

WELCOME TO THE UK YOUTH ROCKETRY CHALLENGE



ADS

UK
ROC

SPONSORSHIP
OPPORTUNITIES



Organised by



The UK Youth Rocketry Challenge (UKROC) is an exciting way to engage the next generation with practical experience of building & executing complex missions.

The competition is a great way to spark young people's interest in STEM subjects and inspire them to consider a career in the aerospace, defence, security and space sectors. Promoting STEM, creativity, innovation and crucial life skills, it is a great way for young people to gain hands-on engineering & presentation skills.

Exploring aerospace, aviation and space, UKROC acts as an extension to what students are already learning in Science, Technology and Maths. This helps setting young people up with the right knowledge and transferable skills for a career in ADS' sectors.

UKROC would not be possible without the support from sponsors, partners and industry specialists. Your contribution helps us grow the number of participating teams and opens up the opportunity to more young people. By sponsoring you help to inspire and encourage the next generation.

ADS are the proud organisers of the competition and have been running the event annually since 2006. UKROC is a fantastic example of how ADS' sectors can support and encourage young people into fascinating and rewarding careers in our four flourishing sectors.

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Benefits of Sponsorship



Sponsoring UKROC generates more than brand awareness. It offers a rewarding route for companies to invest in their communities and the future of their industries. Organisations can develop closer ties with schools and youth groups, engage parents and nurture young talent.

SUPPORTING YOUR ESG GOALS

We want to ensure that children from all backgrounds can take part and benefit from this enriching experience. With your funding, more schools can participate, driving positive social impact that can contribute to your ESG (Environmental, Social and Governance) goals.

BUILDING A STRONG REGIONAL PRESENCE

Connect with schools and youth groups in your area through funding essential materials, transporting teams to events, organising site visits and providing mentoring in planning and building the rocket.

NURTURING YOUR TALENT PIPELINE

Students use this challenge as an entry point into their STEM career, with many going on to pursue aerospace engineering and technology careers. It's a great opportunity to raise your profile as a local employer and support your recruitment initiatives.

Our flexible sponsorship packages offer national and regional engagement depending on your requirements.

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“ The competition means that when they come into industry, they've already had that patch of experience and exposure to the industry. They have a greater understanding about resilience and working in teams resulting in them being a much more rounded individual for us. ”

UKROC 2024 Platinum Sponsor

Sponsorship Overview



Platinum Sponsorship

- Branding on 3 e-shots
- Branding on all promotional collateral produced
- Branding to appear on UKROC website
- Opportunity to host educational webinar
- Promotional opportunities at Parliamentary Event, Regional Events, National Final and International Final

£17,500
PLUS VAT

Gold Sponsorship

- Branding on 3 e-shots
- Branding on promotional collateral produced
- Branding to appear on UKROC website
- To be mentioned at least 4 times on UKROC social media channels
- Promotional opportunities at preferred regional final date and the national final

£8,750
PLUS VAT

Silver Sponsorship

- Branding on 3 e-shots
- Branding on promotional collateral produced
- Branding to appear on UKROC website
- To be mentioned at least 3 times on UKROC social media channels
- Promotional opportunities at preferred regional final date or the national final

£4,375
PLUS VAT

Bronze Sponsorship

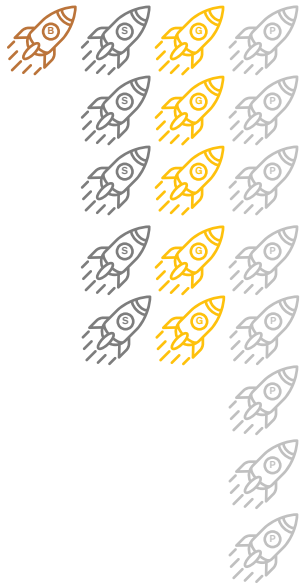
- Branding to appear on UKROC website
- Promotional opportunities at preferred regional final date or the national final

£1,750
PLUS VAT

Online Branding Elements



UKROC has numerous online branding opportunities involved in all the sponsorship packages. Sponsorship benefits include...



- Branding to appear on UKROC website
- Branding on 3 e-shots to UKROC's engaged audience of past participants & teachers
- Sponsor to be mentioned at least 3-4 times on relevant social media
- Inclusion in ADS/UKROC media releases
- Logo to appear on all ADS communications sent to registered teams (e.g. booking confirmations, joining instructions)
- Logo to be on all ADS produced documents downloadable from the website
- Right to include company link with UKROC promotional info
- Opportunity to host educational webinar for registered teams



Parliamentary Event



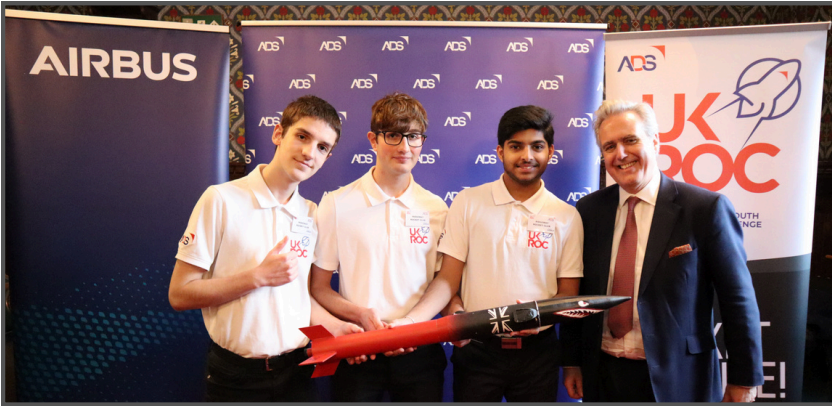
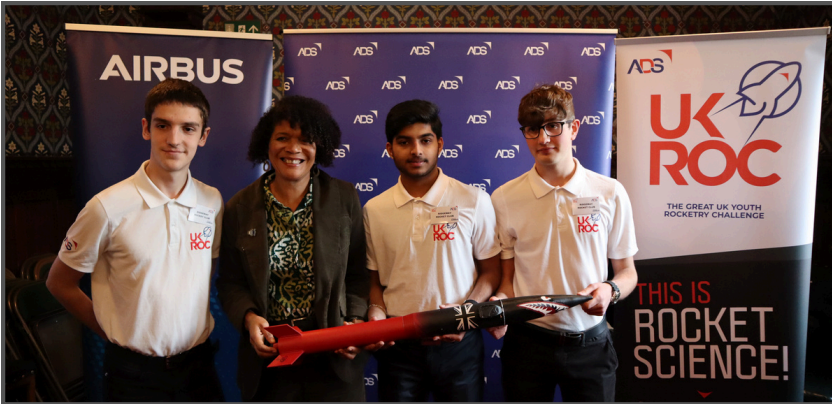
Platinum

Every year we host an Parliamentary event at Westminster. Hosting the UK winners from the previous year's competition, this event promotes and attracts support from government stakeholders. Sponsorship benefits include...

- Table top display stand
- Display your promotional pull up banner
- Company representatives present
- Merchandise/gifts
- Public acknowledgement of sponsors support of the competition
- Included in communications support given to all relevant stakeholders

2025 EVENT SCHEDULE

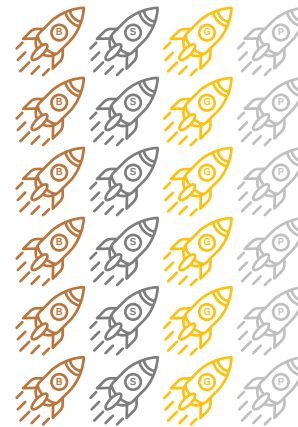
28 November 2024	Parliamentary event
31 January 2025	Registration deadline
March 2025	Regional events
1 May 2025	National final
19/20 June 2025	International Final at Paris Airshow



Regional Events



UKROC hosts 6 regionals across the UK. Teams will undertake qualification flights and the top scoring teams across the country will win places in the National Final. Sponsorship benefits for these events include...



- Table top in the main event area
- Display your promotional pull up banner
- Opportunity to run a hands-on activity for teams
- Company representatives present
- Provide merchandise/gifts to the participants
- Public acknowledgement of sponsor's support

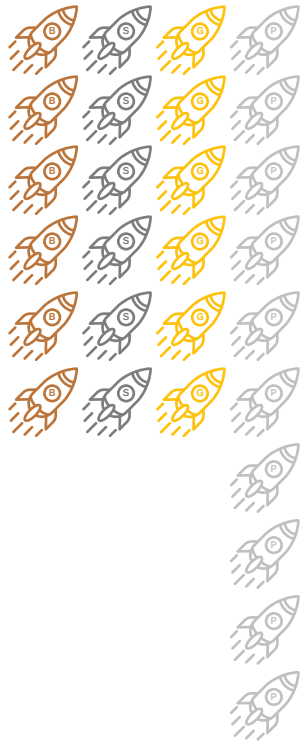
*Bronze and Silver Sponsors can attend one preferred regional OR the National Final



National Final



The National Final takes place in May. Teams will launch their model rockets and present their logbook and learnings to the expert panel of judges. The winning team will go onto the International Final going head-to-head against teams from USA, France and Japan. Sponsorship benefits include...



- Table top in the main event area
- Display your promotional pull up banner
- Opportunity to run a hands-on activity for teams
- Company representatives present
- Provide merchandise/gifts to the participants
- Public acknowledgement of sponsor's support
- Feature in any photo opportunities
- Opportunity to offer winning team a hosted visit to relevant company facilities
- Appear as a judge on presentation panel
- Hand out prizes to top 3 teams



*Bronze and Silver Sponsors can attend one preferred regional OR the National Final



International Final



This is the third and final stage of the competition. The UK winning team from the National final will compete against the winning teams from America, France and Japan at the International Final at Paris Airshow 2025! Sponsorship benefits include...



Platinum

- Host a chalet/stand tour for the UK team
- Host a lunch for the UK team
- Produce a branded item of clothing for the UK team (subject to team approval as they may want to wear school uniform)
- Appear as a judge of the formal presentation panel, alongside the other countries headline sponsor
- Opportunity to provide merchandise/gifts to all participating teams
- Public acknowledgement of sponsor's support of the UK Team at the prize-giving ceremony and right for logo to appear on award ceremony presentation slides
- Mention of sponsorship once via the ADS members bulletin



Next steps



Express your interest

We have a number of sponsorship packages available. Why not contact us to discuss your objectives and how we can help?



Joe Peace

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Scheduled dates

- 28 November 2024 - Parliamentary Reception
- 31 January 2025 - Registration deadline
- March 2025 - Regional Finals
- 1 May 2025 - National Final
- 19/20 June 2025 - International Final