



## Space Certification™ Public Relations and Marketing Support

One of the many benefits of having your product(s) and/or service(s) certified through the Space Foundation's Space Certification Program™ is marketing and public relations support. While we cannot run a targeted program exclusively about your company, we can include you in campaigns that we conduct around the globe to publicize the many benefits that space exploration brings to life on Earth. We will also refer the media, when appropriate, to your company for direct contact.

### What the Space Foundation Offers

Here's a rundown of the types of support we offer:

- We include your company on the Space Certification™ website ([www.spacefoundation.org/products](http://www.spacefoundation.org/products)), complete with a description of your certified products and/or services, photos, your logo, and a link to your website.
- We will post your press releases (relative to your certified products) on our Space Certification™ website ([www.spacefoundation.org/category/space-foundation-press-release](http://www.spacefoundation.org/category/space-foundation-press-release)).
- We will, when appropriate, write or share articles about recent developments in your business and publish them in one or more of the following venues:
  - The front page of the Space Foundation website ([www.spacefoundation.org](http://www.spacefoundation.org))
  - News on the Space Foundation website ([www.spacefoundation.org/category/space-foundation-news](http://www.spacefoundation.org/category/space-foundation-news))
  - Education website ([www.discoverspace.org](http://www.discoverspace.org))
  - Social Media platforms (LinkedIn, Facebook)
- We may reference your product(s), service(s), and/or company when doing media interviews and/or media tours about the benefits of space.
- We may demonstrate your product or include your product in a static display.
- We may directly refer reporters to your PR contact when appropriate.
- We may include images of your product(s), service(s), and your company and/or company logo in video, audio, and/or print Space Foundation productions, such as capability videos, brochures, and annual reports.
- We may feature, as appropriate, your product(s), service(s), and/or company in online and/or print advertising about the Space Certification Program™.
- We may feature, as appropriate, your product(s), service(s), and/or company in online and/or print space awareness advertising.
- We may reference your product(s), service(s), and/or company when doing presentations to community groups, educators, or policy-makers.
- We may reference your product(s) in our education curriculum that discusses technology transfer and is taught to PreK–12 teachers.
- We may mention, if appropriate, your product(s), service(s), and/or company in the Space Foundation annual publication, *The Space Report* eBook ([www.thespacereport.org](http://www.thespacereport.org)).
- We can provide a list of reporters attending the annual Space Symposium.
- We can provide individualized counsel or participate in planning with you on how you can use Space Certification™ to promote your product(s), service(s), or company.
- We will provide frequent communications about Space Foundation activities and space developments that may serve as a further catalyst for your public relations and marketing planning.
- We will provide a graphics/public relations kit that includes Space Certification™ logos and a standardized description (in multiple lengths) of the program for your media and marketing materials.
- We may, in limited cases, be able to offer your product through our online store and our Space Foundation Discovery Center store in Colorado Springs.



## What We Need from You

**In order to provide the best support possible, we will need:**

- Contact information for the person(s) who handles marketing, communications, and public relations for your company.
- Up-to-date contact information for your most senior executive(s).
- Samples of your products with the seal that could be featured in a display.
- Up-to-date, high-resolution logos.
- Up-to-date, high-resolution digital photos of your certified products/services.
- Up-to-date, high-resolution photos of your most senior executive(s).
- Descriptions of the following, written in clear, simple language that the average person can understand:
  - An overview of your company, including your official company name and how you want to be referenced, your location, your chief executive(s), your website URL, and what your company does.
  - An overview of each certified product, including its name (with trade or service marks if used), what it does, what market it is sold to, and how/where a customer can find out about it or purchase it.
  - An explanation of the space technology from which your product or service was developed, including, if possible, where and by what agency/organization the space technology was developed, and how your company came to use the technology.
  - Information on the impact of your product or service, such as how many people use it or are affected by it, how wide its distribution is, and how it has been used to solve major problems or make a significant difference.
  - A quote from your most senior executive/CEO stating how the Space Certification Program™ has benefited your marketing efforts, or how you feel the Space Certification Program™ will help your marketing efforts.
- Press releases and marketing materials you distribute relative to your certified products (just add [media@spacefoundation.org](mailto:media@spacefoundation.org) to your mailing list).
- Hard copies of media and marketing materials that feature the Space Certification™ seal, including packaging, brochures, and/or placards that could be used in a display.
- A description of Space Certification™ and a link to the Space Certification™ website on your website.
- Your media list.

## How We Can Work Together

**We would also like to start an ongoing dialog to help get the word out. This could include you:**

- Sending an email or calling us when something happens that might spur media interest in your product or service, especially if your company is actually engaged in the issue/event.
- Letting us know about any major grants, awards, or company accomplishments. (Have you been named a best company to work for, have you been granted any new patents, have any of your executives received major awards, etc.?)
- Letting us know about your company's philanthropic efforts, especially those that involve your certified products.
- Sharing your news clips.
- Calling us to discuss how we might be able to help you on specific issues.
- Sharing referrals of other companies that might benefit from Space Certification™.
- Promoting on social media platforms.

**This could also include the Space Foundation:**

- Contacting you when we see an issue you might be able to leverage for public relations or marketing purposes.
- Asking you to participate in an interview, forum, or program.
- Initiating a cooperative team that includes representatives of multiple certified companies.



## Public Relations/Marketing Kit

### Description (Long Version: 350 words)

Products and services that display the Space Certification™ seal are guaranteed to have stemmed from, or been dramatically improved by, technologies originally developed for space exploration or to have significant impact on teaching people about the value of space utilization. Developed and administered by the Space Foundation, the world's foremost advocate for all sectors of the space industry, the Space Certification Program™ serves three purposes:

- Providing a unique marketing edge for Space Certification™ partners
- Demonstrating to the public how space technologies now improve life on Earth
- Making space knowledge more interesting and accessible to everyone

### There are Four classifications of Space Certification Products:

- **Certified Technology Products** – products and services that use scientific knowledge from space-derived technologies in new and different ways to improve our everyday lives.
- **Certified Data Products** – products and services that use data collected from space systems or provide data about space and the space industry.
- **Certified Education Products** – products or services utilized in educational settings to stimulate interest in and impart knowledge about space.
- **Certified Creative Products** – products that use art, music, entertainment, or consumer goods to stimulate the imaginations of users and increase interest in space travel and exploration.

Space Certification™ products and services have been scrutinized by the Space Foundation, which works closely with NASA, the European Space Agency (ESA), and other organizations engaged in space research and development to identify and validate that they are eligible for and deserving of recognition.

A global, nonprofit organization, the Space Foundation is a leader in space awareness activities, educational programs that bring space into the classroom, major space industry events, and space research studies, analyses and publications, all in support of its mission "to inspire, educate, connect, and advocate for the global space community." Through Space Certification™ and the Space Technology Hall of Fame® programs, the Space Foundation recognizes space-based technologies and innovations that have been adapted to improve life on Earth. Headquartered in Colorado Springs, CO, the Space Foundation also has an office in Washington, D.C., and representatives in Houston, TX, and Cape Canaveral, FL.

For more information on Space Certification™, go to [www.spacecertification.org](http://www.spacecertification.org). For more information on the Space Foundation, visit [www.spacefoundation.org](http://www.spacefoundation.org).

### Description (Medium Version: 250 words)

Products and services that display the Space Certification™ seal are guaranteed to have stemmed from, or been dramatically improved by, technologies originally developed for space exploration or to have significant impact on teaching people about the value of space utilization. Developed and administered by the Space Foundation, the world's foremost advocate for all sectors of the space industry, the Space Certification™ program provides a marketing edge for Space Certification™ partners, demonstrating how space technologies improve life on Earth and make space more interesting and accessible to everyone.

The four Space Certification™ classifications are: **Certified Technology Products** that have resulted directly from space-derived technologies or advances in space technology, **Certified Data Products** that use or share data collected from space systems, **Certified Education Products** that stimulate interest in and knowledge about space, and **Certified Creative Products** that stimulate the imaginations of users.

A global, nonprofit organization, the Space Foundation is a leader in space awareness, education, events, research, analyses and publications, in support of its mission "to inspire, educate, connect, and advocate for the global space community." Headquartered in Colorado, the Space Foundation has representatives in Washington, D.C., Texas, and Florida. For more information on Space Certification™ and the Space Foundation, visit [www.spacecertification.org](http://www.spacecertification.org).



## Description (Short Version: 100 words)

Space Certification™ products and services are guaranteed to have stemmed from, or been improved by, technologies developed for space exploration or to effectively promote the value of space utilization. Administered by the Space Foundation, the world's foremost advocate for space, the program comprises four categories: **Certified Technology Products, Certified Data Products, Certified Education Products, and Certified Creative Products.** It provides a marketing edge for partners, and demonstrates how space technologies improve life on Earth and make space more accessible to everyone. The Space Foundation works with NASA, the European Space Agency (ESA), and other space organizations to validate Space Certification™ partners. For more information, go to [www.spacecertification.org](http://www.spacecertification.org).

## A Word about the Space Technology Hall of Fame®

The Space Foundation's Space Technology Hall of Fame® ([www.spacetechnologyhalloffame.org](http://www.spacetechnologyhalloffame.org)) works in conjunction with the Space Certification™ program to organize how space development and utilization benefit our lives here on Earth. You may want to consider nominating your technology for this recognition.

The Space Technology Hall of Fame® is a scholarly program that honors extraordinary innovations by organizations and individuals who transform space technology into commercial products that improve life on Earth. The Space Foundation, in cooperation with NASA, established the Space Technology Hall of Fame® in 1988 to increase public awareness of the benefits that result from space exploration programs, and to encourage further innovation. Since that time, over 70 technologies have been inducted. To be inducted, the technologies must be nominated, screened by the Space Foundation, assessed by technical experts, and then ranked by a prestigious panel of judges who look at economic benefit, public awareness, societal benefit, longevity, and public/private/partnership investment.

### SPACE TECHNOLOGY HALL OF FAME®



The inducted technologies are recognized at the Space Foundation's annual Space Symposium and ensconced in the online virtual Space Technology Hall of Fame®. The Space Foundation is now in the process of developing a physical Space Technology Hall of Fame® at its expanding headquarters building in Colorado Springs, Colorado.

## Where to Go for Information

### For program inquiries:

[Certification@spacefoundation.org](mailto:Certification@spacefoundation.org)

[STHOF@spacefoundation.org](mailto:STHOF@spacefoundation.org)

**Carah Barbarick**, Space Awareness Programs Coordinator

[cbarbarick@spacefoundation.org](mailto:cbarbarick@spacefoundation.org)

719-362-8208 (direct)

### For public relations/marketing inquiries:

[media@spacefoundation.org](mailto:media@spacefoundation.org)

**Rich Cooper**, Vice President – Strategic Communication & Outreach

[rcooper@spacefoundation.org](mailto:rcooper@spacefoundation.org)

**Carol Hively**, Director – Public Relations & Team Communications

[chively@spacefoundation.org](mailto:chively@spacefoundation.org)

### Space Foundation Headquarters and Discovery Center:

4425 Arrowswest Drive, Colorado Springs, CO • 80907

719-576-8000 • [www.spacefoundation.org](http://www.spacefoundation.org)