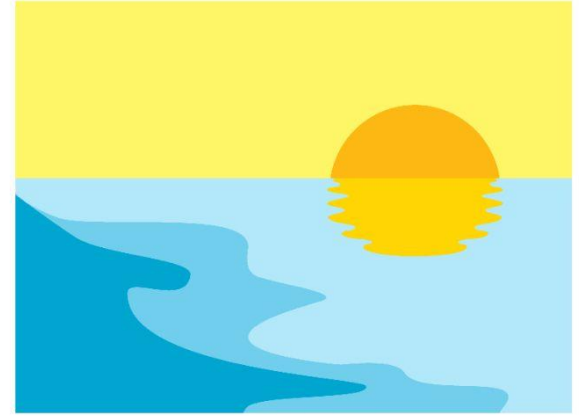


SCIENCEWRITERS2024



November 8–11, 2024

Sponsorship options

Support science journalism and engage with writers as they gather to hone their craft and immerse themselves in the science of the Research Triangle.

sciencewriters2024.org

CASW Council for the
Advancement
of Science Writing


Science Communicators
OF NORTH CAROLINA

Join us for #SciWri24!



November 8–11, 2024

The annual national gathering of science journalists and communicators comes to the Raleigh Convention Center and the Raleigh Marriott City Center.

Friday, Nov 8	Saturday, Nov 9	Sunday, Nov 10	Monday, Nov 11
Workshops Tours	Sessions Exhibits Coffee breaks	Sessions Exhibits Coffee breaks	Field Trips Tours
	Lunch with a Scientist	Awards Lunch	
Workshops Tours	Sessions Exhibits Coffee breaks	Sessions Exhibits Coffee breaks	
Welcome Reception	Museum Reception	Casual Evening/Smaller Receptions	



Activities in **blue** are opportunities for sponsor engagement.

Program

SCIENCE
WRITERS
2024



November 8–11, 2024

Full program now online at <https://sciencewriters2024.org/session>

	Morning	Afternoon	Evening
Friday, Nov 8		Workshops: Living and Working on a Hot Planet; Podcasting, ComSciCon, Trauma-Informed Reporting • Tours • Fresh Faces Meetup	Opening Reception
Saturday, Nov 9	Patrusky Lecture • Building a Story's Structure • #SciWriMentoring • Editors' Meetup •	Lunch With a Scientist • Polarization • Heat + Health • Writing for Kids • Working with Journalists • Pitch Slam • Wikipedia • Writer-Editor Meet & Greet	Museum of Natural Sciences Reception
Sunday, Nov 10	Building Trust with Sources • What's Next in Physics & Cosmology • Targeting Health Disparities	Awards Lunch • AI & Science Communicators • Engaging GenZ • Gold Mining • Autonomous Vehicles • Covering Clean Tech	Cohn Prize Reception • The Open Notebook Book Launch
Monday, Nov 11	Tours	Tours	

Why get involved?

ScienceWriters is a unique event, and 2024 is a special year for the conference. This year, the **Science Communicators of North Carolina** will join the usual partners, the **Council for the Advancement of Science Writers** and the **National Association of Science Writers**, in organizing the meeting. #SciWri24 will inform, inspire, equip and engage science journalists and science communicators as they tell the important science and technology stories of the 21st century—from climate change to agricultural innovation to infectious disease and artificial intelligence.

sciencewriters2024.org



NATIONAL ASSOCIATION OF
SCIENCEWRITERS™

About #SciWri24

Who's coming?

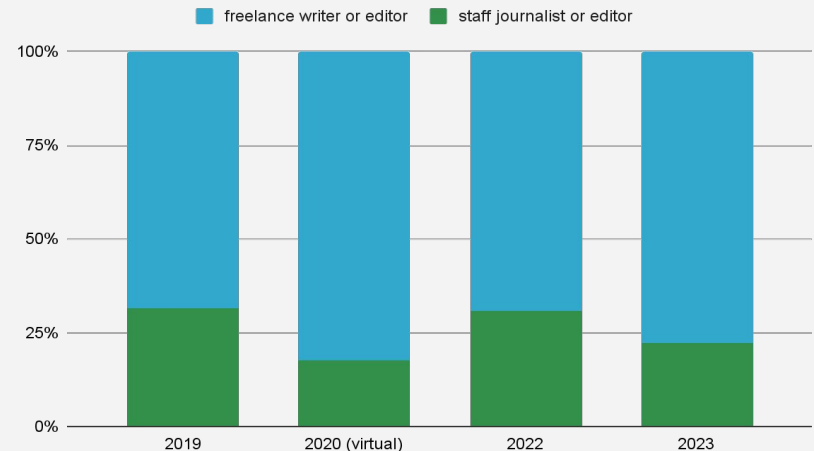
A vibrant community of **600+ science writers** from around the country. Science journalists and communicators cover every field of science, environment, technology, and biomedicine—online, in newspapers and magazines, books, documentaries, multimedia, and podcasts.

Most are members of the National Association of Science Writers. An estimated 20% of NASW's journalist members also belong to the Association of Health Care Journalists or the Society of Environmental Journalists, reflecting the ways science writers look for stories across topics such as biomedicine and climate.



November 8–11, 2024

Most science journalists today work on a freelance basis, finding stories and pitching them to editors. Both activities happen at ScienceWriters conferences. Shown below are proportions from self-identifications from attendee surveys at recent conferences.



About #SciWri24

What's on the program?

Science

- ❖ CASW's **New Horizons in Science** program will focus on emerging issues and research, informing ongoing coverage and new stories
- ❖ **Lunch with a Scientist** and **local tours and field trips** will give writers a close-up of the science of the Research Triangle and beyond

Craft and Networking

- ❖ NASW's **professional development sessions, conference workshops, and mentoring and meetup events** build essential skills and connections
- ❖ **Receptions, breaks, and offsite events** enable professional networking and provide chances for sponsors, exhibitors, and meeting partners to connect with attendees.



November 8–11, 2024

For past
ScienceWriters
meeting
programs and
locations, see
[sciencewriters
meeting.org](https://sciencewritersmeeting.org)

sciencewriters2024.org








Sponsorship tiers

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2024



November 8–11, 2024

Our sponsors will make it happen! Sponsorships will earn tiered recognition on the conference website and app and onsite.

	Level	Join these sponsors	Remaining
Conference Underwriters	Organizations providing \$50,000 or more in cash or in-kind support. Underwriters can provide unrestricted donations or take advantage of targeted opportunities.	 THE KAVLI FOUNDATION  BURROUGHS WELLCOME FUND	1
Gold Sponsors	Organizations providing \$10,000 or more in cash or in-kind support	 MICHELSON PHILANTHROPIES  KENAN INSTITUTE ENGINEERING, TECHNOLOGY & SCIENCE NC STATE UNIVERSITY Integrative Sciences Initiative Data Science Academy	3
Sponsors	Organizations providing \$2,000 or more in cash or in-kind support	 NORTH CAROLINA MUSEUM OF NATURAL SCIENCES  ACS Chemistry for Life®  Research Triangle Park  NC STATE UNIVERSITY College of Engineering University Libraries Wilson College of Textiles	12
Exhibitors and Friends	Exhibitors, donors, and in-kind contributors contributing \$500 or more.	 EurekAlert! AAAS  The OPEN Notebook.	no limit

Marquee sponsorships

These targeted opportunities earn Underwriter or Gold recognition and complimentary registrations.



	Detail	Sponsor benefits	Minimum
Welcome Reception	A lively and casual conference opener at the Raleigh Marriott City Center. A chance to celebrate science and science writing and connect as attendees arrive from across the country.	Welcome remarks at the event • six complimentary registrations • top-tier Underwriter recognition onsite, online & in-app • complimentary lobby table and literature drop. Multimedia sponsor profile page in conference web app.	\$40,000
Museum Reception	The quintessential conference bash. The NC Museum of Natural Sciences is waiving rental fees to welcome science writers for an evening experience.	Brief remarks at the event • four complimentary registrations • Gold Sponsor recognition onsite, online & in-app. Multimedia sponsor profile page in conference web app.	Claimed

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A la carte

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2024



November 8–11, 2024

Lower-cost ways to connect

	Detail	Sponsor recognition?	Cost
Coffee break sponsorship (four available)	Invite attendees to meet and talk during a 30-min networking break • Sponsored break and sponsor message will be announced via the Whova conference app and on-screen reminders in meeting rooms <ul style="list-style-type: none">• Sponsor-provided signage at coffee stations for full half-day• Branded napkins and swag may be provided by sponsor.	Yes. Break will be listed in program as sponsored <ul style="list-style-type: none">• Logo on sponsor list.	\$5,000
Enhanced coffee break	Add nibbles of your choice to the beverage package.		at cost
Literature piece in conference bag	Flyer or swag item distributed to 600+ attendees at check-in.		\$1,000
Lobby table	8' table in conference lobby for two conference days • Includes black tablecloth, two chairs. Exhibitors arrange power with the RCC.		\$500

A la carte

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2024



November 8–11, 2024

Breakfast sponsorships

	Detail	Sponsor recognition?	Cost
Saturday or Sunday breakfast	Invite attendees to meet and talk before the day's sessions begin • Sponsored breakfast and sponsor message will be announced via the Whova conference app and on-screen reminders in meeting rooms Saturday afternoon • Sponsor-provided signage at food & drink stations • Branded napkins and swag may be provided by sponsor.	Yes. Breakfast will be listed in program as sponsored • Logo on sponsor list.	\$5,000
Monday sendoff	Farewell pickup breakfast at the Raleigh Marriott City Center as attendees leave for field trips or tours or prepare to head home.	Yes. Breakfast will be listed in program as sponsored.	\$3,000

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Exhibiting

Have a presence!

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2024



November 8–11, 2024

	Detail	Sponsor recognition?	Cost
Power strips or recharging stations	Sponsor these valued items for attendees both inside and outside meeting rooms.	May include logo/signage indicating service is provided by sponsor.	Varies. Actual cost + \$400 sponsorship fee.
Social media wall	Sponsor one or more screens where live social media feeds from the conference are displayed. This may include streaming of feeds to remote attendees.	Screen may be branded.	Varies. Actual cost + \$400 sponsorship fee.
Happy-hour reception	Host a reception at the end of sessions Sunday. All arrangements must be made by host. Must be open and convenient to all attendees. This option will be made available after the marquee receptions have been claimed.	Yes. Same as breakfast/breaks.	Actual cost + \$1,000 sponsorship fee



Combo options



November 8–11, 2024

Discounts are available when options are combined.

	Cost	Discount
Full-day coffee break sponsorship* Reminders will be provided throughout the day.	\$8,500	15%
Literature drop + lobby table when bundled with break or breakfast sponsorship	\$1,000	33%
In-bundle price for exhibitor table only	\$350	30% free to Underwriters
In-bundle price for literature drop only	\$700	30% free to Underwriters
Upload handout or video up to 1GB**	\$100	n/a free to Underwriters

*Available if no coffee breaks have been claimed that day.

**Available with sponsorships of \$5,000 or above.

Sponsorship benefits at a glance

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2024



November 8–11, 2024

	Contribution value	Benefits	Remaining
Underwriter	\$50,000+	<ul style="list-style-type: none">• top-tier recognition onsite, online & in-app• complimentary lobby table and literature drop• multimedia sponsor profile page in conference web app• 3 complimentary conference registrations	2
Gold Sponsors	\$10,000+	<ul style="list-style-type: none">• second-tier recognition onsite, online & in-app• discounted lobby table and literature drop• multimedia sponsor profile page in conference web app• 2 complimentary conference registrations	5
Sponsors	\$2,000+	<ul style="list-style-type: none">• third-tier recognition onsite, online & in-app• logo recognition if sponsoring or co-sponsoring event or break• 1 complimentary conference registration	20
Exhibitors and Friends	\$500+	<ul style="list-style-type: none">• listed on website and electronic signage	no limit

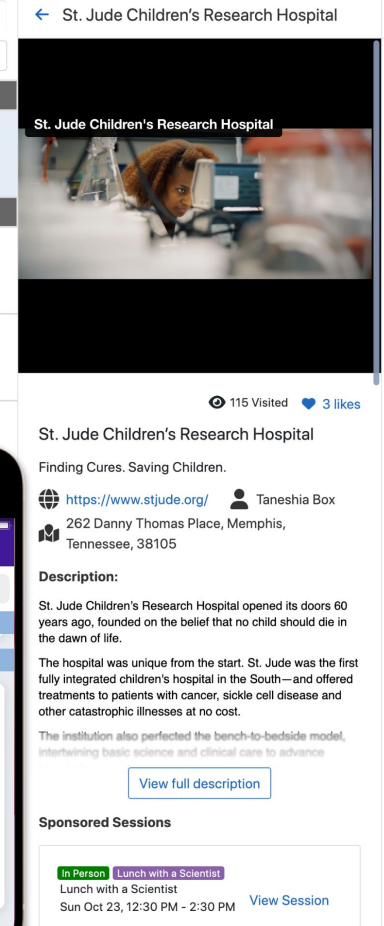
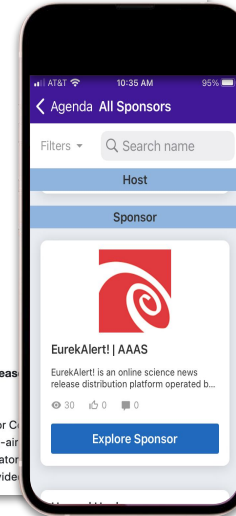
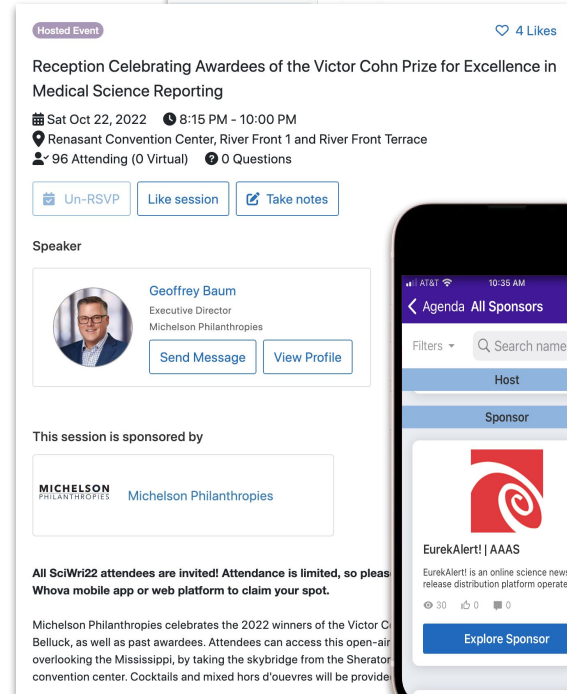
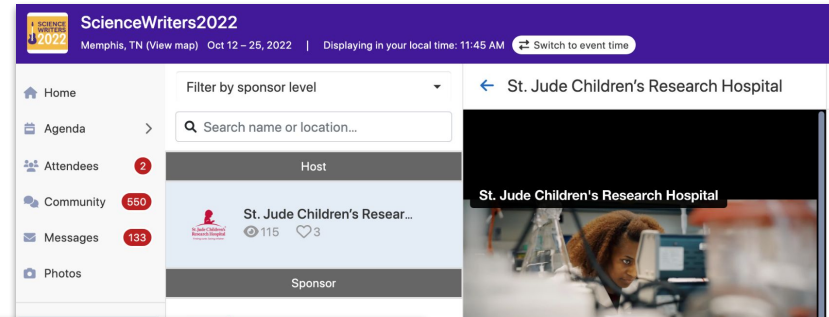
Sponsor recognition

Examples of online sponsor pages

Conference app/website provides:

- ❖ Banner recognition and self-customized sponsor profile pages for **Underwriters** and **Gold** sponsors
- ❖ Sponsor logos associated with hosted events

Information is viewed by virtual as well as in-person attendees.



Details



Deadlines	<ul style="list-style-type: none">❖ Sponsorship commitments❖ Special catering or AV requests*❖ Invoice payments and changes❖ Sponsor logos and e-handouts uploaded to Whova platform❖ Deliveries of literature or swag	September 30 October 11 October 18 October 21 November 1
Conference registration	<ul style="list-style-type: none">❖ Sponsors are responsible for registering online❖ Complimentary sponsor registrations must be completed by the online registration deadline	Requests for passes for support staff should be submitted by October 21

*For enhanced breaks, breakfasts, or receptions. Conference will manage catering and AV for all events except Sunday receptions and the Monday sendoff. Basic AV is provided in most rooms.

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Guidelines

- ❖ All supported activities will be labeled as such, and sponsors will be prominently recognized. CASW and SCONC recognize that sponsored activities add value to the conference and will work to ensure that sponsors' activities, presence, and support are appreciated by attendees.
- ❖ Sponsor representatives will have the same access to attendees online, in the conference app, and in person, as do other attendees.
- ❖ Attendees will decide what personal and professional information to share with sponsors and hosts. Organizers do not share attendee info.
- ❖ Sponsor representatives, including support staff, will be required to abide by NASW's [Conference and Meeting Code of Conduct](#).
- ❖ Any activities listed in the conference program must be open to all attendees.

Additional guidelines on access and accessibility, attention to dietary needs, transportation, and liability insurance apply to sponsor-organized and off-site events.

The **Council for the Advancement of Science Writing**, a 501(c)(3) nonprofit, welcomes support from hosts and sponsors whose values align with our historical mission to improve the quality and quantity of science news reaching the public. Sponsorship income helps offset the cost of the conference science program, provide hospitality and travel grants, and cover expenses such as planning, space rental, technology, and transportation.

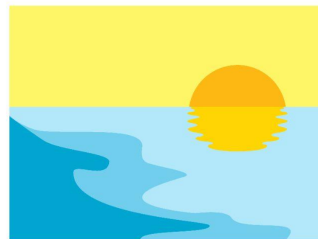
ScienceWriters sponsorship guidelines recognize the independent, non-sponsored nature of conference events organized by our partner, the **National Association of Science Writers**, and the journalistic context of the joint NASW-CASW conference. NASW does not accept funding from outside sources.



Science Communicators of North Carolina, also a 501(c)(3) nonprofit, is proud to partner with CASW and NASW to produce ScienceWriters2024. Sponsors may choose to assign their contributions to SCONC.

If funds remain after all conference expenses are settled, they will be divided among the conference partners and used for ongoing activities in support of science journalism.

SCIENCEWRITERS2024



November 8–11, 2024

Contact us!

CASW Council for the
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