

INTERNATIONAL MOON DAY

By Dr. Nasr A. Al-Sahhaf, Chair

LOCKHEED MARTIN





OUTLINE

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ORIGINS



UNITED NATIONS
Committee on the Peaceful Uses of Outer Space

United Nations General Assembly
76th Session (9 December 2021)
declares the **International Moon Day**
to be observed annually every 20th
of July, by the recommendation from
the Moon Village Association



IMD CELEBRATION GOALS

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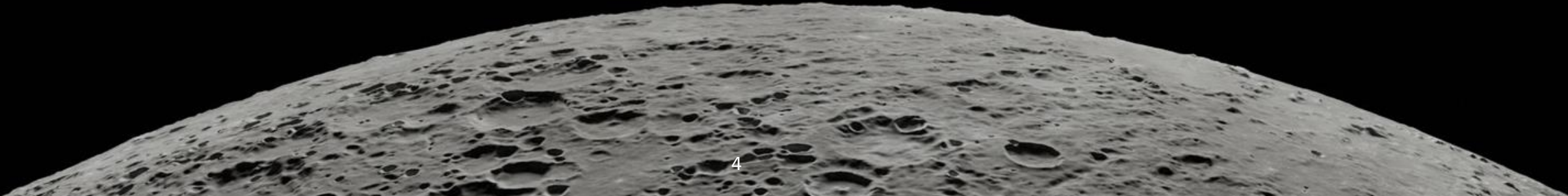
Education and
promotion for the



Sustainable Moon
exploration and



Global cooperation
between stakeholders



HISTORY & TIMELINE



HISTORY & TIMELINE CONT'D.



HISTORY & TIMELINE CONT'D.





• INTERNATIONAL
• MOON DAY
• GROUP
• (IMD-G)
2022



Nasr A. Al-Sahhaf, PhD
IMD Chair



Bernadette Detera
Global Network Coordinator



Glafki Antoniou
Acting Executive Secretary
& Media Coordinator



MOHAMMED AFZAL RAFIQ
INDIA

IMD LOGO COMPETITION WINNER



IMD 2022 Theme

LUNAR EXPLORATION, COORDINATION, AND SUSTAINABILITY



IMD INAUGURAL CELEBRATION

July 20, 2022
Huntsville , Alabama, USA

Drake State Community & Technical College,
at S.C. O’Neal Sr. Library and Technology
Center



FOUNDING SPONSORS



LOCKHEED MARTIN



IMD 2022 GLOBAL EVENTS

40 successful
global events from 23 nations



AUSTRALIA

The (Re)birth of Australia in Space:

Towards Sustainable Lunar Exploration

ROMANIA

The Astronomical Institute of the Romanian Academy goes to the Moon



UNITED KINGDOM

Celebration of International Moon Day

The graphic features a large, detailed image of the Moon in the background. In the bottom left corner is the Union Jack flag. On the right side, there is a map of Europe with the United Kingdom highlighted in red. A red location pin is placed over the United Kingdom on the map.

A graphic featuring a large, detailed image of the Moon in the background. In the foreground, there is a map of Mexico with a red location pin on the Gulf Coast. The Mexican flag is positioned in the bottom left corner.

TÜRKİYE

Traveling To The Moon:
From The Past Into The Future



A graphic titled "EGYPT" in large white letters. It features a large, detailed image of the Moon in the center. To the right of the Moon is a map of Africa with Egypt highlighted in yellow and marked with a red location pin. In the bottom left corner is the Egyptian flag, which consists of three horizontal stripes of red, white, and black, with the golden scales of justice in the center of the white stripe.

BOTTOM-UP EVENTS PHOTOS



Moving Forward: International Moon Day 2023



IMD 2023 Theme

BEGINNING THE
NEW LUNAR JOURNEY
FOR HUMANITY



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IMD 2023 GOALS



Doubled global events -
at least 80 events from 50
nations

(at least) 1 Main Event



More ESC participation

International Lyrics
Competition



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-
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RENAMING IMD EVENTS

(Top-Down and Bottom-Up
Events)

Top Down is now Main Event

- At the global or regional levels through Regional or National Coordinators
- Large event with major partners

Bottom-up is now Global Events

- Any organization/ individual local event
- Small events with in-kind resources
- Requires Prequalifying & Registration at the official IMD-G website

SPONSORSHIPS

The International Moon Day events will provide unique visibility to the sponsors because of its global reach and its uniqueness.

Emerald \$150,000+

- Company profile – Name, Logo, Description, Website, Social Media Links
- Sponsor ribbons – On sponsor listing page
- Downloadable PDFs – On company profile
- Live display – Dedicated screen with company logo during in-person events
- Live display – Shared screen with other sponsors
- Banner ads – Shown throughout promotional material
- Distribution of merchandise – During remote and in-person events
- Acknowledgement – In media and website credits
 - Time allocation for presentation at live IMD events, 5-7 min.

Diamond \$75,000

- Sponsor ribbons – On sponsor listing page
- Downloadable PDFs – On company profile
- Live display – Shared screen with other sponsors
 - Banner ads – Shown throughout promotional material
- Distribution of merchandise – During remote and in-person events
- Acknowledgement, and sponsor's logo – In media and website credits

Sapphire \$30,000

- Downloadable PDFs – On company profile
 - Banner ads – Shown throughout promotional material
- Distribution of merchandise – During remote and in-person events
- Acknowledgement, and sponsor's logo – In media and website credits

PARTNERSHIPS



This package refers to those stakeholders willing to provide promotional merchandise, a product or service up to the value of the stated amounts.

The Brand Builder

- Logos on programs, banners, and signage
- Acknowledgement during partnered events
- Distribution of branded material during partnered events

10,000 USD

The Community Supporter

- Distribution of branded material during partnered events
- Logos on programs, banners, and signage

5,000 USD

The Networker

- Distribution of branded material during partnered events

1,000 USD





— THANK YOU

