



The First International Moon Day 2022

ISDC 2022 International Space Development
Conference

Hyatt Regency Crystal City
Arlington, Virginia
May 29, 2022

Dr. Nasr A. Al-Sahhaf
Chair, IMD-G

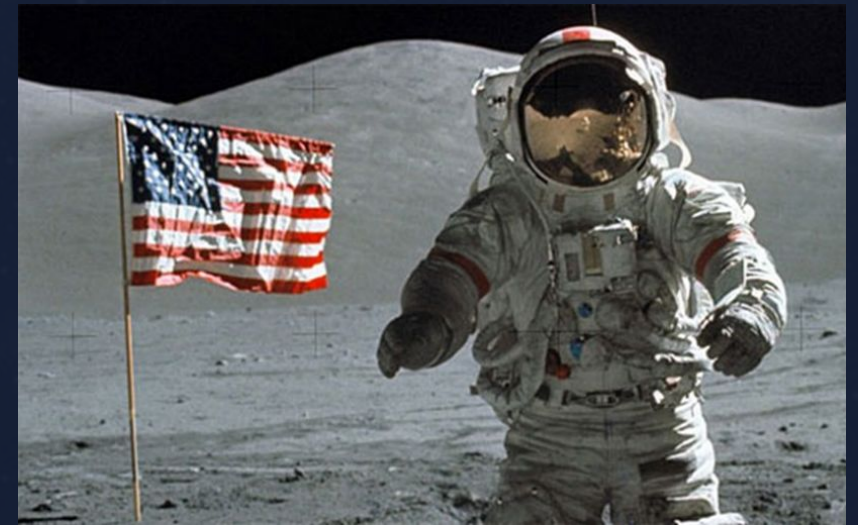
Origins

United Nations General Assembly 76th Session 9 Dec 2021 declares *International Moon Day* to be observed annually starting 20 July 2022 by recommendation from the Moon Village Association to commemorate humanity's achievement of taking the first steps on the moon in 1969 with the Apollo 11 mission by USA.



UNITED NATIONS

Committee on the Peaceful Uses of Outer Space



About IMD

Global Events

Connection with
Diverse
Stakeholders

Panel Discussions,
Scientific
Interviews,
Workshops

Commemorate
Humanity's
“Giant Leap”

IMD OBJECTIVES



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graph LR; A((IMD OBJECTIVES)) --- B((International Cooperation)); A --- C((Commemorate Human Lunar Activity)); A --- D((Coordinate Sustaining Resources)); B --- E[Spread awareness of fostering lunar exploration & sustainability]; C --- F[By celebrating the International Moon Day annually 20 July]; D --- G[To realize IMD goals & objectives];
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International
Cooperation

Spread awareness of
fostering lunar
exploration &
sustainability

Commemorate
Human Lunar
Activity

By celebrating the
International Moon Day
annually 20 July

Coordinate
Sustaining
Resources

To realize IMD goals
& objectives



Lunar Exploration Coordination & Sustainability

Fostering International Cooperation for a Global Return to the Moon





Event Organization

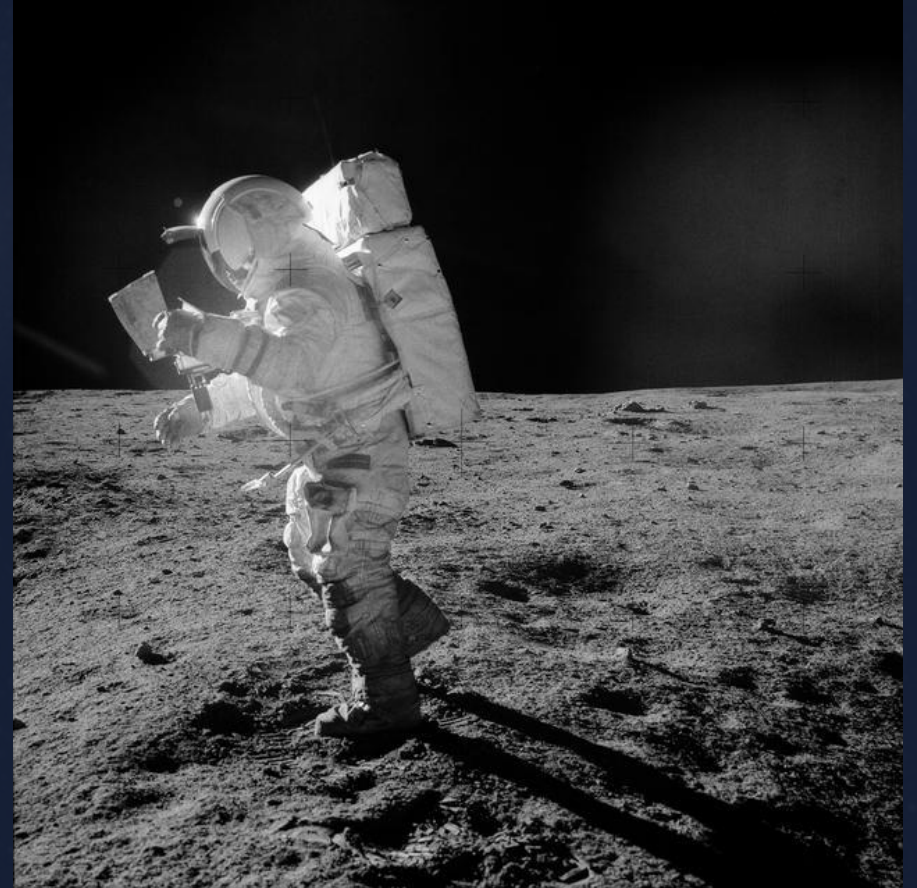
Top-Down Events

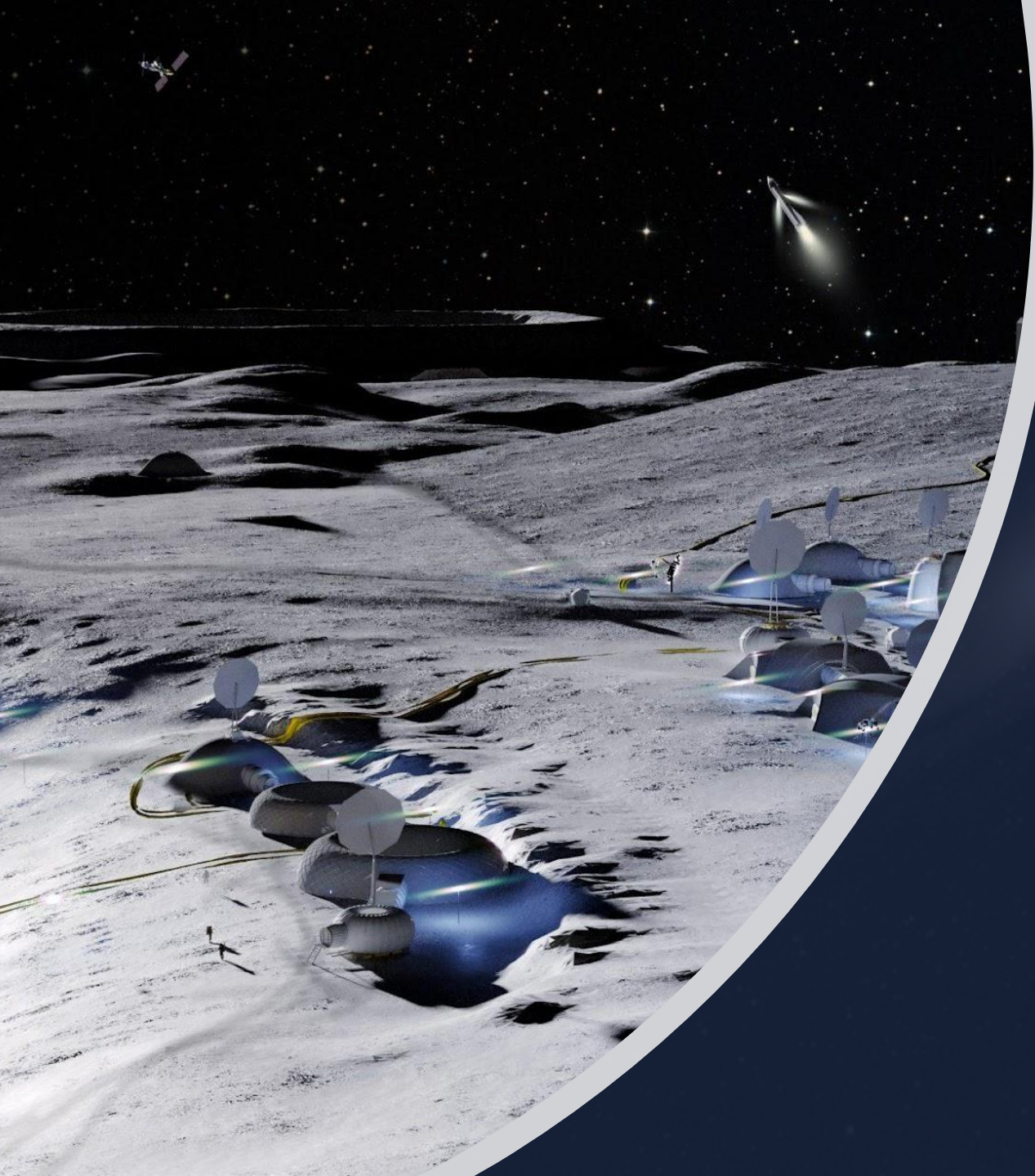
- Top-down events will be livestreamed online on 20 July
- Keynotes with head of agencies , scientists, lunar experts, technology experts and entrepreneurs
- Workshops with students and youth professionals
- Lightning talks
- Unveiling of the official IMD logo



Bottom-Up Events

- Global Participation >35 countries
- Raise awareness, educate and inspire the youth generation
- Target Audience, ages 10-30 and over
- Opportunity for capacity building and regional development
- Throughout the week of 20 July





Potential Activities

- A Moon observation night at a nearby observatory
- A series of webinars investigating lunar exploration from your unique cultural perspectives
- Startup competitions to inspire members of your local community to envision lunar business opportunities

Sample Events

- **ACHIDE - Chilean Space Association**

The objective is to position the existence of the International Moon Day to the youth generation and in the media through a public event in two important museums, inviting experts on space issues in Chile.

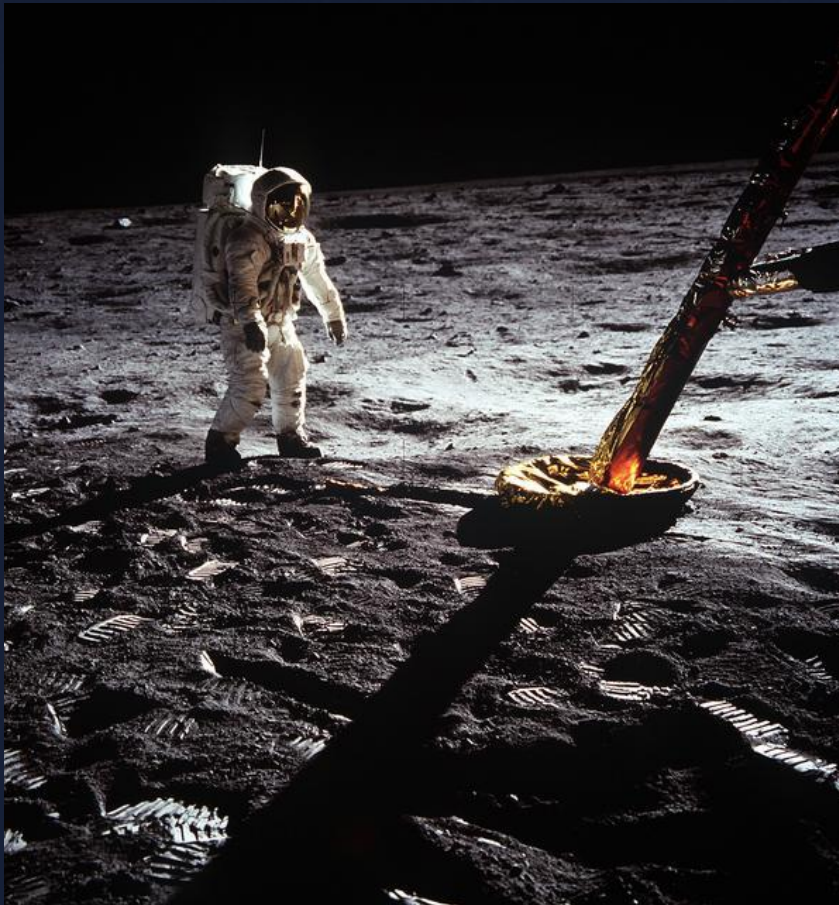
- **LUNEX/ILEWG, EuroMoonMars Earth Space Innovation**

Committee on Space Research (COSPAR), General Assembly

- Lunar Science and Exploration Session will include specially invited guests and poster papers, with results from Recent Lunar Missions and Integrated Analyses.



Sponsorship Packages



Sponsor Benefits



Brand exposure (Event advertising and media coverage)



An attractive event program (High-profile keynotes, roundtable discussions etc.)



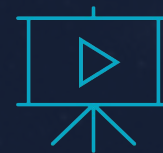
A huge space network and opportunity to build relationships



An opportunity for your brand to be a thought leader on The importance of lunar exploration globally



Advanced access to MVA Symposium in Los Angeles 8-10 November



Video profile (Depends on the chosen package)

IMD Status Of Preparation And Planning

IMD Website
Launch and 1st
Announcement
Paris 3-29-2022

Theme for 2022
"Lunar Exploration
Coordination &
Sustainability"

Solicit Sponsors
IMD
7-20-2022

Coordinating
Space Agencies
Participation

Initial list of
Top-Down and
Bottom-Up events

Promotional IMD
Celebration Video

2nd
Announcement
IMD Celebration
6-20-2022

IMD First Ever
Celebration
7-20-2022

Celebrate IMD with us!

Deadline for the Second Call for Proposals:
June 30

Deadline for Logo Competition and Sponsors:
June 30

Visit us at
www.internationalmoonday.org
to learn more!



Founding Sponsors



Cyprus Space Exploration Organisation





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