



FIRST ANNUAL  
**LAS CRUCES  
SPACE  
FESTIVAL**

Making Space For Everyone

**APRIL 12-14**



# Space Festival Partners include ...





# Space Festival Sponsors include ...

**JACOBS**<sup>TM</sup>



*HOTEL ENCANTO*  
4 LAS CRUCES



The **Dickerson Group**  
Catering and Event Services



*Theerie Patneau*

ADD YOUR NAME HERE –  
IT'S NOT TOO LATE!!



# Interested in Sponsorship?

email: [lcsf2018@gmail.com](mailto:lcsf2018@gmail.com) ... link on the Festival website

## Sponsorship Opportunities Available for Logo Recognition + Participation:

Single Activity: \$500 (10 slots remaining)

Whole Day: \$1,000 (2 slots remaining)

Whole Event: \$1,500 (5 slots remaining)

Sponsors already on board include:

MVEDA, Jacobs Technology on behalf of NASA JSC White Sands Test Facility, Virgin Galactic, United Way, Galactic Unite, Ambassadors for Spaceport America, Barnett's Las Cruces Harley-Davidson



# ALL EVENTS ARE FREE!

## 04.12.18

Astronomy Discovery Afternoon  
@ NMSU  
1:00-4:00pm - International Mall/Corbett Center

Yuri's Kids Evening @ NMSU  
5:00 - 10:30pm  
International Mall / Tombaugh Observatory

Mars Missions @ Challenger  
Learning Center  
6:00 - 8:30pm

Movie: Close Encounters of the Third Kind  
7:00pm - Rio Grande Theatre

Space Quiz  
7:30 - 8:30pm - The Game 1, Espina St.

## 04.13.18

Space Showcase:  
Interactive Public Exhibits  
12 - 6pm - Mesilla Valley Mall  
Space heritage, current activities,  
and future opportunities

Space Talks  
5:30 - 7:30pm - Hotel Encanto  
Space heritage, current activities,  
future opportunities.

Mars Mission @  
Challenger Learning Center  
6:00 - 8:30pm

Movie: Hitchhikers  
Guide to the Galaxy  
7pm - Rio Grande Theatre

## 04.14.18

Mars Missions @ Challenger Learning Center  
11:00am - 1:30pm & 3:00 - 5:30pm

Movie: Toy Story  
12pm - Rio Grande Theatre

Space Talk  
12:30pm - Branigan Library

Author Loretta Hall  
12:30 - 2:30pm COAS Book Store 317 N. Main St.

Virgin Galactic Full Size Spaceship Two Replica  
2pm - City Hall

Challenger Learning Center Open House  
2:00 - 2:45pm - 505 Main St.

Space Walk  
3:00pm - City Hall  
Dress as your favorite space character in space

Making Space For Everyone  
4:00 - 8:00pm - Plaza de Las Cruces  
Over 20 booths, displays and hands-on activities

- + Las Cruces Public Schools: April 9<sup>th</sup> - 11<sup>th</sup> - Themed electronic lessons
- + KTAL 101.5 Community Radio: April 9<sup>th</sup> - 14<sup>th</sup> - Themed programming throughout the week



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[www.lcspacefestival.com](http://www.lcspacefestival.com)

#lcspacefestival



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April 12 - 14, 2018

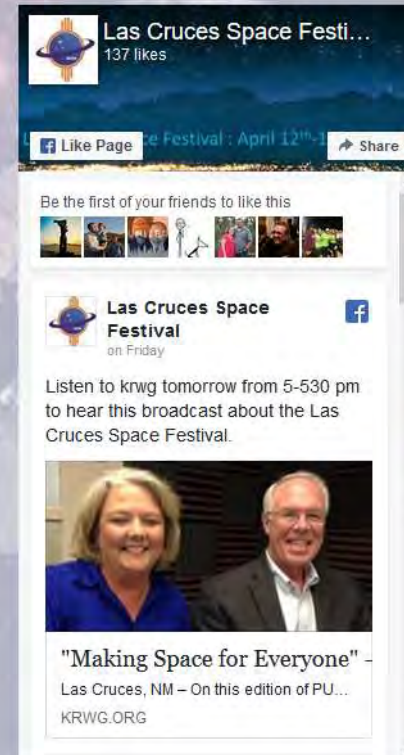
## Looking forward to LCSF2018 - Making Space For Everyone!

The first Las Cruces Space Festival (LCSF) will be held from April 12th to 14th 2018 to celebrate space-related activity and interest in the Las Cruces region and beyond. Everyone is invited to join this free, inaugural celebration of all things space! We're making space for everyone!

We're putting the final touches to the various activities right now, and have updated our 'Events' page to list out what is planned - we will continue to do that right up to the start of the Festival, so do keep an eye open for any further updates. We have also updated the 'Sponsors' page - it is thanks to these organizations that every part of the Festival is free to participants.

So, with less than two weeks to go, we're looking forward to seeing you there - we can't wait, it's going to be out of this world! Whatever you attend, please take photos or message about it, and use our hashtag: #LCspaceFestival

If you would like to contact us, you can email the planning team at: [lcsf2018@gmail.com](mailto:lcsf2018@gmail.com).





# 2018 Event Planning

Small planning group, lots of hours

Short timescales / good motivator to get started

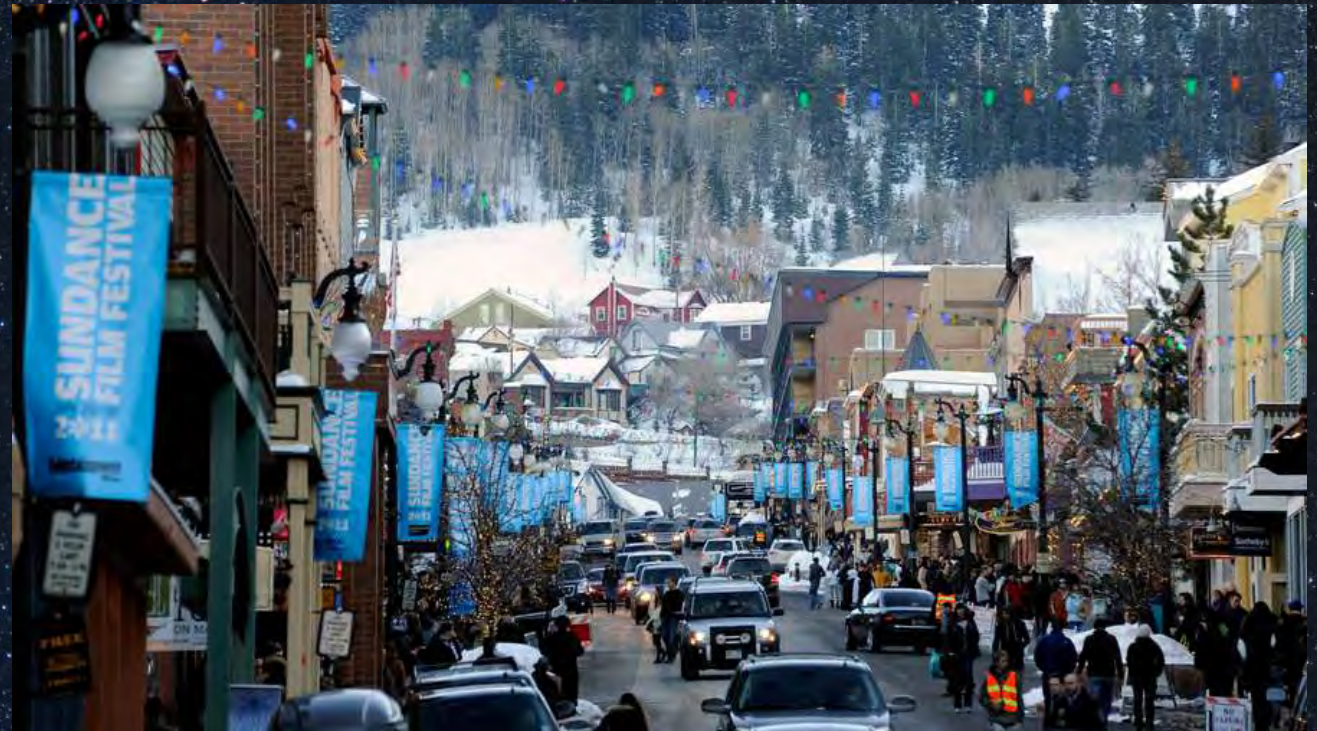
Great response for first time event

Website established – some PR / Some social media use

Event response unknown → Post-event review



# Inspiration: Sundance Film Festival





# Inspiration: Sundance Film Festival

1985

FILMS SCREENED  
86  
PARK CITY THEATRES  
2  
FESTIVAL STAFF  
13

## U.S. Film Festival



Sundance Institute assumed creative and administrative control of the U.S. Film Festival, expanded it to 10 days, and showcased American independent and international films, including: John Schlesinger's *The Falcon and the Snowman*, Robert Rosenberg and Greta Schiller's *Before Stonewall*, William Duke's *The Killing Floor*, John Sayle's *Brother from Another Planet*, Roland Joffé's *The Killing Fields*. Award-winning films included the Coen brothers' debut film *Blood Simple* and Jim Jarmusch's *Stranger than Paradise*.

**Fun fact:** Renowned documentary filmmakers Frederick Wiseman, D.A. Pennebaker, and Barbara Kopple (all 1985 jurors) and Rob Epstein participated on the "What's Real" panel, which examined cinematic representation of reality.

2017

ATTENDANCE  
71,600  
FILM SUBMISSIONS  
13,053  
(4,068 features, 8,985 shorts)  
FILMS SCREENED  
181  
PARK CITY THEATRES  
9  
FESTIVAL STAFF  
224

## Mr. Pink Meets Patti Cake\$



The 2017 Festival brought environmentalism front and center, with 14 films and virtual reality experiences on the subject—including follow-up films *Chasing Coral* (Jeff Orlowski's sequel to *Chasing Ice*) and Al Gore's much-anticipated Day One film *An Inconvenient Sequel*. And 25 years after its Sundance premiere, Quentin Tarantino's *Reservoir Dogs* returned for a special anniversary screening as part of the From the Collection category.

Other highlights included culture-clash love story *The Big Sick*, Ferguson uprising documentary *Whose Streets?*, absurdist crime movie *I don't feel at home in this world anymore.*, Jordan Peele's surprise Midnight screening *Get Out*, and, one year after the big success of *Sonita*, two new films about female rappers: *Patti Cake\$* and *Roxanne Roxanne*. Off of the screen, an independently organized Women's March featuring such speakers as Dolores Huerta, Chelsea Handler, and Jessica Williams brought an estimated 8,000 people to crowd Main Street on the third day of the Festival (the second day of Donald Trump's presidency), joining millions of others across the country in similar demonstrations.



# Inspiration: Sundance Film Festival

Park City, Utah - population: approx. 8,500 - is the main location of the United States' largest independent film festival (est. 1985)



The 2017 Sundance Film Festival generated a total economic impact of \$151.5 million for Utah

At least 71,638 attendees filled 204,652 seats during the 10-day event, which took place January 19<sup>th</sup>-29<sup>th</sup> in Park City, Salt Lake City and Sundance Mountain Resort

The 2017 festival generated \$14 million in state and local tax revenue, supported 2,778 jobs, and generated \$79 million in Utah wages.

About 52% of those attending the event were from out of state, incl. 26% of those from CA.

Festival spending generates positive economic benefits:

- Tourism-related industries are beneficiaries of spending that would not otherwise be part of the state's economy
- Spending entering the state induces additional spending as companies hire additional labor, increase their capacity, and purchase the goods that are necessary to accommodate the additional visitors



# 2019 Forward Planning

Establish not for profit status / Maintain free to participate approach

More strategic planning on events and speakers / Confirm timing asap

More intentional content to drive:

- economic benefit
- entrepreneurship, and
- educational goals

Confirm event ownership / Bigger planning group

Secure merchandise partner

More active on (i) Sponsorship and (ii) Social Media

# SPACEFEST™ IX

Est. 2007 – the 2018 event is July 5<sup>th</sup> – 8<sup>th</sup>

To Buy your Spacefest IX tickets Click [HERE](#)

No Refunds After March 31, 2018

We have all of our standard packages, Universal, Galactic, Stellar and of course A la Carte. All prices are subject to change.

Daily Admission Includes all Free Talks and Admission to Main Exhibit Hall.

- Daily Admission – **\$30**
- Sunday Admission – **\$12**
- Includes All Sunday Talks and Panels
- Children 12 & Under **FREE** Everyday!
- STEAM **FREE** Open to the public.  
(Science, Technology, Engineering, Art, Math)

## 🌟 Universal Package

- Admit-all 4 days
- Preferred seating\* at all events
- Spacefest Banquet
- VIP Astronaut/Art Reception
- Astronauts Lunch
- Apollo Panel
- All Speakers / Talks Pass
- All Panels / Movies Pass
- Spacefest T-shirt

**\$995**

## 🌌 Galactic Package

- Admit-all 4 days
- Preferred seating\* after Universal on all events
- Spacefest Banquet
- Astronauts Lunch
- Apollo Panel
- All Speakers / Talks Pass
- All Panels / Movies Pass

**\$695**

## 🌠 Stellar Package

- Admit-all 4 days
- Apollo Panel
- All Speakers / Talks Pass
- All Panels

**\$225**



# FIRST ANNUAL LAS CRUCES SPACE FESTIVAL

Making Space For Everyone

# APRIL 12-14

## An Out of This World Experience ALL EVENTS ARE FREE!



# Google

Google Search

I'm Feeling Lucky

Where's Waldo? Find out on Google Maps

Science & Space Festival 2018 | Discover more at [bluedot 2018](http://bluedot2018.com) | [discoverthebluedot.com](http://discoverthebluedot.com)

Ad [www.discoverthebluedot.com/](http://www.discoverthebluedot.com/)

Propel into a land of discovery at the Jodrell Bank Observatory. Find out more. Kids 5 & under go free. 19.20.21.22 July 2018. Tickets from £169. Family Friendly Festival. Shows: Music, Arts & Culture, Science.

Tickets

Information

Book Now

News

Las Cruces Space Festival | Space for Everyone  
<https://www.lcspacefestival.com>

Event celebrating all things space in Las Cruces, NM.



Spacefest – Bringing Space to Earth  
<https://www.spacefest.info>

Spacefest is THE event for space enthusiasts of any stripe – Astronomy, Human Space Exploration, Robotic Space Exploration, Commercial Space Development or Space History Enthusiast. For the Professional and





# 2019 Forward Planning

## Space Generation Fusion Forum 2018

Broadmoor Hotel, Colorado Springs, CO

Sunday, April 15 - Monday, April 16 Colorado Springs, CO US

Held annually in scenic Colorado Springs in conjunction with the Space Symposium, the Space Generation Fusion Forum is a two-day, high-intensity, fast-paced professional development and networking event focused on the international and US space industry. Delegates are students and young professionals from around the world and various facets of the space sector including science, engineering, law/policy, business/commerce, medicine, media, military, and government. Through discussion tracks, expert panels, keynote presentations, and interactive activities, these selected delegates will “fuse” their perspectives. By...

[Find out more »](#)

## 34th Space Symposium

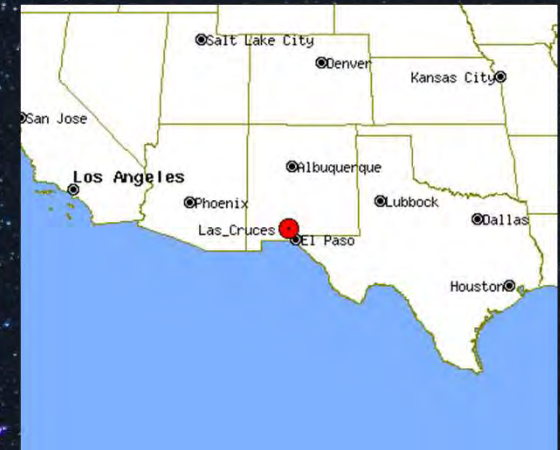
Broadmoor Hotel, Colorado Springs, CO

Monday, April 16 - Thursday, April 19 Colorado Springs, CO US



Known as the premier global space conference – the 34th Space Symposium, held April 16–19 in Colorado Springs, Colorado, will convene space leaders to discuss critical issues affecting all space sectors. The Symposium is considered the “must attend” event of the year for making critical and profitable connections.

[Find out more »](#)





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## U.S. Spaceport Sites

**Launch Site:** Mojave Air and Space Port  
**Location:** Mojave, Calif.  
**License First Issued:** 2004

**Launch Site:** Front Range Airport  
**Location:** Denver, Colo.  
**License First Issued:** Proposed

**Launch Site:** Oklahoma Spaceport  
**Location:** Burns Flat, Okla.  
**License First Issued:** 2006

**Launch Site:** Mid-Atlantic Regional Spaceport  
**Location:** Wallops Island, Va.  
**License First Issued:** 1997

**Launch Site:** California Spaceport  
**Location:** Vandenberg Air Force Base, Calif.  
**License First Issued:** 1996

**Launch Site:** Spaceport Tucson  
**Location:** Tucson, Ariz.  
**License First Issued:** Proposed

**Launch Site:** Spaceport America  
**Location:** near Truth or Consequences, N.M.  
**License First Issued:** 2008

**Launch Site:** Midland International Air and Space Port  
**Location:** Midland, Texas  
**License First Issued:** 2014

**Launch Site:** Pacific Spaceport Complex Alaska  
**Location:** Kodiak Island, Alaska  
**License First Issued:** 1998

**Launch Site:** Spaceport Camden  
**Location:** Camden County, Ga.  
**License First Issued:** Proposed

**Launch Site:** Cecil Field Spaceport  
**Location:** Jacksonville, Fla.  
**License First Issued:** 2010

**Launch Site:** Cape Canaveral Spaceport  
**Location:** Cape Canaveral, Fla.  
**License First Issued:** 1999

**Launch Site:** Ellington Airport  
**Location:** Houston, Texas  
**License First Issued:** 2015

**Launch Site:** Hawaii Air and Space Port  
**Location:** Kona, Hawaii  
**License First Issued:** Proposed

SPACENEWS GRAPHIC



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EDUCATION, ENTERTAINMENT & FUN FOR SPACE LOVERS  
SPECIAL PROGRAMMING FOR "SPACE WEEK" ON KTAL 1015 APR. 9-14



lcspacefestival.com

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