

# KOSMONAUT

On 12th April 1961 kosmonaut Yuri Gagarin  
became the first man in space...



...on 12th April 2011 there is a unique opportunity to  
celebrate and capitalise on that historic achievement

"Align your brand  
with the greatest  
values in history:  
courage, adventure,  
invention and  
collective endeavour"

Dr Patrick Fullick  
Kosmonaut Project Director

What do you think are the major turning points in history are? Christianity? Bronze and Iron Ages.? The Renaissance? The discovery of the New World? The Industrial Revolution? The Internet? Whatever your thoughts, you will surely agree that one of them was our first voyage into space.

So you may like to know that on 12 April next year Russians will be celebrating the fiftieth anniversary of their first manned space flight. On that day in 1961 Yuri Gagarin became a hero to the population of the entire globe, saying: *"Orbiting Earth in the spaceship I saw how beautiful our planet is. People, let us preserve and increase this beauty, not destroy it!"*

Gagarin's courage and the technological prowess which made his flight possible, transcended politics and was seen then as an achievement for all humanity. This was around the time of the Cuban missile crisis, the closest the human race has ever come to all-out nuclear war. Yet, out of that time came so much of today's technology, including mobile communications and ultimately, the internet.

Remarkably, the Russian authorities have kindly agreed to furnish a six-month exhibition, 'KOSMONAUT', at the Science Museum in London, from October 2011 until spring 2012. There'll be many original artefacts that have never left Russia before: a Vostok space capsule, Sputnik satellite, Soyuz spaceship, space-suits, photos, archives... All the exhibits will be genuine and original equipment - some bearing the scars and marks of space travel - not models or replicas.

An exhibition of this kind has never been possible before; for all those fortunate enough to be involved it is a matter of national pride and deep cultural significance. The negotiations and planning started over two years ago, and have involved and drawn on the support of both Russian and UK authorities, as well as the Gagarin family.

Make a powerful emotional connection with an emerging market of 280-million people in: Russia, Latvia, Estonia, Macedonia, Serbia, Slovenia, Ukraine, Croatia...

"The Kosmonaut exhibition will contribute to the enhancement of cultural and scientific co-operation between Russia and the United Kingdom."

His Excellency Yuri Fedotov  
Russian Ambassador in London



...provide a true and balanced representation of the history of the conquest of space (and the birth of modern telecommunications) to the entire world!

The KOSMONAUT exhibition - and the event it commemorates - provides a unique opportunity for you, as sponsor, to own a slice of history. You'll be able to help inform, delight and educate around 600,000 planned visitors to the exhibition in the UK and millions more people through press, TV and digital media. It will be a creative platform for you to communicate your brand, a chance to align your organisation's brand with a potent set of values: courage, adventure, invention, and the spirit of individual and collective endeavour.

As a sponsorship partner, you'll be able to use this platform to support relationships with your clients, consumers, staff, and the community. And you'll be making a powerful emotional connection with the 280 million people in Russia and former USSR republics.

To participate as a sponsor in this event you need to act fast. To avoid missing out on this unique opportunity, you need to register your interest and will be invited to provide initial development funding by 30 July 2010.

the UNTOLD story  
the UNSEEN history  
the UNKNOWN heroes

"Gagarin was the media star of his time: young and handsome, with a wonderful smile.

The story behind this man's incredible courage will capture people's hearts and minds once again."

Bill Dod - Studio Anchor  
Russia Today Television Channel, Moscow

"Orbiting Earth in the spaceship, I saw how beautiful our planet is. People, let us preserve and increase this beauty, not destroy it!"

Yuri Gagarin 1961



"The whole world fell in love with Yuri Gagarin minutes after he landed back on Earth. The man with the legendary smile, the first man in space would have celebrated his 75th birthday on 9th March 2010"

Russia Today

You'd be forgiven for thinking that NASA won the space race. We'll be telling the other side of the story. Russia launched the first satellite; Russia sent the first probe to the Moon; Russia sent the first animals, man, woman, then team into space; two Russian spacecraft were the first to carry out a docking manoeuvre; Russia had the first space station; and Russia had the first permanently-manned space station.

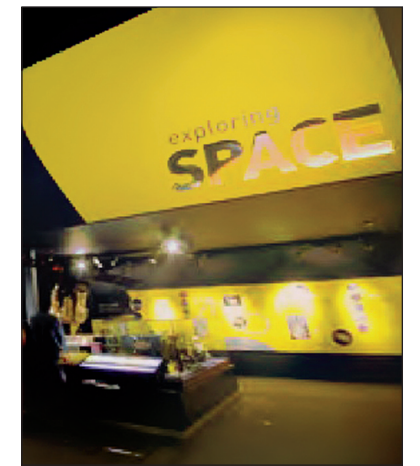
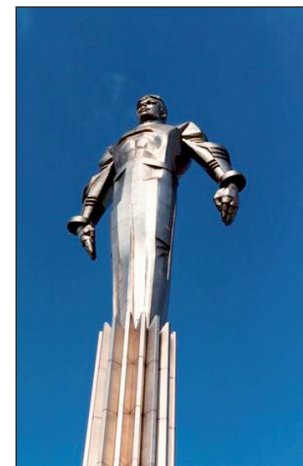
Today, Russian space technology has already delivered the first generation of 'space tourists'. With the imminent retirement of the NASA shuttle, the international space station will be accessible only through Russian launch vehicles. And Russia is now about to complete the launch of its constellation of GLONASS satellites, providing the first alternative to the US GPS system, on which our global communications network depends.

"As well as the space race itself, it was a competition between two superpowers, the Soviet Union and the USA!"

Mikhail Kamensky, Sotheby's CIS General Director



Help launch a historic event which has the backing and endorsement of prominent individuals and leading organisations both in Russia and the United Kingdom



"Trade relations between Russia and the UK remain very healthy.

The Kosmonaut exhibition is an opportunity to showcase all that is best in the cooperation between us."

Stephen Dalziel  
Executive Director of the Russo-British  
Chamber of Commerce

## In Russia:

### ROSCOSMOS

The Russian Federal Space Agency

### Mikhail Shvydkoy

Special adviser to the Russian President on international cultural relations

### Nikolay Kosov

Deputy Chairman of Vnesheconombank and personal adviser on economic affairs to Prime Minister Putin

### Elena Gagarina

Elder daughter of Yuri Gagarin and director of the Kremlin Museums

### Dr Alexander Derechin

Deputy General Designer, Space Corporation Energia

### General Vladimir Dzhaniybekov

Former Soviet Cosmonaut and President of the Association of Russian Museums of Cosmonautics

### Sergei Krikalev

Head of the Centre for Cosmonaut Training at Star City

## In the United Kingdom:

### The Science Museum, London

The leading Science and Technology exhibition centre with 2,700,000 visitors annually

### HRH Prince Michael of Kent GCMG

Patron of the Russo-British Chamber of Commerce

### Dame Anne Pringle DCMG

British Ambassador to Moscow

### The Royal Aeronautical Society

The world's oldest learned society for space flight

### Prof. Alan Smith

Director Mullard Space Science Centre, University College London

### The National Space Centre

The UK's only dedicated space attraction with 250,000 visitors annually

Enhance perceptions of your brand with a high-profile attraction which will draw over 600,000 visitors.



Engage all your customers across the UK and Europe with an exclusive technology related promotion.

Benefit from extensive free National Press exposure in both News and documentary coverage.

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"This exhibition will be the highlight of British/Russian cultural relations and will help to further develop scientific relations between our two countries"

Dame Anne Pringle GCMG  
HM Ambassador in Moscow



**The Gagarin brand:**

Trancends politics

Is the perfect mix of the best human qualities and the triumph of technology.

Allows your enterprise to own a vital slice of history.

# KOSMONAUT

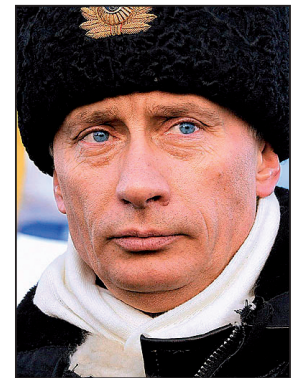
a HISTORIC exhibition

a UNIQUE COMMEMORATIVE event

a SPECTACULAR SPONSORSHIP opportunity

"The 50th anniversary  
of Yuri Gagarin's  
space flight is an  
opportunity to remind  
the global community  
of the key role that  
Russia plays in space  
exploration and of  
the significance  
of Russia's space  
programme for  
all of humanity.

Vladimir Putin  
Prime Minister of Russia



**25,000**

square feet of displays

**Over 30**

large physical exhibits: the original, deployed in space,  
objects of genuine iconic status

**100s**

of personal, cultural and commemorative exhibits

**300-minutes**

of never-before seen archive footage and photographs

**V.I.P.**

personal appearances by dignitaries

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# KOSMONAUT

The exhibition is planned to open in October 2011 for a period of 6-months after which time it could be toured around Europe or America

"This will be a revelation; items from the Russian space programme (so long eclipsed by the US) will be displayed in Britain for the very first time.

Doug Millard  
Senior Curator for Space, Science Museum, London



Just some of the major exhibits:

**Vostok space capsule:** as used in the first six Soviet space missions

**RD-180 Rocket Engine:** used for all Russian launches vehicles (and for the American Atlas rockets)

**Soyuz spaceship:** used for the last 40 years in the Soviet space programme

**Lunokhod lander:** which collected samples of lunar soil and sent them back to Earth

**"Space motorcycle":** used by kosmonauts outside space stations

**Space toilet:** developed by the Russians and also used in later US space missions

**Bion Spaceship:** used for sending animals to space and back

**Sputnik satellite:** one of the three original units produced in 1957

**Berkut and Yastreb Space Suits:** used on Vostok and Voskhod missions for spacewalks

**SK-1 Space Suit:** used by the first six kosmonauts fitted on a mannequin in an ejector chair

**SAS Emergency Escape System:** for the protection of kosmonauts in the event of an explosion of the launch vehicle

**Chibis vacuum suit:** for training on board Space Stations to prepare kosmonauts for the return to Earth

**Kolos:** a device for drinking water on board Space Stations

**Penguin training and rehabilitation suit:** developed to prevent muscular atrophy

**Original space art:** A collection of pieces by kosmonauts turned artists Leonov and Dzhanibekov

**Original objects connected with Yuri Gagarin including:**

His training suit  
Capsule ejector sledge  
Medals, awards and photographs  
Personal memorabilia



These concept visuals are based on images supplied by courtesy of Enigma3d

"The stories of the people and technology behind the space missions, so long hidden from the world, will be told."

Doug Millard  
Senior Curator for Space, Science Museum, London

# KOSMONAUT



Offers of sponsorship are invited for either all or part of the exhibition

### Financial requirement

Development funding £250,000 by 30th June 2010

Implementation funding £9.75-million in place by 31st August 2010

# KOSMONAUT

#### The KOSMONAUT identity

Can be developed and used as a brand mark on any communications and product material, from April 2011

#### Promotions

Give out up to 200,000 tickets to utilise as incentive

#### Hospitality

Entertain key clients and contacts in a branded private lounge at the museum

#### VIP Previews

Host the preview event on 12 April 2011 - the 50th anniversary of Gagarin's space flight - at the museum

Media exploitation, Promote KOSMONAUT externally/globally, internal media

#### Corporate responsibility

KOSMONAUT provides a CR platform, particularly in the area of education

#### The KOSMONAUT Brand

Positions lead sponsor as sensitive to: history and culture, having a truly global perspective, delivering technology for people.

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From 1957 to the present day Russian scientists, kosmonauts and engineers have achieved a staggering number of space firsts



- 1957** - first artificial Earth satellite, Sputnik 1
- 1957** - first animal in Earth orbit, the dog Laika in Sputnik 2
- 1959** - first man-made object to escape Earth's orbit, Luna 1
- 1959** - first probe to impact the Moon, Luna 2
- 1959** - first images of the moon's far side, Luna 3
- 1960** - first animals to safely return from orbit, the dogs Belka and Strelka on Sputnik 5
- 1960** - first Mars probe, Marsnik 1
- 1961** - first Venus probe, Venera 1
- 1961** - first person in space and in Earth orbit, Yuri Gagarin on Vostok 1
- 1962** - first dual manned spaceflight, Vostok 3 and Vostok 4
- 1963** - first woman in space, Valentina Tereshkova, Vostok 6
- 1964** - first multi-man crew (three people), Voskhod 1
- 1965** - first space walk by Aleksei Leonov, Voskhod 2
- 1966** - first soft landing on surface of the Moon, Luna 9
- 1967** - first unmanned rendezvous and docking, Cosmos 186/Cosmos 188
- 1969** - first docking between two manned spacecraft with exchange of crews, Soyuz 4 and Soyuz 5
- 1970** - first samples automatically returned to Earth from Moon, Luna 16
- 1970** - first robotic space rover, Lunokhod 1
- 1970** - first data received from the surface of another planet (Venus), Venera 7
- 1971** - first space station, Salyut 1
- 1984** - first woman to walk in space, Svetlana Savitskaya (Salyut 7 space station)
- 1986** - first permanently manned space station, Mir, which orbited the Earth from 1986 until 2001
- 1987** - first crew to spend over one year in space, Vladimir Titov and Musa Manarov

**2011 - first ever exhibition of its kind in the world - lands on London**

"This is a cultural event that can truly help to develop understanding between Britain and Russia to realise the full potential that cooperation between our two countries can bring."

Rosemary Hilhorst  
Director, British Council, Russia



"This forthcoming celebration is of vital interest to people throughout the world, because Gagarin's mission is a legacy for all of civilisation."

Vladimir Putin  
Prime Minister of Russia

KOΣMOΠΛYΤ







## A truly unique corporate sponsorship opportunity

What do you think are the major turning points in history are? Christianity? Bronze and Iron Ages.? The Renaissance? The discovery of the New World? The Industrial Revolution? Whatever your thoughts, you will surely agree that one of them was our first voyage into space.

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You'd be forgiven for thinking that NASA won the space race. We'll be telling the other side of the story. Russia launched the first satellite; Russia sent the first probe to the Moon; Russia sent the first animals, man, woman, then team into space; two Russian spacecraft were the first to carry out a docking manoeuvre; Russia had the first space station; and Russia had the first permanently-manned space station.

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The design and structure of the the KOSMONAUT exhibition will be on a spectacular scale - its creation is in the hands of the UK's leading design practices - and it will be as technologically advanced as we can make it.

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As a partner, you'll be able to use this platform to support relationships with your clients, consumers, staff, and the community. And you'll be making a powerful emotional connection with the 280 million people in Russia and former USSR republics.

To participate as a sponsor in this event you need to act fast. To avoid missing out on this unique opportunity, you need to register your interest and will be invited to provide initial development funding by 30 June 2010.

[www.kosmonaut.org.uk](http://www.kosmonaut.org.uk)



## Executive Summary

### Why sponsor KOSMONAUT?

- ★ 12 April 2011 is the 50th anniversary of Russia's first manned space flight
- ★ Prime Minister Putin is committed to celebrating the anniversary
- ★ The Russians have chosen London to showcase their achievements

### Just a few of the Russian 'firsts':

- ★ 1957 first artificial Earth satellite, Sputnik 1
- ★ 1957 first animal in Earth orbit, the dog Laika in Sputnik 2
- ★ 1959 first probe to impact the Moon, Luna 2
- ★ 1960 first Mars probe, Marsnik 1
- ★ 1961 first person in space and in Earth orbit, Yuri Gagarin on Vostok 1
- ★ 1971 first space station, Salyut 1

### Key facts about the exhibition at the Science Museum, London:

- ★ From October 2011 until April 2012
- ★ 600,000 visitors expected (museum has 2.7m visitors annually)
- ★ 20,000 sq ft of displays with an advanced interactive experience
- ★ Audience – families with children over 8, school and college groups, and focus on culturally-aware, high income adults

### Exhibits – shown for the first time outside Russia

- ★ Real space Sputnik hardware and space suits
- ★ Flown capsules, rocket engines, satellites, probes and lands
- ★ Soyuz training spacecraft
- ★ Photographs, documents and other archives

### Associated activities:

- ★ Yuri Gagarin's daughter to visit HM Queen
- ★ Documentaries and publications
- ★ Website – forum and merchandise
- ★ Joint research initiatives with University of London

### Sponsorship opportunity

- ★ High awareness and respect among 600,000 visitors
- ★ Access to Russian decision-makers at a very senior level
- ★ Association with key scientific and cultural event of the decade
- ★ Sophisticated social and cultural positioning as well as technological link
- ★ Alignment with KOSMONAUT key brand values – invention and endeavour
- ★ Use of KOSMONAUT brand mark for all corporate communications
- ★ Reach through TV, press and internet to a global audience
- ★ Resonating particularly with 280 million people in Russia and former USSR republics
- ★ Launch event 12 April 2011 introducing a year of activity and promotion
- ★ Merchandise opportunities
- ★ VIP lounge at the exhibition
- ★ Up to 100,000 free tickets

### KOSMONAUT is owned and organised by Capital Science Connections, a private company:

- ★ owned by Dr Patrick Fullick
- ★ established in 2008
- ★ active in promoting investment in science-based Russian start-up enterprises

### Financials

- ★ Creation, curating, staging, marketing, promotion, PR, management and administration budget £9.5m - £10m
- ★ 4 key sponsors @ £2.5m each or one sponsor @£10m



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