enhanced membership.
- Targeting IAF member organizations who wish to contribute to the Federation, over and above their membership dues obligations.
- The contributions can be either of an in-kind or financial nature.
- Alliance Partnerships can be renewed on an annual basis.
- Different Alliance Partnerships’ levels are possible.
Why an Alliance Programme?

- To **deepen** the involvement of key IAF members in the Federation;
- To **enhance** the prominence and visibility of their role within the Federation;
- To **complement** the traditional sponsorship opportunities with strategic long-term partnerships;
- To **assure** the sustainability of IAF operations in the interest of its members;
- To **further improve** the quality of the Federation’s activities;
- To **strengthen** the Federation by fortifying the one-to-one relationships with its key members.
What Levels are possible?

- **PLATINUM**: More than 50,000 euros in contributions
- **GOLD**: Between 35,000 and 50,000 euros in contributions
- **SILVER**: Between 15,000 and 35,000 euros in contributions
- **BRONZE**: Between 5,000 and 15,000 euros in contributions
What kind of contributions can be made?

In-kind
- Provision of rooms and facilities
- Funding of specific IAF projects and activities

Personnel
- Secondment of staff to the IAF Secretariat
- Funding of administrative costs for the IAF Secretariat
- Funding of internships

Financial
- Enhanced financial contribution in addition to mandatory membership dues
What are the benefits for the Alliance Partners? (1)

Amongst the possible benefits for Alliance Partners are:

**Guaranteed enhanced visibility on IAF promotional tools**

- **Website**
  - Alliance Partner listed on the IAF website as “IAF Alliance Partner”
  - Dedicated IAF website section for the IAF Alliance Programme

- **Newsletters**
  - Alliance Partner’s logo on front page of ALL IAF newsletters, sent to 30 000+ contacts worldwide

- **IAF Publications**
  - Prominent visibility of Alliance Partner’s logo in IAC and Global Series Conference Final and Technical Programmes, Calls for Papers, IAF Highlights, IAC Highlights, etc.

- **IAF Alliance Programme Logo**
  - Permission to use the IAF Alliance Programme logo on the Alliance Partner’s website and communication material
What are the benefits for the Alliance Partners? (2)

Enhanced Presence at IAF Events

**IACs and Global Series Conferences**
- Alliance Partner presence and visibility (e.g. events, lunches, promotional materials, etc) at IACs and IAF Global Series Conferences

**IAF Spring Meetings**
- Enhanced visibility as above and first right of refusal for the organisation of a side event (GNF)

**IAF Global Networking Forums**
- Visibility at the GNF events both at the IAC and throughout the year
- Guaranteed slot on the GNF programme during the IAC

**IAF/Alliance Partner joint events**
- Full support of IAF Secretariat, logistically and operationally
- Complimentary Registration at IAF Events (number depending on level of Alliance Partnership)
How can Alliance Partners get involved?

**Innovative Projects**

- Secondment and internship opportunities in the IAF Secretariat
- Patronage of Emerging Space Leaders (ESL) Grants Programme
  - Alliance Partner assuming patronage for 1 or more ESL Grantees
- Patronage for IAF Awards
- Creation of joint Awards
  - Establishment of a joint IAF/Alliance Partner award (tba with the IAF Honours and Awards Committee)
- IAF Mentoring Programme
Who is already onboard?
Become an IAF Alliance Partner!

For additional information please contact:

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