

# THE DA VINCI PROJECT®

## AND PERSONAL SPACEFLIGHT

### SPONSORSHIPS



SPACE WILL NEVER BE THE SAME™

*For once you have tasted flight you will walk the earth with your eyes turned skywards, for there you have been and there you will long to return.*

*Leonardo da Vinci  
Artisan - Visionary*

**IMAGINE** A FUTURE WHEN EACH DAY THERE ARE DOZENS OF FLIGHTS TO SPACE...

**IMAGINE** A FUTURE WHEN YOU AND YOUR FAMILY CAN FLY TO SPACE...

**IMAGINE** THE EXPOSURE AND BENEFITS YOU WILL REALIZE WHEN PARTNERED WITH  
THE **REVOLUTION** IN SPACEFLIGHT FOR **EVERYONE!**

The  
**da Vinci™**  
Project

**A REVOLUTION IN HUMAN SPACEFLIGHT**

# THE DA VINCI PROJECT®

## OVERVIEW

*The da Vinci Project is comprised of more than 600 volunteer Aerospace Engineering and Business Professionals. Brian Feeney established the project in 1996 to compete for the international X PRIZE Competition that challenged its competitors to privately build and fly a manned spacecraft into space. The core of the team is located in Toronto, Canada with Engineering and Ground Operation Teams located across Canada and around the world.*

*It is difficult to fathom the incredible 9 year effort of our volunteer staff who have volunteered well in excess of 200,000 man hours to make the dream a reality. The da Vinci Project is the largest volunteer technology based project in history. Together we are fulfilling the passionate dreams of so many. The projects name was chosen in honor of Leonardo da Vinci, as he represented the vast array of talent needed to accomplish manned space flight missions. It is also core to the mission to inspire and educate people of all ages, especially our youth. We will provide a tangible realization of dreams, whatever they may be: however difficult and great the challenge, however small or large the paradigm.*



*Raw ingenuity and drive, unwillingness to give up regardless of hurdles: These are characteristic we can all identify with. People of all ages and from all walks of life will look at this project and take a piece of it into their own lives!*

## THE X PRIZE

*The X PRIZE Foundation is an educational nonprofit prize institute whose mission is to create radical breakthroughs in space and technology for the benefit of humanity. The foundation was based on the philosophies of The Orteig Prize, a \$25,000 prize won by Charles Lindbergh and the Spirit of St. Louis for crossing the Atlantic in a single flight. That 1927 flight was a major stepping stone in the creation of today's \$250 billion aviation industry.*

*The \$10 million X PRIZE was offered to the first team that could privately create a spacecraft that would successfully launch to space on two consecutive flights within two weeks. On October 4th, 2004, Paul Allen and Burt Rutan, with their craft Spaceship One, accomplished this feat. Because of the dramatic nature of the achievement, the X PRIZE Foundation is now widely recognized as the leading model for fostering innovation through the use of competitions. The X Prize continues with the X Prize Cup.*

***“The X PRIZE is a masterstroke, a brilliant idea. What the X PRIZE could very well do is jump-start a part of space exploration that is based on the active participation of regular Americans”***

***Tom Hanks***

***Actor – Director - Producer***

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## THE ANNUAL X PRIZE CUP

*The annual X PRIZE Cup started with an EXPO in October of 2005, and will follow each year with competitive manned rocket races and manned spaceflights in the New Mexico Space Port near Las Cruces. The events will showcase different rockets and teams with various capabilities in one location at the same time each year. Essentially, it is and will be the epicenter of the private space race. The X PRIZE Cup is destined to be one the greatest annual competitions in the world taking its place amongst the Americas Cup and like sporting events.*

*The initial Countdown to X PRIZE Cup was a resounding success with over twenty five thousand people and 15 Teams showing up for the one day afternoon event. Ninety media from across the United States and around the world were represented. X PRIZE Cup 2006 will be a 7 day event including 2 full public days and the first running of the Rocket Racing Leagues low level rocket powered manned space-aircraft competition. In excess of 100,000 people are expected to take in the 2 day show plus millions more through live media coverage.*



*Building on its current notoriety well carrying onto greater heights of achievement and inspiration, The da Vinci Project will be present at the forefront of the Annual X PRIZE Cup manned space flight competition series.*

## COUNTDOWN TO LAUNCH 2006

*The da Vinci Project's first manned spaceflight Launch in 2006 will be a top human-interest story according to top news agencies. Several hundred million people tuned in to see the initial X PRIZE Competition flights. The da Vinci Project has captivated millions from around the world with its true grit all-volunteer makeup. This is the largest volunteer technology based project ever with a world wide support base poised to follow it through to space live on Network Television. The da Vinci Project has all the compelling elements of sports, competition, science, technology and human achievement – a truly unique opportunity to reach a national and international market. Tie your Corporate Image and Branding efforts to a Winning Team – The da Vinci Project!*



# THE DA VINCI PROJECT®

## ROCKET RACING LEAGUE

“STAR WARS™ POD RACING!”



*The Rocket Racing League was founded by X PRIZE founder, Chairman and aerospace entrepreneurial visionary Dr. Peter H. Diamandis, M.D. and entrepreneur, venture capitalist and two-time Indy 500 team winner, Granger Whitelaw. <http://www.rocketracingleague.com>*

*The da Vinci Project is putting together a separate Rocket Racing League Team and sponsorship opportunity to compete in this new form of highly entertaining racing. New da Vinci Project sponsors will be able to enjoy cross promotional exposure through this new opportunity. The first rocket racing venue will be at the X PRIZE Cup 2006 in October followed by 6 more races throughout 2007 at major car racing and air show events. The finals will be held each year at the X PRIZE Cup in New Mexico.*



## MEDIA EXPOSURE AND PUBLICITY

### TELEVISION

*The da Vinci Project generated in excess of 2.0 billion media impressions as one of two key competitors in the X PRIZE Competition. The da Vinci Project is entering into partnerships with national radio and television networks, national newspaper and national internet service provider for prime media coverage of the launches. The X PRIZE is working with major news network and science forums to present prime media coverage of its achievements and the X PRIZE cup. The projects launch will be carried live with cameras mounted inside the rocket and from the outside of the balloon so the world can experience history in the making.*

# THE DA VINCI PROJECT®

## THE LAUNCH EVENT

*The da Vinci Project's first manned Space Launch will be supported by the most comprehensive broadcast package, featuring in excess of 50 hours of prime-time*



*broadcasts, with re-airings and reviews. News and highlights from the launches will be featured on every major network news and information programs in North America and carried throughout the world.*

## PRINT

*The X PRIZE employs several publicity-generating strategies designed to create more awareness and subsequently more coverage of the events on a national and international basis. The da Vinci Project and X PRIZE have built a strong media following. Members of the media find there is no shortage of stories to tell with respect to the launches, whether it is the technical challenges of the launches, or the profiles of the astronauts and team leaders in this exciting race to space.*

## INTERNET

*With the evident interest in the Internet and the World Wide Web, the da Vinci Project ([www.davinciproject.com](http://www.davinciproject.com)) devotes a great deal of time in uploading new and timely information to the team web site. The da Vinci Project, in conjunction with the X PRIZE ([www.xprize.com](http://www.xprize.com)), offers its sponsors, manufacturers and promoters a wealth of information and promotional opportunity as well as a link to their respective home pages.*

# THE DA VINCI PROJECT®

## ADVERTISING

### BENEFITS OF SPONSORSHIP

*The universal appeal of the project makes it marketable to a variety of products ranging from beverages, computers, department stores, toys, and consumer services. Many companies have already started to tap the public interest and fascination with space travel. Use the project to build a positive corporate image showing innovation and longevity. Entertain and excite clients, employees and customers.*

### ADVERTISING REWARDS

*The rocket, balloon and parachutes will serve as moving billboards for the sponsor's logo. Prominent sponsor identification is realized through the visibility on every aspect of the project crew from astronaut, mission control team and recovery team uniforms.*

*The sponsor gains additional visibility through newspaper photos and in TV coverage of this top human-interest story. The da Vinci Project's planned 2006 manned flight to space and participation in the 2005 X PRIZE Cup and on, will continue to evoke the public's passion to follow this story.*

## VISION PHILOSOPHY PEOPLE ACHIEVEMENT

*The directors, management team, staff and strategic partners have deep backgrounds and experience as pilots, astronauts and in building businesses, and possess expertise in diverse disciplines including rocket technology, racing, astronautics, aeronautics, airframe design, simulations, gaming, and media productions. The team is second to none in its breadth and depth.*



*“The da Vinci Project symbolizes the capability of the common person and visibly demonstrates what can be achieved privately without the necessity of governments' involvement. It will be an affirmation that anything is possible with vision, determination and ingenuity. We hope to be an inspiration to people and to show that there is no greater power than the will of the individual, that there is freedom in exploration and joy in discovery. The important discoveries for a society seldom come at the points where the path is smooth and straight. It is the curves in that path to adventure that make the trip interesting and worthwhile.”*

*Brian Feeney Chairman & Founder The da Vinci Project*

# THE DA VINCI PROJECT®

## AND PERSONAL SPACEFLIGHT SPONSORSHIPS

- *Naming and/or presenting rights*
- *Category Exclusivity*
- *Royalty-free licensing of the da Vinci Project Trademarks*
- *Right of first refusal on option to renew sponsorship*
- *Official product or service designation*
- *Customized branding and promotional opportunities*
- *Television, print, radio and web advertising*
- *Cross-promotional exposure at related events*
- *On-site hospitality, signage, display and logo placement*
- *Product integration and account development*
- *Permission-based marketing data*
- *Pouring rights and on-site sales sampling*
- *Speaking opportunities*

*“The only way to  
Predict the future is  
To create it yourself”  
Dr. Peter Diamandis  
Chairman & Founder  
X PRIZE Foundation*



# SPONSORSHIP CATEGORIES / LEVELS:

## PREMIER

*Title  
Presenting*

## SIGNATURE

*Category  
Event*

## AFFILIATE

*Official Partner  
Supporter*

## CATEGORIES

- *Automobile (National & Local)*
- *Airline (National & Local)*
- *Alcoholic & Non-Alcoholic Beverages*
- *Technology*
- *Aerospace*
- *Media*
- *Fuel Additive*
- *Bank / Financial Services*
- *Food*
- *Hospitality / Hotel*
- *Municipal*
- *Travel Provider*
- *Energy*
- *Apparel / Merchandise*

## EVENTS

- *2006 Manned Space Launch Event*
- *VIP Reception*
- *X PRIZE Cup 2006*
- *Rocket Racing League Cross-Promotion*
- *Major Press Conferences*
- *Student Rocket Prizes*
- *Space Education Day*

## HOSPITALITY

- *Exposition Booths*
- *VIP Hospitality Tents*

*“There would be literally hundreds of thousands of People, if not millions worldwide, who would jump At the chance of a holiday in space if the costs were to drop to, say, ten thousand dollars.”*

*James Jackson, Time Magazine*

## TITLE SPONSOR PACKAGE

*The Lead Title Sponsor is entitled to benefits leading up to the first manned launch and for all related promotional tours and additional scheduled launches thereafter for the period commencing August 2006 through September 2007. There is only one position available for the high profile Title sponsorship. This level provides positioning on approximately 45% of the main aeroshell section of the spacecraft, balloon, spacesuit, crew wear and program.*

### Title Sponsorship

*Title Sponsorship is available with naming rights:*

***The (Sponsors Brand or Name)  
Powered by The da Vinci Project***

### Exclusive Tag Line

*The Title Sponsor shall be entitled to an exclusive tag line that may be used in their marketing programs. Additionally the Sponsor is entitled to use official da Vinci Project trade marks, logos, and tag lines throughout the sponsorship period.*

### Engagement Press Release

*Official da Vinci Press Conference and Press Release announcing Title Sponsorship will be distributed to local, national and international media. The da Vinci Project press coverage has already reached over 2 billion media impressions globally.*

### Corporate Logo / Brand Name Recognition

*The Title Sponsors corporate logo and/or brand name will be the most prominently displayed logo and/or brand name on:*

- The Rocket -“Wild Fire”
- Recovery Parachute
- The da Vinci Project Website
- All crew gear
- World’s largest reusable helium balloon
- Press conferences
- The ground launch site in Kindersley
- The construction site in Toronto

### VIP Treatment

*The da Vinci Project has taken measures to ensure that the Title Sponsor receives the highest level of personal recognition and exclusive benefits with exclusive VIP Security Passes to not only the main event but to all project events. The da Vinci Team Members will be made available for your corporate functions. Your company will be involved in all and any press conferences.*

## Merchandise

*The da Vinci Project is creating popular, attractive merchandise, which will be available to the public through retail stores and the Internet. In addition to adding the Title Sponsors logo to all merchandising, the Title Sponsor is entitled to T-Shirts, Ball Caps, Mission Patches, and Mission Pins. In addition to the Official Gear, the Title Sponsor is entitled to crew photographs, commemorative DVDs documenting the launch, and limited edition Commemorative prints, signed by Brian Feeney and dedicated to Title Sponsor*

## Internet Benefits

*The da Vinci Project web site will be re-named and the Title Sponsors logo will be incorporated into the header banner on every page.*

## PREMIER, SIGNITURE and AFFILIATE Sponsor Packages

*Sponsorship benefits only begin with exposure on the rocket. Various methods of exposure and involvement exist based on sponsorship level.*

### Sponsor Benefits by package

<b>Benefits</b>	<b>PREMIER Title</b>	<b>PREMIER Presenting</b>	<b>SIGNITURE Category</b>	<b>SIGNITURE Event</b>	<b>AFFILIATE Official Partner or Supporter</b>
<b>General</b>					
Amount (US\$)					
Number Available	1	1			
Shared Title	Title	Yes	No	No	No
Exclusive Tag Line	Yes	Yes	Yes	Yes	No
Engagement Press Conference	Yes	Yes	No	No	No
Engagement Press Release	Yes	Yes	Yes	Yes	Yes
Positioning	45%	20%	20% Shared	10% Shared	5% Shared
<b>Media</b>					
Press Release Inclusion	Yes	Yes	Yes	Yes	Yes
Press Conference Participation	Yes	Yes	Yes	Yes	Yes
<b>Internet</b>					
Inclusion in Banner	Yes	Yes	No	No	No
Inclusion on e-Newsletter Header	Yes	Yes	Yes	Yes	No
Inclusion on Site with Link	Yes	Yes	Yes	Yes	Yes

**TO BECOME A CORPORATE DA VINCI PROJECT SPONSOR  
PLEASE CONTACT THE FOLLOWING:**

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**TO LEARN MORE VISIT  
[www.daVinciProject.com](http://www.daVinciProject.com)**