



Partnership opportunities 2023

We champion
independence and
excellence in the
reporting of science,
medicine, engineering
and technology.

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ASSOCIATION OF BRITISH
SCIENCE WRITERS

Introduction

The Association of British Science Writers, established in 1947, exists to champion independence and excellence in the reporting of science, medicine, engineering and technology.

We support journalists and writers at all career stages through an annual calendar of conferences, summer schools, networking events, awards, fellowships, mentoring and professional resources.

Since our first meeting in March 1947 at 5 Old Burlington Street we have gone from strength to strength and now have a dynamic membership of over 700 science writers and journalists.

The world needs the ABSW as never before. Members strive to interpret pandemics, environmental degradation, AI, genetic engineering and so many other areas of science, technology and engineering for the public. They critique sectors, private and public, that often deploy lavishly resourced public relations machines. They battle mis- and disinformation. And many of them do this as freelancers lacking the supportive infrastructure that an employer would provide.

Working in partnership



We forge impactful and sustainable partnerships with companies whose values align with our own. Our aim is to expand the reach and impact of our work; in return, we offer our partners powerful opportunities for maximizing return on investment through:

- **Increased brand visibility**
- **Relationship building with key decision-makers and influencers**
- **Networking with ABSW members and delegates**
- **Optimising the talent base of science writing in the UK**

Other opportunities to partner with ABSW

The ABSW is always seeking to partner with organisations whose aims align with ours. This could be through co-organised events, sponsored content on our website, or other initiatives. Do get in touch if you have an idea for partnering with us to further excellence and independence in science journalism.

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Science & Technology Journalism Summer School



June/July 2023

Expected attendance: 100 aspiring science journalists and writers from both the UK and internationally along with an online audience of 50+ through this hybrid event.

This one-day Summer School, organised biennially by the ABSW, has four key aims:

- Encouraging individuals to pursue a career in science & technology journalism
- Ensuring individuals understand the unique skills and responsibilities of the science & technology journalist
- Provide skills for newcomers and those returning to the profession
- Provide the opportunity for newcomers to meet senior editors/journalists and broadcasters

Reasons to support the Science & Technology Journalism Summer School

The Summer School will be an excellent opportunity for organisations to contribute to the development of, and build relationships with, the next generation of science & technology journalists and broadcasters. Through sponsorship and the opportunities provided, supporters of the Summer School will be able to:

- Network with the next generation of science journalists
- Contribute to the skills and development of the next generation of science journalists
- Gain exposure for your organisation, its work and its services for journalists both before during and after the event, including pre-event marketing
- Forge new contacts with future science journalists – a long-term investment in corporate communications and scientific outreach
- Understand and respond to the needs of the next generation of science journalists





Sponsorship Packages

Access and diversity partner

1 opportunity

£10,000 + VAT

- Your organisation logo to appear on all promotional and conference materials
- Opportunity for your representative to make a 5-minute address after the Chair's opening address
- Acknowledged as sponsor of the access and diversity scholarships to enable at least 20 students to attend the event at no cost (registration fees, travel, accommodation)
- Opportunity to contribute to a session on the issue of diverse voices in science journalism
- A list of delegates (pdf format) who have consented to having their details on the delegates' list, two weeks prior to the conference
- 4 complimentary passes to the full conference
- Exhibition space in the exhibition area
- Literature or promotional item distribution to delegates

Evening reception including 'Meet the Editors' Networking

1 opportunity

£5,000 + VAT

Summer School delegates will attend an evening drinks reception with a concurrent Meet the Editors session where delegates use their booked slots with key editors to gain careers advice and/or pitch stories. All ABSW members will be invited to the evening reception to join the Summer School delegates. This evening reception therefore provides an opportunity to network with a wide range of science journalists and writers alongside the Summer School delegates.

- Your organisation logo to appear on all promotional and conference materials
- Opportunity for a senior representative to make a short presentation to delegates
- 2 complimentary delegate passes
- Literature distribution to delegates
- Your organisation's logo and acknowledgement in the programme and for the Meet the Editors Session
- Free standing signage (provided by your organisation) and literature at prominent locations throughout the evening event
- Website link through logo on the sponsors web page

Lunch

1 opportunity

£2,000 + VAT

Summer School delegates will be served a buffet lunch. This break is an excellent time for networking and promoting your organisation. Lunch sponsorship includes:

- Opportunity for a senior representative to make a short presentation to delegates
- 2 complimentary delegate passes
- Literature distribution to delegates
- Your organisation's logo and acknowledgement in the programme
- Website link through logo on the sponsors web page

Exhibition stand

5 opportunities

£1,000 + VAT

We are offering the option for organisations to set up an exhibition stand to inform delegates of their organisation, research and/or products

- Exhibition space in the refreshment area during the UKCSJ (daytime only not during the evening reception). Chairs and tables provided (no cloths or other dressing)
- 2 members of staff in the exhibition area
- Website link through logo on the conference sponsors web page
- Logo acknowledgement in printed conference materials provided to delegates

Delegate bags

1 opportunity

£2,500 + VAT* / £1,500 + VAT**

Design and production can be organised by the Sponsor* or by ABSW**

Your organisation can provide 100 delegate bags for Conference Delegates, to include the ABSW logo alongside your logo.

- Bag can contain one piece of literature or promotional item
- Bags will be provided to delegates on arrival, and will contain additional literature from other sponsors and from conference organisers
- Website link through logo on the conference sponsors web page
- Logo acknowledgement in printed conference materials provided to delegates



Sponsored session

£2,000 + VAT

The ABSW Summer School programme committee is open to proposals for sponsored sessions but reserves the right to determine the final content of the Summer School. If your organisation has a bright idea for either a subject based briefing or skills session then please get in touch.

- Branding of session and editorial control of content in consultation with ABSW programme committee
- Your organisation's logo and acknowledgement in the programme
- Website link through logo on the sponsors web page

Literature or promotional item

**10 opportunities
£500 + VAT**

We are offering the option for organisations to provide one piece of literature or promotional item for distribution to UKCSJ delegates at registration (100 copies required).

- Your chosen piece of literature or promotional item provided to all delegates at registration
- Website link through logo on the conference sponsors web page.
- Logo acknowledgement in printed conference materials provided to delegates

UK and Europe student scholarships

**£500 + VAT per UK student
£800 + VAT per EU student**

This will enable students to attend the Summer School with all their costs covered, including registration, accommodation, and travel, enabling a broader reach to those outside of London for whom costs of attending may be prohibitive.

- Your organisation's logo and acknowledgement in the programme
- Website link through logo on the sponsors web page



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The Oscars of science journalism

The ABSW awards are the Oscars of science journalism, they are the oldest established awards for science writing and have now been running for over 50 years. The awards reward bravery, flair and independence in science journalism setting the standards of excellence across fifteen categories.

Annual Awards Ceremony

The awards are presented at the annual awards ceremony, considered to be the highlight of the UK science journalism calendar, where the UK's leading science journalists meet to celebrate their achievements over the past year. Sponsors are invited to the ceremony and can present their supported award and meet science journalists in a relaxed but celebratory environment, ideal for networking. Winners of awards receive a cash prize and certificate.

Lifetime Achievement Award



The ABSW's premier award is its award for lifetime achievement, awarded to those showing outstanding leadership and services to science journalism, past winners include Sir David Attenborough and Sir Philip Campbell.

In 2022 the award was made to broadcaster and presenter Judith Hann (pictured below accepting her award).



Sponsorship Packages



Lead sponsor

1 opportunity
£30,000 + VAT

- Your organisation logo to appear on all materials and promotion
- Partnership case study on the ABSW website
- Specific branding and association with the ABSW's premier award: the Lifetime Achievement Award
- Opportunity to present the Lifetime Achievement Award at the awards ceremony
- Four tickets to attend the awards ceremony
- Opportunity to provide promotional materials at the awards ceremony
- Opportunity to use pop up banners at the awards ceremony

Category sponsor

15 opportunities
£3,000 + VAT

- Your organisation logo to appear on all materials and promotion
- Website link through logo on the conference sponsors' web page
- Specific branding of your supported category - including awards certificate
- Opportunity to present your supported category at the awards ceremony
- Two tickets to attend the awards ceremony

Young Science Writer of the Year 2023



The Young Science Writer of the Year Award invites students from non-selective state funded schools, aged 14-16 years, to submit an 800-word essay on any subject in science, technology, engineering and/or mathematics. In 2022 the competition was open to students in Glasgow, Cardiff, Birmingham and the London Borough of Newham. The 2022 award winner generated significant press coverage, including radio interviews and profile pieces. In 2023 we are hoping to make this award national, if we can work with a gold sponsor. This competition is designed to get young people writing and thinking about the big questions in science, technology, engineering and maths, with a focus on how science impacts on policymaking and society.

Award Highlights

1st prize: £1000 +
mentorship + one-year
ABSW membership

2nd & 3rd prize: £250 +
one-year ABSW
membership

10 commendation prizes:
£100 each

The winner and runners-up and their entire class will be invited to an award ceremony at the Royal Institution.

The winning essay will be published on the BBC news site.

Sponsorship Packages

Bronze Partner

£5,000 + VAT

- Branding of all media relating to the Young Science Writer of the Year
- Partnership case study on the ABSW website

Silver Partner

£10,000 + VAT

- Branding of all media relating to the Young Science Writer of the Year
- Partnership case study on the ABSW website
- Opportunity to provide literature or promotional items to attendees

Gold Partner

£25,000 + VAT

- Branding of all media relating to the Young Science Writer of the Year
- Partnership case study on the ABSW website
- Opportunity to provide literature or promotional items to attendees
- Awards ceremony exhibition stand, pop-up banners, and a 3-minute address at the start of the event
- Recognition in all PR relating to the award – including a quote from your organisation in any press releases/statements



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ABSW Media Fellowships



The ABSW Media Fellowships provide a unique opportunity for practising scientists, clinicians, and engineers to spend two to six weeks working at the heart of a media outlet such as the Guardian, BBC Breakfast or the Londonist.

The ABSW Media Fellowships:

- Engage – give scientists the confidence to engage with the media
- Foster Trust – tackle mistrust and misrepresentation
- Bridge the Gap – between journalists and scientists
- Build Understanding – between science and society

*The British Science Association (BSA) ran the scheme from 1987 – 2020 as part of their commitment to increasing the accessibility of the sciences and providing opportunities for discussion and debate.

Each media fellowship costs the organisation releasing its scientist £5,000. To increase access and diversity to the media fellowships scheme the ABSW is seeking partners.



Sponsorship Packages

Silver Partner

£5,000 + VAT

- Co-branding on all media and collateral relating to the media fellowships scheme
- Opportunity for your representative to attend the evaluation and leadership day held after the media fellowships for all media fellows, media hosts and key stake holders

Gold Partner

£10,000 + VAT

- Co-branding on all media and collateral relating to the media fellowships scheme
- Opportunity for your representative to give a 2-minute address at the start of the evaluation and leadership day held after the media fellowships for all media fellows, media hosts and key stake holders
- Opportunity for 2 representatives to attend the evaluation and leadership day held after the media fellowships for all media fellows, media hosts and key stake holders

ABSW Mentoring Scheme



Encouraging skills exchange and career development

In response to demand, ABSW relaunches its mentoring scheme in January 2023.

As part of our encompassing vision of diversity within science journalism, we believe that all our members have something to offer and to learn, so we have shifted our focus to encourage skills exchange and career development for science writers at all career stages.

In the fullness of time, we will therefore encourage members to consider both mentor and mentee roles; an early-career journalist might share expertise in data journalism or social media - and an experienced science communication practitioner, might help someone exploring a career shift from the newsroom.

Background to the ABSW Mentoring Scheme

The groundwork for the mentoring scheme was laid at the 2020 UK Conference of Science Journalists at a very popular 'Meet the Expert' surgery session, resulting in a pool of mentors who have expressed a strong interest in joining and shaping the scheme, alongside a waiting list of potential mentees. We have also carefully mapped the landscape of mentorship schemes, including diversity-focussed exercises, to understand where this effort is best targeted.

We are actively seeking a strategic partner to help us deliver this innovative and timely project.





Sponsorship Packages

Silver Partner

£5,000 + VAT

- Co-branding on all digital media and collateral relating to the mentoring scheme
- Partnership case-study on ABSW website
- Access to mentoring scheme evaluations

Gold Partner

£10,000 + VAT

- Co-branding on all digital media and collateral relating to the mentoring scheme
- Partnership case-study on ABSW website
- Opportunity to host a hospitality event for mentors and mentees at a key ABSW event such as the Summer School
- Access to mentoring scheme evaluations



Enquiries to:

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