



# Sponsorship Proposal

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## ABSW Awards

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The ABSW is seeking partners to support the oldest established awards for science journalism.

### Contact

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**absw**  
ASSOCIATION OF BRITISH  
SCIENCE WRITERS

# About us

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.

## Vision



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

## Mission



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.



# 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.

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## 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.

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# 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.

Most recently the award was made to freelance writer Debora MacKenzie (pictured below accepting her award). Debora worked almost exclusively for New Scientist, the British scientific weekly, for 38 years, covering a wide variety of subjects.



# 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:

## **First benefit**

Increased brand visibility.

## **Second benefit**

Supporting excellence in science and technology journalism and relationship building with journalists.

## **Third benefit**

Networking with ABSW members and delegates.

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# Sponsorship Packages



## Lead sponsor

**1 opportunity**

**£35,000**

- ◆ 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

**11 opportunities**

**£3,500**

- ◆ 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