

# ELITE SPONSORSHIPS

The 10th World Conference of Science Journalists (WCSJ2017) will bring 1,200–1,400 of the world's top science journalists to San Francisco, where they will be immersed in the vibrant science and technology environment of the Bay Area as they address the future of media and the excitement and challenge of 21st-century science. Our elite sponsors will make it happen. WCSJ2017 marks the first time the conference has been held in the U.S. It can take place only through support at the highest level from institutional and corporate partners. Sponsor support of \$1.25 million in cash contributions and an additional \$500,000 in donated goods and services will enable emerging and seasoned science journalists to develop their knowledge of cutting-edge science and build global capacity for the critical work of communicating science to diverse audiences.

WCSJ2017 is where the techniques that will shape science coverage in the future will be prototyped. Journalists will encounter major stories from around the world—from California to Calcutta, from Silicon Valley to the Rift Valley. R&D and policy issues will span the science spectrum—biotechnology, public health, climate change, space exploration—reflecting the concerns of audiences around the globe. The conference's mission is essential in a fast-changing world, where high-quality journalism is sorely needed to realize the dream of "Bridging Science and Societies."

LEARN MORE AT [WCSJ2017.ORG](http://WCSJ2017.ORG)

## Elite sponsors will receive significant visibility for their crucial support of WCSJ2017 & its mission to improve science journalism worldwide, including:

- ✓ Prominent logo recognition on conference communications, including the conference website,\* signage, hospitality items, digital displays and print program
- ✓ Prime lobby exhibit space
- ✓ Complimentary registrations
- ✓ Opportunity to be introduced and deliver welcome remarks at WCSJ functions
- ✓ Advance marketing and registration for their sponsored events via conference communications
- ✓ Additional recognition and special sponsorship opportunities tailored to the needs and interests of individual sponsors

\* Logos of Diamond, Platinum and Gold sponsors will be featured on multiple pages at [wcsj2017.org](http://wcsj2017.org) before, during and after the conference.

Elite sponsors will provide essential support for this important conference.



**Diamond Sponsor**

\$400,000+

**Platinum Sponsor**

\$250,000+

**Gold Sponsor**

\$100,000+

**Silver Sponsor**

\$50,000+

**Bronze Sponsor**

\$25,000+

# SUPPORT WCSJ2017

WCSJ2017 sponsorships & partnerships promote global science journalism & science communication to the public.



Mount Shasta



Giant Sequoias



Gray Whale



Golden Trout



California Poppy

## Diamond Sponsor **\$400,000+**

Recognition in all print and online materials, signage, digital displays and banner stands as *the* primary underwriter of WCSJ2017

Website sponsor page profiling your research and mission

Conference newsletter or blog sponsorship

Lobby exhibit space **large**

Complimentary registrations **10**

EXCLUSIVE

1

## Platinum Sponsor **\$250,000+**

Platinum Sponsor recognition on signage, digital displays and banner stands

Logo recognition throughout website as Platinum Sponsor

Website sponsor page profiling your research and mission

Conference newsletter or blog sponsorship

Lobby exhibit space **medium**

Complimentary registrations **8**

Remaining

3

## Gold Sponsor **\$100,000+**

Gold Sponsor recognition on signage, digital displays and banner stands

Featured on website Gold Sponsor page

Link in conference newsletter

Lobby exhibit space **medium**

Complimentary registrations **6**

Remaining

ask

## Silver Sponsor **\$50,000+**

Name and logo recognition on website and program

Lobby exhibit space **medium**

Complimentary registrations **3**

Remaining

ask

## Bronze Sponsor **\$25,000+**

Name and logo recognition on website and program

Lobby exhibit space **discounted**

Complimentary registrations **2**

Remaining

ask

<b>Contributor</b>	<b>\$10,000+</b>
<b>Friend</b>	<b>\$5,000+</b>
<b>Supporter</b>	<b>\$1,000+</b>



## All contributors over \$10,000 will receive:

- ✓ Logo recognition on the conference website and print program
- ✓ Discount on exhibit space and program advertising

## All sponsors will receive:

- ✓ "Thank you" recognition on the website
- ✓ Advance marketing and registration for their sponsored events via conference communications

2017 WORLD CONFERENCE OF SCIENCE JOURNALISTS  
WCSJ2017.ORG



# SPECIAL SPONSORSHIP OPPORTUNITIES

Your chance to support global science communication & connect with journalists from around the world

	Amount	Remaining
✓ <b>OPENING GALA</b> — Friday, October 27 <i>a sparkling welcome to the Bay Area</i> LOCATION: California Academy of Sciences	\$200,000	1
✓ <b>CLOSING RECEPTION</b> — Sunday, October 29 <i>a celebration and commemoration</i>	\$200,000	1
✓ <b>FESTIVAL EVENING</b> — Saturday, October 28 <i>a high-profile public science event in collaboration with the Bay Area Science Festival</i>	\$90,000	1
✓ <b>WELCOME RECEPTION</b> — Thursday, October 26	\$75,000	1
✓ <b>Conference Luncheon</b> — Saturday or Sunday, October 28/29	\$110,000	2
✓ <b>Co-Sponsorship of the Opening Gala or Closing Reception</b>	\$10k–100k	4
✓ <b>International Student Science Journalism Training Program*</b>	\$110,000	1
✓ <b>Conference Transportation</b> (branded bus transport)	\$80,000	1
✓ <b>Pre-Conference Workshop, Symposium or Science Program</b>	\$60–80k	4
✓ <b>Technology</b> (branded wi-fi, A/V, charging stations)	\$30k–100k	3
✓ <b>Simultaneous Translation</b>	\$50,000	1

# MORE SPONSORSHIP OPPORTUNITIES

	Amount	Remaining
☑ <b>Coffee &amp; Beverage Service for a Day</b>	\$40,000	3
☑ <b>Private Luncheon</b>	\$20k-40k	4
☑ <b>Tour or Field Trip</b>	\$10k + expenses	ask
☑ <b>Travel Fellowships for International Students*</b>	\$3,300 ea.	50
☑ <b>Travel Fellowships for International Journalists &amp; Writers*</b>	\$4,400 ea.	100
<p>Sponsorship packages can be crafted to support participation, training and programming for student and professional journalists from a geographic region.</p>		
☑ <b>Travel Fellowships for International Scientists</b>	\$3,300 ea.	12
☑ <b>Program Themes</b>	\$10k-30k	12
<p>Planned themes include public health and infectious disease, biomedicine, environment, climate, agriculture, oceans, cosmology, space, technology, and science communication. Contributions will support speaker travel and accommodations and program production.</p>		

## Connect with science journalists in virtual space

- ☑ **Conference Newsletter**
- ☑ **Conference Blog**
- ☑ **Webcasting**
- ☑ **Twitterstream**

\* Sponsorship packages can be crafted to support participation, training and programming for student and professional journalists from a geographic region.

# PROGRAM OVERVIEW

## Bridging Science & Societies: a conference building global communication capacity & connections in science journalism

The program of the 10th World Conference of Science Journalists (WCSJ2017) focuses on the increasingly vital intersection between science and society. Organized around the theme “Bridging Science and Societies,” the conference will highlight the crucial role science journalists play in connecting diverse global audiences to the science that affects their lives. As the world’s largest—and arguably the most influential—meeting of science communication specialists, WCSJ2017 offers a singular opportunity to educate and connect journalists around the world.

Equally important, WCSJ2017 offers an opportunity to raise the bar on science communication by connecting stories from continent to continent: climate change, infectious disease, genetic engineering, imperiled oceans, innovations in agriculture, geology and cosmology, and the latest and most exciting in technological developments.

The international program committee—headed by Pulitzer Prize-winning science writer Deborah Blum, the director of Knight Science Journalism at the Massachusetts Institute of Technology, and powered by leading science writers

in Latin America (a special focus of this program), Europe, Asia, Africa, and North America. The committee is putting in place a series of parallel sessions, workshops, and outreach activities that will explore science in regional and global contexts. Organizers also plan to draw on WCSJ2017’s location in California’s Bay Area, home to leading research universities and to some of the most influential technology companies in the world. The location is ideal for the technology-rich training that will be woven throughout the program in areas ranging from data journalism to video reporting, podcasting to computer animation.

The program will also offer opportunities for those interested in science communication to hear from internationally heralded leaders and to explore the research of our preeminent host universities. At WCSJ2017, distinguished international scientists and technology leaders will share the podium with science’s emerging pioneers in a special international edition of New Horizons in Science, a program presented annually at U.S. science writers’ meetings.

Weds, Oct 25	Thurs, Oct 26	Fri, Oct 27	Sat, Oct 28	Sun, Oct 29	Mon, Oct 30	
Workshops & Training	Opening Plenary & Reception	Plenary & Breakouts	Plenary & Breakouts	Plenary		Field Trips & Tours*
		Lunch	Lunch	University Day at UCSF & Berkeley	Workshop at the Marriott	
	Plenary & Breakouts	Plenary & Breakouts General Assembly				
	Bay Area Science Festival Event	Opening Gala	Festival Evening	Closing Reception		

\* Field trips and tours may also be offered before and during the program.

# SPONSORSHIP GUIDELINES & CATEGORIES

## Your research, products & perspective matter

Prominent among the attendees at WCSJ2017 will be writers and broadcasters who will shape the public conversation about science in coming years. Sponsors build relationships with this community through their support of the conference, their contribution to informing journalists about advances in research, and their recognition of the important role of science journalism in the world.

To ensure a successful conference, while welcoming partnerships with organizations contributing valuable ideas and resources, the Organizing Committee has developed the following guidelines:

1. Sponsored activities and hospitality will be clearly labeled as such, and sponsors will be prominently recognized.
2. Sponsor representatives will have ample access to attendees participating in sponsored activities. Organizers will work closely with sponsors to ensure that their presence adds value to the meeting and is appreciated by attendees.
3. Conference content is chosen by the organizers. Pre- and post-conference activities and portions of the conference may be organized in consultation with an outside organization under a collaboration agreement.
4. Meeting credentials (name badges) will not carry sponsor logos.
5. Sponsors may not require that participants listen to a presentation in order to receive food, drink, or other amenities. Space for sponsored events will be arranged so that participants who prefer not to listen to a "pitch" are comfortably accommodated.
6. Attendees will decide what personal and professional information to share with sponsors and hosts.

In addition, the Organizing Committee has defined two categories to clarify how conference planners hope to engage with sponsors and partners:

### Green Partners

#### INCLUDE

- educational institutions
- research organizations; nonprofit, nonpartisan foundations not controlled by commercial firms; institutes; medical centers
- public agencies
- nonprofit organizations interested in public understanding of science, science communication, and journalism
- media companies and media foundations, journals, and publishers

### Blue Partners

#### INCLUDE

- non-media commercial corporations and corporate foundations
- partisan, religious, and advocacy organizations not meeting the criteria for Green Partnership

#### NATURE OF SUPPORT

- may propose content to Program Committee
- may propose sponsored onsite or off-site pre-conference and post-conference events
- may sponsor social events, hospitality, and travel fellowships

#### NATURE OF SUPPORT

- may sponsor social events and hospitality
- may offer off-site pre-conference and post-conference events
- may offer tours and field trips
- may sponsor travel fellowships
- may support content chosen by the Program Committee by themes (examples: biomedicine, public health, environment, technology, innovation)

**WCSJ2017 will be possible only with high-level support from sponsors committed to the conference mission. Sponsorship guidelines balance the high value that sponsors bring to the meeting with the value that journalists place on their independence.**



# 10<sup>th</sup> WORLD CONFERENCE OF SCIENCE JOURNALISTS SAN FRANCISCO, CALIFORNIA OCTOBER 26–30, 2017

## WHAT

The 10th World Conference of Science Journalists will bring together 1,200–1,400 professionals dedicated to **engaging, incisive, accurate, and high-quality science journalism**. The conference will build global capacity for science communication and provide an opportunity for journalists to explore cutting-edge science as well as crucial issues at the interface of science and society.

## WHEN

The conference will take place **October 26–30, 2017** with pre-conference activities on October 25.

## WHERE

wcsj2017 will be held in **San Francisco**, a world-class city and an environment rich in science and technology. Conference activities will be based at the Marriott Marquis Hotel in the heart of downtown San Francisco. A feature of the program is **University Day**, when journalists will visit the campuses of the University of California San Francisco and UC Berkeley for programming and laboratory tours. wcsj2017 marks the first time that the conference is being held in the U.S.

## WHO

wcsj2017 is a collaborative effort of the **World Federation of Science Journalists (WFSJ)** and two U.S. host organizations, the **National Association of Science Writers (NASW)** and the **Council for the Advancement of Science Writing (CASW)**, in conjunction with two host universities, the **University of California, San Francisco** and **UC Berkeley**.

**WFSJ unites more than 50 national and regional journalists' associations** in a global network to train, support and encourage science journalism.

**NASW is an association of more than 2,000 members** chartered "to foster the dissemination of accurate information regarding science through all media normally devoted to informing the public."

**CASW is a panel of distinguished journalists, science communication specialists and scientists committed to improving the quality and quantity of science news** reaching the public.

## WHY

wcsj2017 will provide the **networking, training, professional development and exposure to world-class science and technology**, essential to equip and sustain a worldwide community, ensuring that news about science is intelligently conveyed to a global public no matter what barriers of culture, language, education, and politics stand in the way. A special emphasis of the conference will be **building science journalism capacity in Latin America**.

## HOW

An international Organizing Committee, chaired by Ron Winslow of the *Wall Street Journal* and Cristine Russell of the Harvard Kennedy School, is building **additional partnerships** to ensure a vibrant and truly global conference. Early partners include the **Bay Area Science Festival, California Academy of Sciences, National Academy of Sciences, and Association of Health Care Journalists**. Support from conference underwriters and sponsors will help wcsj2017 offer a wide range of opportunities for field trips, programs, and networking. In addition, **travel fellowships and education funds** for student journalists and journalists from developing countries will ensure that the conference promotes understanding of the cultural and societal issues that science confronts around the world. Exhibiting and program advertising opportunities are also available.

## ABOUT THE CONFERENCE THEME

Excellent science journalism has never been more important to our complex and changing world. The theme "**Bridging Science and Societies**" reflects the **vital role of science communication and the fact that journalists interpret science in context for diverse societies**. Science journalists help societies understand and respond to natural and human-caused disasters, environmental changes and challenges, epidemics and pandemics, and technological disruptions.

**The world's top science communicators gather in the US for the first time.**