

## LunaDome Sponsorship Package

Compiled By Sam Brass – LunaDome Project Manager



Luna | Dome

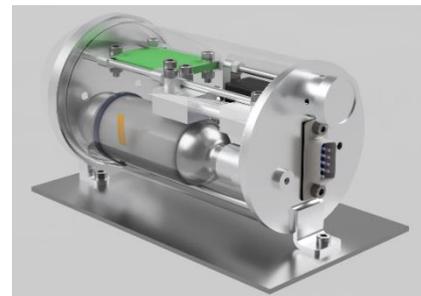
## 1 Background

### 1.1 Lab2Moon

LunaDome is an experimental payload designed by two Aerospace Engineering students from the University of Bath which aims to re-create and maintain atmospheric conditions in a small inflatable dome on the lunar surface. It originates from the Lab2Moon competition which was run by TeamIndus - an Indian space technology company attempting to perform one of the first unmanned commercial lunar exploration mission in mid-2020. Lab2Moon challenged students to design and build a prototype of an experiment which would help humans become a multi-planetary species. From over 3000 entries worldwide, the LunaDome team was one of 15 finalists selected to present their prototype to a panel of high-profile space experts at the TeamIndus HQ in Bangalore, India. After three days of judging, LunaDome was announced as one of the winning teams to be awarded a place on TeamIndus' lunar lander at a heavily discounted price.

### 1.2 LunaDome

The aim of this project is to prove the benefits of constructing space habitats from inflatable materials. Namely the increased packing efficiency during launch, larger volume to weight ratio when deployed and superior strength compared with rigid counterparts. As a small-scale technology demonstrator, LunaDome will inflate and maintain a soda-can-sized structure to atmospheric conditions for a maximum of 14 days. The measurements taken during this time will establish whether these systems can be scaled-up for future human habitation.



Now the subject of a final year research project at Bath, the project is being supported by experienced academics and industrial sponsors. The payload is on-track to be manufactured and qualified for flight by the end of 2019.

## 2 Sponsorship

### 2.1 Why Invest?

The UK space industry currently turns over £13.7bn per year and is predicted to grow by 10% by the end of 2030. This is a global trend caused in part by reducing launch costs and the introduction of new space tourism, scientific and debris capture industries within which LunaDome will have direct applications.

TeamIndus have partnered-up with US lunar transportation company, OrbitBeyond who have recently won a bid to provide payloads for NASA's new Commercial Lunar Payload Service (CLPS) initiative. This gives TeamIndus a platform to perform the moon mission in 2020 and subsequent annual missions over the next decade. As the only UK entity associated with this mission, LunaDome will be the first ever UK presence on the moon and will be providing sponsors with the opportunity to place the first logos on the lunar surface. The international collaboration and relationships developed through this project will also open doors for sponsors to expand their revenue streams by taking part in future lunar missions.

### 2.2 Cost Breakdown

This project has already gained support from the UK government and secured over £65,000 of funding for technical development, hardware and access to flight testing facilities. However, additional financial support is required for:

- **Payload Manifest** – Contractual commitment to reserve a place on the mission.
- **Travel and Logistics** – Costs to ship the payload to India and travel expenses for the team.
- **Lander Integration** – Hardware and man-hours to integrate the payload with the lander.
- **Flight** – Fuel required to fly the payload and power budget for operation on the moon.

An overview of these costs are given below:

Cost Type	Required Funds	Funds Secured?
Hardware	£5,000	Yes
Technical Development, Manufacture and Test Facilities	£60,000	Yes
Payload Manifest	£40,000	Partially
Travel and Logistics	£10,000	Partially
Lander Integration and Flight Costs	£115,000	Partially

## 2.3 Sponsorship Packages

The sponsorship packages have been split into three bands. A bespoke package can also be offered combining elements across different bands. These include:

- **A Framed Certificate** of appreciation for supporting the project
- **Social media Promotions**
  - Frequent promotions on the fast-growing LunaDome Facebook, Instagram and LinkedIn pages, totalling approx. 1000 followers and often reaching over 5000 users.
  - Logos and company description on the 'sponsors' section of our website (currently under construction).
  - Sponsorship post on TeamIndus' Facebook page (900,000 followers) once all sponsors have been finalised.
- **Additional Media Exposure**
  - Mention in a short documentary being filmed and shared by the BBC on the project.
  - Logo space on merchandise being created for crowdfunding campaign.
- **Office Presentation** given by the LunaDome team explaining the mission, history of the project technical details and the purpose of the mission.
- **1:1 Scale Model** of the experiment (non-functional).
- **Logo on LunaDome** which will be among the first logos visible on the moon (cost dependant on logo size and location)

Sponsorship Package	Gold	Silver	Bronze
Framed Certificate	X	X	X
Social Media Promotions	X	X	X
Additional Media	X	X	-
Office presentation	X	X	-
1:1 Model of experiment	X	-	-
Logo on LunaDome	X	-	-
<b>Cost</b>	<b>~ £25,000</b>	<b>£12,000</b>	<b>£5,000</b>



In addition, the first company to purchase the gold sponsorship package will be awarded **two seats to the TeamIndus control room** to witness the moon landing at their HQ in Bangalore. This will also be an opportunity tour the facilities, meet the engineers and network with other entities associated with the mission.

Finally, for **£15,000: Naming Rights** are available e.g. <Company Name> LunaDome which will be referred to in any documentation or media publication created.

For more details, contact:

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