



SciCommTO Conference 2020: Sponsor Package

Presented by:



RCIScience

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ABOUT

The SciCommTO Conference 2020 brings together experienced science communicators and newcomers alike to tackle the biggest issues in science communication today!

With approximately 70% of Canada's top jobs now requiring some level of science, technology, engineering or math (STEM), it's disheartening that despite huge activity in youth STEM programming, only 22% of Canadian youth express a lot of interest in pursuing science at the post-secondary level.

Building networks among scientists and communication professionals alike is essential to develop a healthy and vibrant science culture in Canada. Innovation in science communication (or 'SciComm') won't happen without connecting these communities, sharing Canadian experiences and learning about related work from around the world.

That's why RCIScience and SciXchange at Ryerson University have partnered to deliver the SciCommTO Conference 2020 - a cross-sector meeting bringing together practitioners from a range of science communication disciplines. Experienced science communicators and newcomers alike will tackle the biggest issues in science communication today, shaping an engaged Canadian science community through idea exchange and sharing best practice.

GOALS

- Connect experienced and new science communicators to exchange ideas, share best practice, develop a network, and tackle some of the challenges facing SciComm today.
- Valuable insights from the conference will be captured in a SciCommTO Toolkit. This will contain valuable resources, contacts, research & reading lists, and ideas for science communicators to embed in their practice. We will be distributing this toolkit in 2020-2021.
- Lay the foundations for a recurring conference.



OPPORTUNITIES

Platinum - \$5,000

As a platinum sponsor, you will be one of the largest contributors to the conference, alongside NSERC. Your brand will have a presence on the toolkit, promotional materials, social media, and more.

- Presenting sponsor for the SciCommTO Toolkit (name and logo on front cover)
- Your logo on promotional material (posters, slides, nametags)
- Recognition as the platinum sponsor (during event and on social media)
- 2 tickets to the conference
- Exposure in high traffic area (2 tables)

Gold - \$3,000

- 1/2 page ad in the SciCommTO toolkit
- Your logo on promotional material (Posters, slides, nametags)
- Recognition as the gold sponsor (During event and on social media)
- 1 ticket to the conference
- Exposure in high traffic area (1 table)

Lunch Sponsor - \$2,000

- Presenting sponsor for lunch
- Logo and promotional material distributed during lunch
- Recognition as the lunch sponsor (During the event and on social media)
- 1 ticket to the conference

Photobooth Sponsor - \$1,000

The evening event for the SciCommTO Conference will be Spark After Dark, a live showcase featuring comedy, songs, skits, and more - all with a scientific twist.

- Presenting sponsor for the photobooth during the evening event of the conference - *Spark After Dark*
- Logo on printed and digital pictures
- Recognition as the photobooth sponsor (during event and on social media)

Silver Sponsor - \$500

- Logo on promotional material (posters, slides)
- Recognition as the silver sponsor (during event and on social media)

Venue Sponsor - \$2,000 **SOLD**

Student Sponsorship - \$45 - \$225

Departments can sponsor up to 5 students with free tickets.

- Logo on promotional material (posters, slides)
- Recognition as a student sponsor (during event and on social media)



ABOUT THE TEAM

SciXchange

SciXchange's mission is to make science engaging, comprehensible and accessible to the general public. They aim to increase science literacy and foster critical thinking about scientific issues. SciXchange provides opportunities for members of the community to engage in science through hands-on work and discussion. They support scientists in effectively communicating about their research. They offer students new opportunities for experiential learning through science outreach. SciXchange are guided by principles of diversity and inclusivity in every aspect of our work.



SciXchangeRU



SciXchangeRU



<https://www.ryerson.ca/scixchange/>

RCIScience

In forming the Royal Canadian Institute for Science, Sir Sandford Fleming believed it would, “do great good to my adopted country.” Since 1849, they have worked towards a goal of an informed public that embraces science to build a stronger Canada. RCIScience is a registered charity, funded through contributions and sponsorships from universities, corporations and individuals who believe in their vision. They provide a platform for public engagement with leading scientists, to foster critical thinking, expand science dialogue and promote informed decision making.



RCIScience



RCIScience



<https://www.rciscience.ca/>

SciCommTO is a network of science communicators spanning the GTA. SciCommTO is currently managed by SciXchange and RCIScience.

For more information please contact scicommto@gmail.com.