

Making Science Matter in Georgia

Science for Georgia's Sponsorship Guide

Your sponsorship helps us:

- *Improve how science is communicated in Georgia*
- *Create engaging science content*
- *Advocate for the responsible use of science in policy*

Thank you for your generosity!

Our followers:

 8,308

 7,216

 1,354

 1,243

 430

 118



**SCIENCE FOR
GEORGIA**

Proud to be the:
GEORGIA
Local Science
Engagement Network
AAAS

What Should my Organization Sponsor?

General Fund

You can leave it to us to spend where it makes the biggest impact. By donating to the general fund, you allow us maximum flexibility in working toward our mission.

Community Engagement

From our YouTube channel, to science talks on the BeltLine, to hosting science networking events, your sponsorship will help us connect scientists to other experts, organizations, and the community.

Science Communication Training

Our instructors strive to teach the next generation of scientists to communicate their science well. Your sponsorship will help us design new course material and subsidize cost for students and early career scientists.

Science Advocacy

Our science policy interns regularly meet with members of the Georgia General Assembly and other policy-minded organizations to ensure sound science is being utilized to create policy in our state. Your sponsorship ensures we continue to advocate in a non-partisan manner for evidence-based policy in Georgia. *

**We require that science advocacy sponsors not have real or perceived conflict of interest with regards to policy development that we facilitate. For example, if we are facilitating discussion around health care policy in Georgia, we will not accept sponsorship from an organization that is a health insurance provider.*

General Fund

Support the mission of Science for Georgia by letting us focus our efforts where it matters most.



Sponsorship Level - Acknowledgments

- \$1K - Your support indicated on our website
- \$5K - Your support indicated in our monthly newsletter
- \$10K - Prominent display on newsletter and website
- \$20K - Sponsorship indicated on all event material
- \$50K - Year-end summary of the impact of your sponsorship on our organization and the community
- \$100K - Quarterly summary of the impact of your sponsorship on our organization and the community



Community Media Sponsor

Support the work of a critical component of community engagement.

Social Media:

Ensure our social media content is relevant and timely and reaches a diverse audience.

Name displayed on main page as a sponsor. Monthly thank you posts via social media.

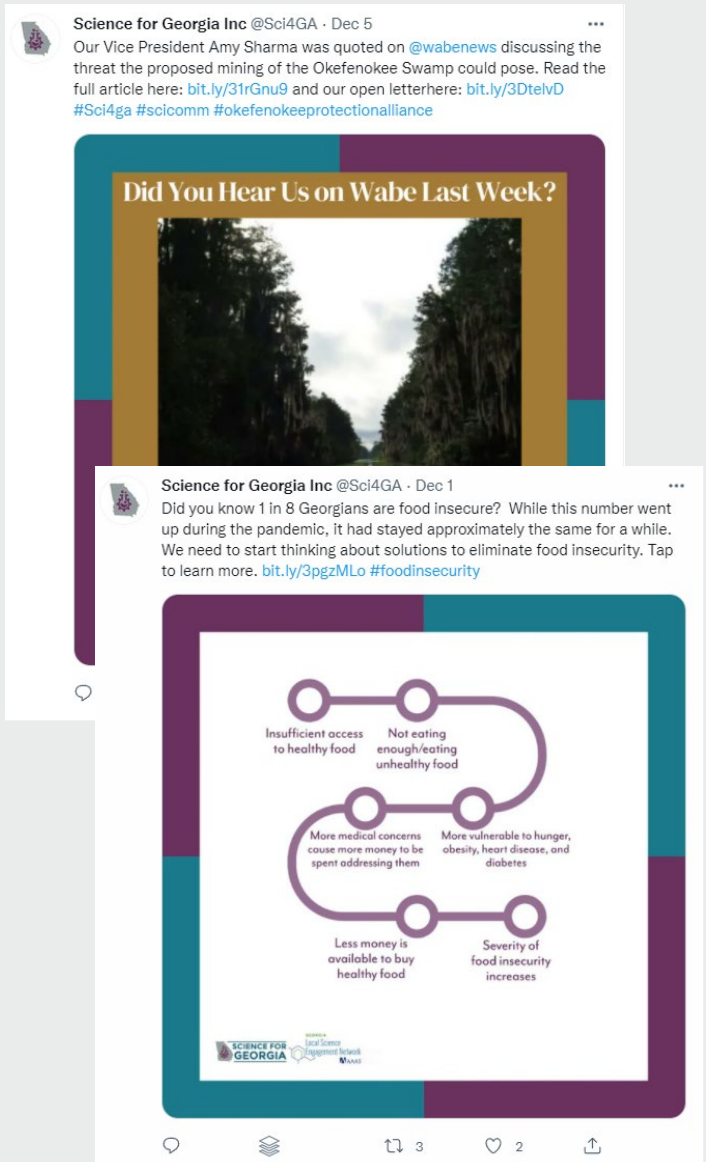
\$10,000 annually

Newsletter:

Monthly newsletter to over 1,000 Science for Georgia community members.

\$500 – top of newsletter – 12 months

\$250 – mid-newsletter – 12 months



Website

Support the maintenance of our website.

Name displayed on main page as “sponsor”

\$5,000-10,000 annually

Georgia Science Tavern

Support the work of Georgia Science Tavern (GST), a monthly speaker-series that takes place in a bar or tavern. Established over 14 years ago, the Atlanta Meetup has over 8,000 members. During 2022 and 2023, we will be growing the GST to locations around Georgia. Attendees:
pre-COVID: 75
since-COVID: ~40

Acknowledgements

- Your name displayed at the beginning and end of the talk (1 logo per slide).
- Spoken thank you and description of your organization/company.
- Recognition in event video posted on Sci4GA's YouTube channel.
- Your name displayed on main Sci4GA website as a "Science Tavern Sponsor"



Sponsorship Level

- \$500 One event
- \$5K All events at one location for 12 months
- \$25K All events state-wide for 12 months

<https://www.meetup.com/AtlantaScienceTavern/>

Science Tales and Trails

Support the work of an outdoor social learning journey. Established over 3 years ago, talks have included: sustainable business practices, how to eat bugs, macrophages, composting, and farming.

Typically: 10-20 attendees

Acknowledgements

- Spoken thank you and description of your organization/company at beginning of talk.
- Recognition in event video posted on Sci4GA's YouTube channel.
- Name displayed on main Sci4GA page as a, "ST&T Sponsor"



Sponsorship Level

- **\$250** One event
- **\$2.5K** All events at one location for 12 months
- **\$10K** All events state-wide for 12 months

Summer Speaker - Series and Roundtable

Support the production of a summer speaker series that culminates in a roundtable. An example is found here:

<https://sciencelookup.org/knowledge-base1/education-and-workforce-speaker-series/>

Between 30-50 Panel Attendees
Over 5,000 page views

Sponsorship Level

- \$1K – One talk
- \$5K – One series
- \$10K – All talks in 2022

Acknowledgements

- Name displayed at the beginning and end of the talk (1 logo per slide).
- Spoken thank you and description of your organization/company at beginning of talk.
- Recognition in event video posted on Sci4GA's YouTube channel.
- Name displayed on main Sci4GA page, and series page, as a "Speaker Series Sponsor"



Interns!

Science
Communication
Training

Support an intern for an entire year, or for a semester. Each intern is trained in science communication and focuses on a specific science area and/or the creation of science-based content.

Acknowledgements

- Name displayed as an intern sponsor on main page and in newsletter.
- Semester-end updates on intern's work.



Sponsorship Level

- \$5K – One semester
- \$15K – Year-long Internship

Intern Job Placement:

- Inspire Brands (analytics)
- Southland Organics
- GA Dept of Audits and Accounts
- Postdoctoral Research Fellow at Columbia
- UC Riverside, Policy Analyst

Fellowships

Support the work of a full time fellow.

Acknowledgements

- Name displayed on main page as “fellowship sponsor”
- Fellowship corner in the Newsletter
- Updates on fellow’s progress.

Science Advocacy



Brooke Lappe and Jordan Ellison speaking before the Senate Study Committee on Improving Access to Health Foods and Eliminating Food Deserts on Oct 6, 2021.

Policy Sponsorship

A year-long fellowship that includes training on the intersection of policy and science. Fellow will interact with legislators and stakeholders, and produce science notes, summaries, and legislative reviews.

\$80K

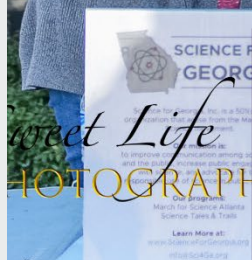
Communications Sponsorship

A year-long fellowship that includes training in science communication and outreach to specific audience. Fellow will produce easily digestible, multi-media content around science and its impact on society.

\$50K



SCIENCE FOR GEORGIA



Want to Learn More?
Contact: Randy Gorod
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