

ROCKETRY VENDORS

2023 Spaceport America Cup



ABOUT ESRA



The Experimental Sounding Rocket Association partnered with Spaceport America to launch the Spaceport America Cup in 2017.

Purpose - fostering and promoting engineering knowledge and experience to the student community in the field of aerospace.

Focus - providing safe and exciting opportunities for academic groups to compete in aerospace challenges.



Total Rocketeers Participating:

5,569

5,257 are Undergraduates
206 are in Master's programs
40 are in PhD programs



22.77% are women

Out of 5,569 involved participants, 1,268 are women. That's over one in five of our participants!

404

Tripoli Rocketry
Association, Inc.
Members

191

National Assoc
of Rocketry
Members

Category Type

102 Commercial
45 SRAD
108 10k
39 30k

Propulsion Type

127 Solids
20 Hybrids
2 Bi-Liquid
149 Total

22 Countries Are Participating In This Year's Cup

6 Continents *(PARTICIPATING IN RED)*



149 Teams Accepted

66 New Teams

81 from U.S.
13 from Canada
12 from Turkey
6 from India
5 from Poland
5 from Brazil
5 from Australia
5 from U.K.
3 from Greece
1 from Austria
1 from Egypt

1 from Pakistan
1 from Switzerland
1 from Taiwan
1 from Thailand
1 from Nepal
1 from Norway
1 from New Zealand
1 from Malaysia
1 from Mexico
1 from United Arab Emirates
1 from Singapore

63 Total International Teams



The World's Largest International Rocketry Competition - 2022



2023 Spaceport America Cup Teams

THE OPPORTUNITY FOR ROCKETRY VENDORS



2023 Rocketry Vendors

CAPTURED CUSTOMERS

Student teams are warned about the risks of working with non-approved vendors and are directed to work only with Cup approved vendors. ESRA cannot escalate issues with non-approved Vendors

MOTOR SALES AND DELIVERY

International teams must rely on onsite Cup Rocketry vendors to deliver their motors. All competing teams rely on Rocketry vendors for last minute supplies

2023 STUDENT TEAMS

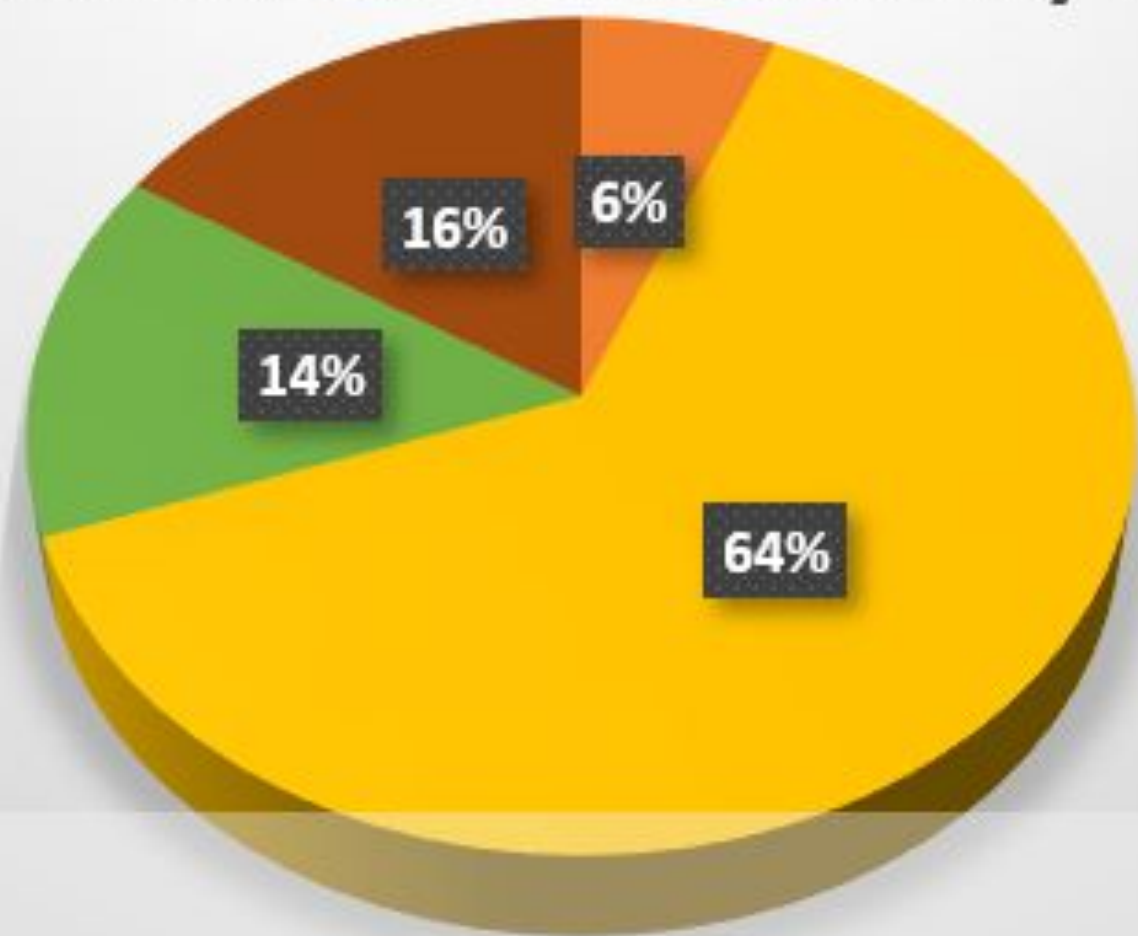
- 159 teams
- 27 countries
- Nearly 50% international teams
- Expecting ~2,000 students onsite
- Estimated total Rocketry sales to exceed \$2.5M

SPECIAL ACCESS TO THE TEAMS

Direct communications, via our HeroX competition platform as well as through all our social media channels.

2023 Spaceport America Cup

COTS Team Motor Selection by Impulse



■ L(7) ■ M(71) ■ N (16) ■ O(18)

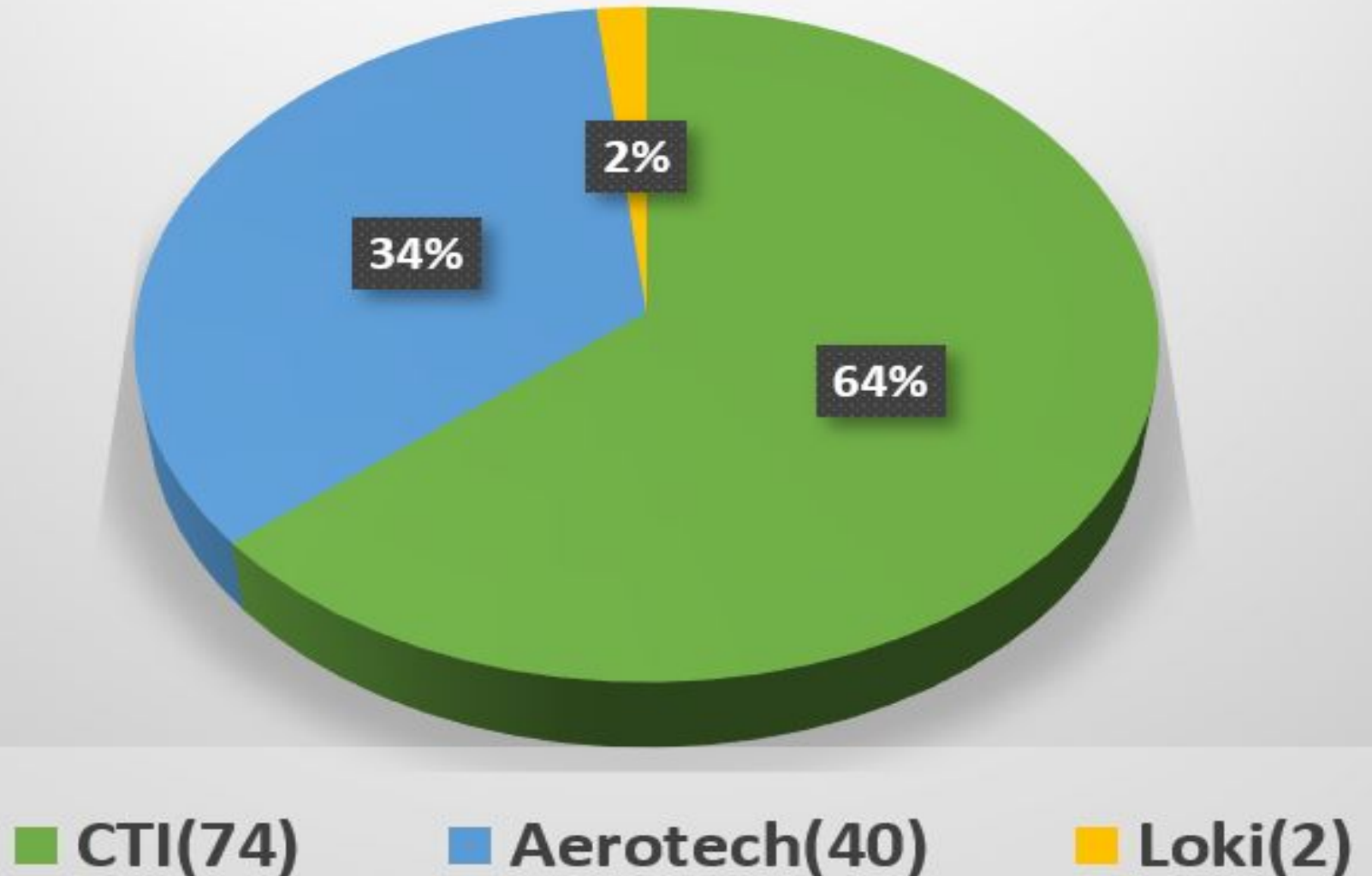
ESRA closely tracks the team's progress utilizing Safety Design Reviews.

3 progressive safety reviews take place before the teams even depart for the event.

Once in Las Cruces, student teams have a final FULL HANDS-ON Safety inspection during our Registration Day (Monday) and Conference Day (Tuesday).

Throughout these reviews, we have a strong detail level of their intended designs, specifications and systems in use.

2023 Spaceport America Cup COTS Motor Vendor Selection





Vendor Advertising Opportunities

2023 Spaceport America Cup Livestream and Social Media



Combined Social Media Footprint

With over 10k followers on all of our channels, ESRA has the ability to spread advertising to a very large audience



Automation Feed

ESRA's technology investment allows us to quickly and easily post to all of our social media channels simultaneously



Professional LiveStream

The 2022 Spaceport America Cup Live Stream had a combined 100k+ views over a 4 days period. Maximum concurrent viewers was over 6k



Your Advertising WILL WORK

ESRA will work with you to ensure your static and video advertising content will get maximum distribution



2023 LIVESTREAM

Better and MORE Content

No more gaps or “dead-air” periods.

Commentary

Similar to a large sporting events, we will have broadcaster commentary throughout the livestream providing greater detail

Interviews

Opportunity to run pre-recorded interviews during the stream.

Make an Impact on Viewers

Develop relationships with student teams for future sales



ESRA Recognizes the following:

- Rocketry Vendors are small businesses, not mega aerospace conglomerates.
- Many Rocketry Vendors provide a service to our student teams by delivering rocketry supplies onsite
- Rocketry Vendors who attend onsite for the week have travel induced expenses

Rocketry Vendors should recognize the following:

- This is the Largest rocketry event in the world
- Estimated - Student teams spend a combined \$2.5M building their Cup rocket projects each year
- ESRA provides the LARGEST MEDIA footprint of any rocketry event in the World



\$10,000 - Lowest level of sponsorship option. 50% of this must be in cash. Contact Spaceport America staff for Sponsorship opportunities



Vendors may not set up a table or a booth at the Convention center on Monday or Tuesday. They may attend to visit with teams.



Vendors will be provided an area at the Spaceport America Vertical Launch Area during launch days to set up canopies, displays, etc.



This is NOT a SPONSORSHIP or a PARTNERSHIP



Changes for 2023

No Vendor Fees

All parts of the vendor's proposal will be distributed to the students. None of it will remain in the Cup accounts.

Design your own Vendor Package

Student Prizes should be good mix of Cash, Hardware, Rocketry Kits, electronics, gift certificates.

Minimum of \$1,000 combined retail value

Coupons, specials and memberships can be provided for student gift bag items but not included as credit in your proposal

You decide

Do you want to be in the middle of everything or do you simply want to attend?



Vendor Registration Process

Step 1

Complete the Vendor Application

<https://www.soundingrocket.org/rocket-vendors.html>

Step 2

Develop a Proposal

Step 3

Sign the Rocket Vendor Contract

