



**Sponsorship Package**

# YOUNG SCIENCE WRITER OF THE YEAR AWARD

ASSOCIATION OF BRITISH SCIENCE WRITERS 2024

**absw**  
ASSOCIATION OF BRITISH  
SCIENCE WRITERS

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# ABOUT THE ASSOCIATION OF BRITISH SCIENCE WRITERS

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, global heating and other severe 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.

# MISSION & VISION



Our mission is to champion independence and excellence in the reporting of science, medicine, engineering and technology.



For science and technology to truly benefit society, they need to be clearly communicated but they also need to be held accountable.

We want to help build a society that encourages and values open, independent, objective and fair assessment of science and its role in society, and rewards diversity, originality and flair in reporting.

We need both explanatory and investigative journalists who are free to report clearly, accurately and to the highest professional standards: journalists who are independent, honest and unbiased, and who are not afraid to challenge the information they are given. We strive to help create a world where this is the norm: where media professionals are free to responsibly and critically report on any aspect of science, to do so openly and safely, and to be paid fairly for their work.

# YOUNG SCIENCE WRITER OF THE YEAR 2024



## 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.

The Young Science Writer of the Year Award is a national competition which is open to students from non-selective state funded schools. Students aged 14-16 years, are invited to submit an 800-word essay on any subject in science, technology, engineering and/or mathematics.

The 2023 award winner generated significant press coverage, including radio interviews and profile pieces. In 2024 we are hoping to create an exciting programme of activity for our young science writers that will continue to nurture their talents and passion for science communication.

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.

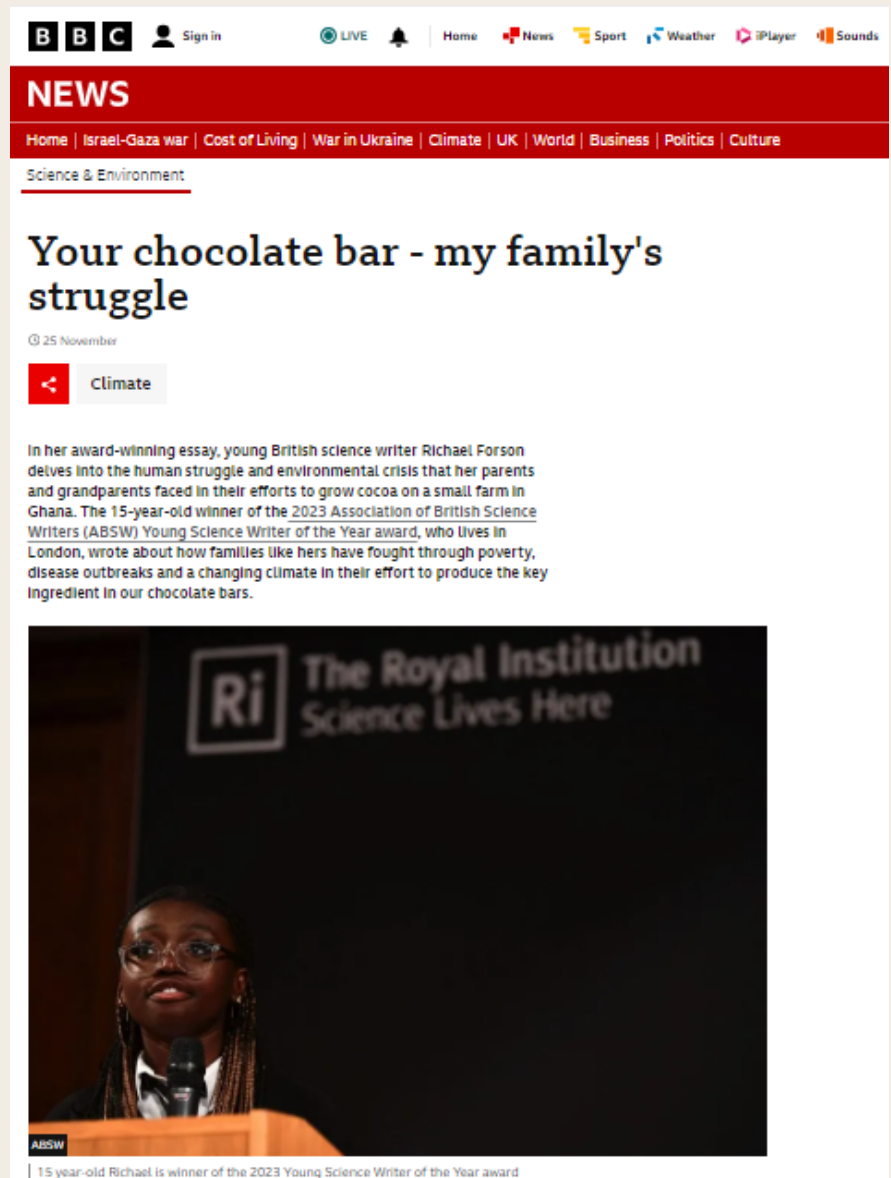
# WORKING IN PARTNERSHIP

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:

**01. Increased brand visibility**

**02. Relationship building with key decision-makers and influencers**

**03. Networking with ABSW members and delegates**



**04. Optimising the talent base of science writing in the UK**

# KEY STRATEGIC PARTNERS



- The BBC has been a **key partner** of the Young Science Writer Award since its inception.
- The BBC has **supported** our mission to nurture young talented science writers by **publishing** the winning essay on the BBC News website.
- The 2023 winning essay was viewed over **300,000** times since it was published. This is **double** the number of page views of the 2022 winning essay. This offers exceptional opportunity to publicise our strategic partnerships to a **global audience**.
- The BBC also promotes science journalism and science communication by offering **mentorship** to the winner. This includes in-person media training at their Science HQ in Cardiff.



- The Royal Institution has been championing the cause that **'science is for everyone'** for over 200 years.
- The Ri has supported our Young Science Writer Award for the past three years. By providing access to their **historic and iconic Theatre** we can host our awards in a prestigious venue, **engaging young audiences across the UK**.
- We are able to host **exciting** live demonstrations, **thought-provoking** talks and **insightful** panel sessions logistically supported by The Ri.
- Each year, we have successfully hosted our popular **networking** lunch in its **famous** library, a highlight for our winners. The **brand association** offered with such an influential and renowned institution as The Ri is invaluable.



- Google DeepMind was a key strategic partner for our **2022** Young Science Writer Awards.
- With advances in **AI** sweeping the world in the past few years, this was a particularly relevant partnership and one which helped to **inspire** essay submissions from our entrants.
- Our award category sponsorships are a **crucial** way to highlight particular topics at a national level and inspire the **next generation** of science writers, scientists and engineers.



# 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
- Prime branding for company logo in local papers and media outlets advertising the award



## 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
- Prime branding for company logo in local papers and media outlets advertising the award
- 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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## Award Category

### Sponsorship

5 opportunities

£3,000 + VAT

We have several award categories which are available to sponsor.

- Climate & Environment
- AI & Technology
- Engineering the Future
- Healthcare & Life Science
- Maths & Physical Sciences

## 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 YSWA (daytime only). Chairs and tables provided (no cloths or other dressing)
- One member 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



# CONTACT US FOR ENQUIRIES



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