



NASA  
INTERNATIONAL  
**SPACE APPS**  
CHALLENGE  
LIMERICK, IRELAND 2021

# VIRTUAL HACKATHON

O C T O B E R 1 S T - 3 R D 2 0 2 1

The Tenth Annual Event

# Space Apps - The Story

An internationally acclaimed Hackathon, the NASA Space Apps Challenge is a **forum where scientists, coders, software engineers, developers, designers, and essentially all who are passionate about creating an impact on the planet and space join forces over 48 hours.** Space Apps is managed by **NASA's Earth Science Division.**

SPACE APPS 2021 teammates aim to encourage all creators, inventors, and problem-solvers to utilize **NASA's free and open-source data to find solutions to real-world challenges.** Space agency experts review projects towards the end of the hackathon and the **final winner is presented with a global award.**

Space Apps inspires collaboration across boundaries, specialties, and ethnicities, bringing together ignited souls raring to make a difference through creativity and innovation.

# Space Apps 2021 Theme

This year marks the **10th Anniversary** of the NASA Space Apps Challenge. The Theme for this year is “**The Power of Ten**” celebrating **a decade of discovery, collaboration, and radical innovations**. To commemorate this milestone, NASA has associated with **9 space agency partners** to make the hackathon more accessible to communities.

Since the introduction of social and community topics, NASA Space Apps Challenge - the largest global hackathon event, has become even more inclusive with **the number of participants and projects annually topping the previous year**.



# University of Limerick

Founded in 1972, the **University of Limerick** is an institution committed to **promoting higher education to students of various diversities and backgrounds**. Over **15,000 students** and **1,500 faculty and staff** are a part of UL's endeavor to advance knowledge and academic excellence in various **disciplines such as Engineering, Arts, Business, Social Sciences, and Education**. This esteemed institution has made a name for itself as a **leader in research and innovation** and consistently ranks **within the top 100 Young Universities globally**.

## Computer Science and Information Systems Department

The CSIS department is part of the **Faculty of Science and Engineering** at UL. The pedagogy and research cover several disciplines related to **computing, software, technology, digital systems, and arts**. CSIS design and research centers allow students to hone skills and gain experience through **active projects under the guidance of expert lecturers and technicians**.

# Why Sponsor Us?



**The Space Apps Challenge 2021**  
The largest ever virtual global  
hackathon on this planet!



## Visibility

UL's hackathon is going to be live-streamed over 48 hours. Increased awareness would result in more positive brand value.



## Connect with Talent

Our creative young participants are going to be our future. Recruit and be associated with talent.



## Win-win

Both participants and sponsors join forces in innovating for product growth, business development and creating ideas.

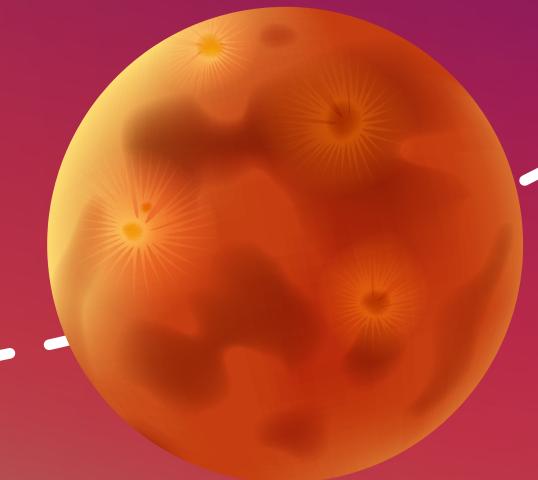
# How You Can Contribute

From custom touchpoints to exciting giveaways, we will strive to enhance your brand reach to all participants and associations. Your resources would be of immense help to the participants' projects and collaborations. You will also get the golden opportunity to interact and connect with the brightest minds from all over the world.

- ▶ **Media Partner** - Digital marketing, communications, and promotion assistance
- ▶ **Health Partner** - Fitness and health motivation
- ▶ **Nutritional Partner** - Satisfy those mid-hackathon hunger pangs
- ▶ **Tech Partner** - Enable tech and tools to solve challenges better
- ▶ **Logistics Partner** - Facilitate swift and seamless logistics

# Sponsor Tiers

Mars



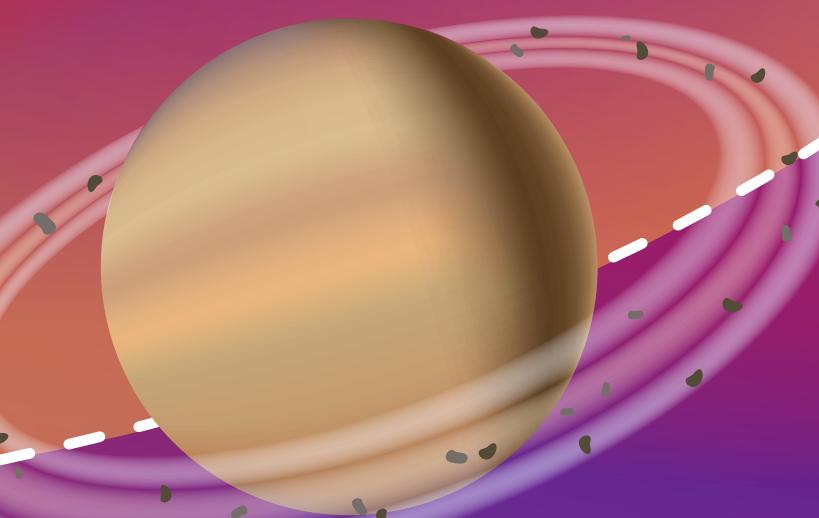
- ▶ Logo on Website
- ▶ Logo on Certificates
- ▶ Logo on Flyers and Sponsor Banner

▶ All Mars package benefits

- ▶ Featured Social Media Post

▶ Logo on Virtual IDs

Saturn



- ▶ Product endorsement via promotional videos

▶ Opportunity to recruit interns

Jupiter



▶ All Saturn package benefits

- ▶ Logo on T-shirts & Merchandise

▶ Sponsor Feature Video on Social Media

▶ Time on Zuddl Expo Stage

# Sponsor Tiers

Features	Mars (€500)	Saturn (€1500)	Jupiter (€3000)
Logo on Website	✓	✓	✓
Logo on Certificates	✓	✓	✓
Logo on Flyers and Sponsor Banner	✓	✓	✓
Logo on Virtual IDs	✓	✓	✓
Featured Social Media Post on Induction	✓	✓	✓
Product Endorsement via Promo Videos	✗	✓	✓
Opportunity to Hire Talent	✗	✓	✓
Logo on T-Shirts and Merch Giveaways	✗	✗	✓
Sponsor Feature Video on Social Media	✗	✗	✓
On Stage Time	✗	✗	✓

# Event Itinerary

Friday the 1st of October	
<b>6pm</b>	Pre-hackathon brief. Some important rules, links, and resources of the competition will be discussed.
<b>6:30pm</b>	NASA SpaceApps 2021 would be explained and problem statements, NASA Open Data and the judging criteria would be introduced.
<b>7pm</b>	First, it is explained, how to give a pitch, then each participant is welcome to pitch their idea to the audience.
<b>8pm</b>	Ice-Breaking Sessions using virtual and timed breakout rooms.
<b>9pm</b>	Hacking begins. Participants are expected to start brainstorming with their teams to hack the chosen problem.
<b>11pm</b>	Take a break; have dinner, fuel up.

# Event Itinerary Contd.

Saturday the 2nd of October	
<b>10am</b>	Mentors from diverse backgrounds will be accessible to participants through an appointment system and breakout room visitations.
<b>11am</b>	Keep hacking.
<b>11pm</b>	Mid Night Munchies: drop down to UL courtyard for some coffee, sandwiches, and sleep-deprived, socially distanced networking.
Sunday the 3rd of October	
<b>6am</b>	The final Team List will be prepared for scheduling the presentations.
<b>9am</b>	Finalise presentations. This is when you submit a PDF which will be reviewed by the judges while the presentation is going on.
<b>10am</b>	Time will be given to help the hackers with their mock presentation.

# Event Itinerary Contd.

Sunday the 3rd of October (contd.)	
<b>2pm</b>	Time for the participants to show off their hard work done during the Space Apps Challenge!
<b>5pm</b>	Judges Deliberation and Feedback Session. Participants will be reminded to focus on giving kind, specific, and helpful feedback.
<b>6pm</b>	Closing Ceremony and Results. The most awaited moment! The winners are announced, along with the next step.

# Contact Us!



+353 833 750 317



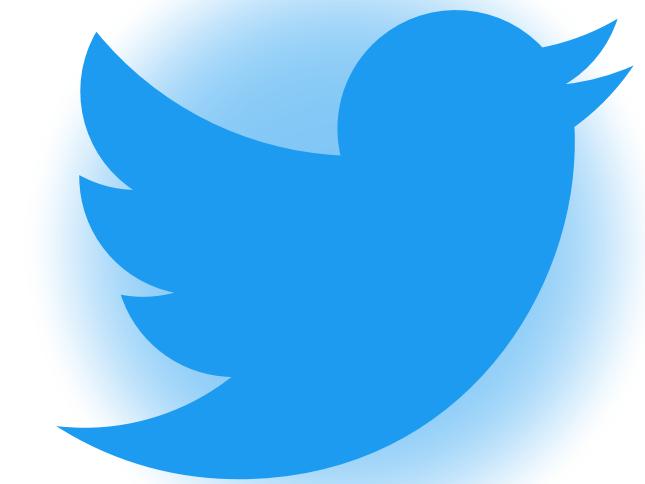
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