

# SPACE GRAND CHALLENGE

2022 SPONSORSHIP OPPORTUNITIES

OCT. 7-9, 2022



## California Polytechnic State University, San Luis Obispo, prepares the future workforce for the “decade of tech” at the Space Grand Challenge

The Cal Poly California Cybersecurity Institute (CCI) invites sponsors for the 2022 Space Grand Challenge (SGC), to be held **Oct. 7-9, 2022**. SGC (Space Grand Challenge), formerly CCIC, will provide the opportunity for hundreds of high school students -- and future cyber professionals -- to test their knowledge and experiences in digital forensics, cybersecurity, and space and satellite industry-specific systems. **The SGC is a part of CCI's greater mission in empowering young leaders from underrepresented communities to pursue a future in technology.**

This 2022 competition will be fully virtual and will include a space set design that features both a satellite and command and control center. The story, designed by Cal Poly students, will emulate real-world scenarios in a live immersive environment. The competition will also include esports and gamification elements that will be broadcast via Twitch, directly engaging public spectators and sponsors.

Sponsorship of SGC provides unique branding, reinforcing sponsors' positions as key players in the cybersecurity and national security space. Sponsorship also provides general operating support to CCI's mission to help build the next generation of cyber leaders and defenders. To learn more, visit our website.

**“The Space Grand Challenge is helping to prepare the next generation of cyber workforce.”**

## 2021 IMPACT

 **400**

400 middle and high school students competed in the virtual challenge

 **35**

35 Cal Poly students designed the game, challenges and event

 **80**

80 teams participated in the 2021 competition

 **30**

30 judges mentored participants and determined competition winners in 2020

 **23**

23 sponsors supported the virtual competition

 **1000+**

1000+ viewers watched the live broadcast of the 2021 competition and engaged in social media



CCI is proud to work with our partners to make this program possible.



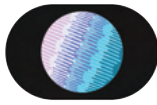
NATIONAL SECURITY SPACE ASSOCIATION



# SPONSORSHIP LEVELS

## SPACE GRAND CHALLENGE 2022

Oct 7–9



### \$25,000 PLANET SPONSOR (maximum three sponsors; \$23,900 Tax Deductible)

All the benefits of the Moon Sponsor level, as listed below, and:

- Feature up to eight commercial reels during esports broadcast (scheduled over competition days; video length maximum is 1 minute, 30 seconds).
- Ten minute corporate spotlight and conversation with Bill Britton, CCI director, and/or Martin Minnich, CCI program manager.
- Corporate representative to provide remarks at either opening/closing ceremonies.
- Corporate one-pager included with team registration packets.
- Invitation for one corporate representative to join the SGC Advisory Board (two-year term).



### \$10,000 MOON SPONSOR (\$9,200 Tax Deductible)

All the benefits of the Comet Sponsor level, as listed below, and:

- Logo included with team registration packets.
- Feature an additional two commercial reels during esports broadcast (scheduled over competition days; video length maximum is 1 minute, 30 seconds) [total of four reels].
- Invitation for corporate representatives (maximum three) to attend coaches-only program (tentatively scheduled for day two).
- Invitation for a corporate virtual booth, accessible to faculty, Cal Poly students and game participants.



### \$5,000 COMET SPONSOR\* (\$4,900 Tax Deductible)

- Verbal acknowledgement of sponsorship at opening/closing ceremonies.
- Digital logo on recruitment materials prior to/after competition.
- Digital logo featured during competition.
- Feature two commercial reels during esports broadcast (scheduled over competition days; video length maximum is 1 minute, 30 seconds).
- Opportunity to participate in “a la carte” sponsorship opportunities. (Pricing guide provided upon request.)
- Invitation for corporate representatives to attend opening/closing Ceremonies.
- Prominent acknowledgment on the CCI list of supporters.

\*SGC sponsorships below \$5,000 are welcome and will be acknowledged verbally at the program and on the CCI list of supporters. The SGC is also seeking a Galaxy Presenting Sponsor for the 2022, 2023 and 2024 programs.

To learn more about sponsorship at any level, contact Kayvan Chinichian, senior director of Development, at [kchinich@calpoly.edu](mailto:kchinich@calpoly.edu) or at 202-816-0647.



Scan here to visit our website.



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