

SCIENCE .

Borealis



## Science Borealis Sponsorship Package

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# Science Borealis: Connecting Canadians to science

*This is your chance to support scientifically sound science communication with a Canadian focus.  
Help strengthen Canada's science culture and engage the public in science across the country!*

[Science Borealis](#) is a leading online resource for relevant Canadian science and opinions, and a community for those interested in and passionate about science in Canada.

- *How Canadian astronomers teach rural children about the universe using portable planetariums.*
- *Why biologists are using traditional Inuit knowledge to try to save caribou.*
- *How observations by Honduran forest-workers changed researchers' perception about the behavior of an endangered falcon.*

These are just a handful of the 3,300 stories, explainers, commentaries, and field dispatches that Canadian science bloggers covered last year—all brought together in one place by Science Borealis. We are the largest science blog network in Canada, syndicating the feeds of 137 member blogs on topics from astronomy to zoology, policy to politics. Our readership is approximately 1/3 Canadian, 1/3 American, and 1/3 international.

We also produce our own Borealis Blog. In 2017, our subject editors wrote over 55 scientifically sound, engaging stories on everything from wolverine research and science songs to fire retardant and oil and gas issues.

As a not-for-profit corporation, we are powered by volunteers: in 2017, our team of over 40 volunteers (located across Canada, the US, and the UK) donated well over 3,500 hours of work to editorial duties, social media and outreach, organizational development, technical support and improvements, event planning and relationship building, and fostering amazing team spirit.

With an eye to the future, we also train the next generation of science communicators. Students enrolled in our New Science Communicators Workshop and our Pitch & Polish program gain real life experience working with our editors to produce high quality science stories for our blog. Not only do they get great writing practice, but they also get to build a portfolio towards a future in science communications.

## Science Borealis has become a trusted, online source for Canadian science information.

*Science Borealis is heavily engaged in the Canadian science communication community.*

### *Collaboration with the Canadian Science Policy Conference (CSPC)*

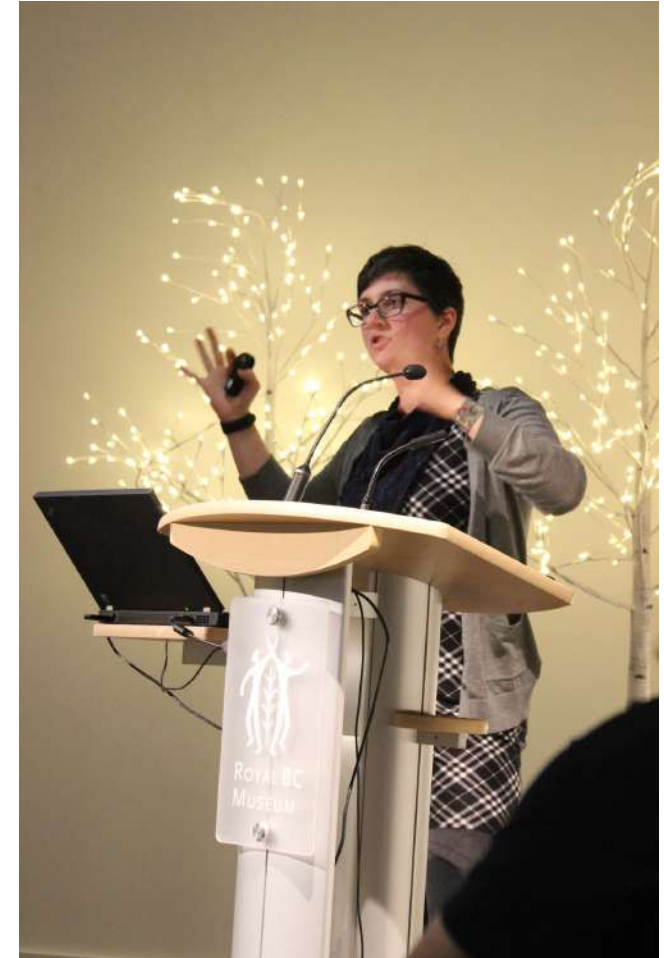
- Hosted panel on “Science Blogging” in Nov 2013, hosted panel on “Science Blogging: The Next Generation” in Nov 2015. Co-hosted pub night with CSPC in Nov 2016.
  - “Community Friends” for 2017 and 2018 conferences
- 

### *Collaboration with Science Writers and Communicators of Canada (SWCC)*

- Jointly ran the 2017 People’s Choice Award for Best Canadian Science Online and Best Canadian Science Blog, and will repeat this partnership in 2018.
  - Worked with SWCC and Vancouver’s Curiosity Collider to host a science communication night at the Royal BC Museum in fall 2017.
  - Hosted three panel discussions at the 2018 SWCC conference in Vancouver/Victoria.
- 

### *National/international recognition*

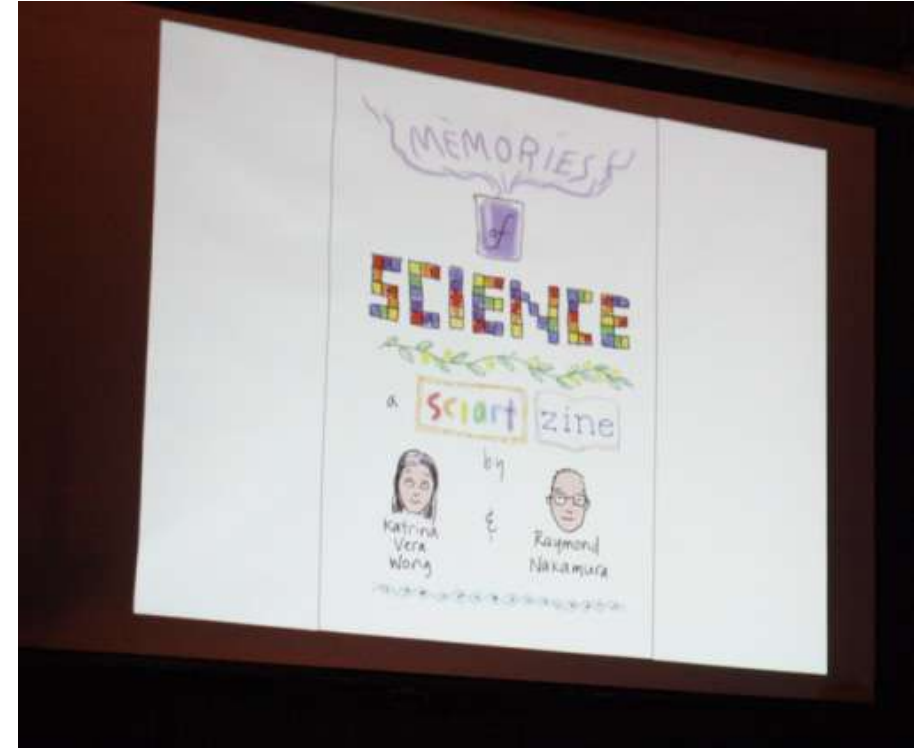
- Our efforts were recognized in the Council of Canadian Academies report on “Science Culture in Canada” in 2014.
- Collaborated with American science communication researchers on a survey of science blog readers in 2015.



*Arachnologist Catherine Scott talks about spiders at the Science Communication Night at the Royal BC Museum.*



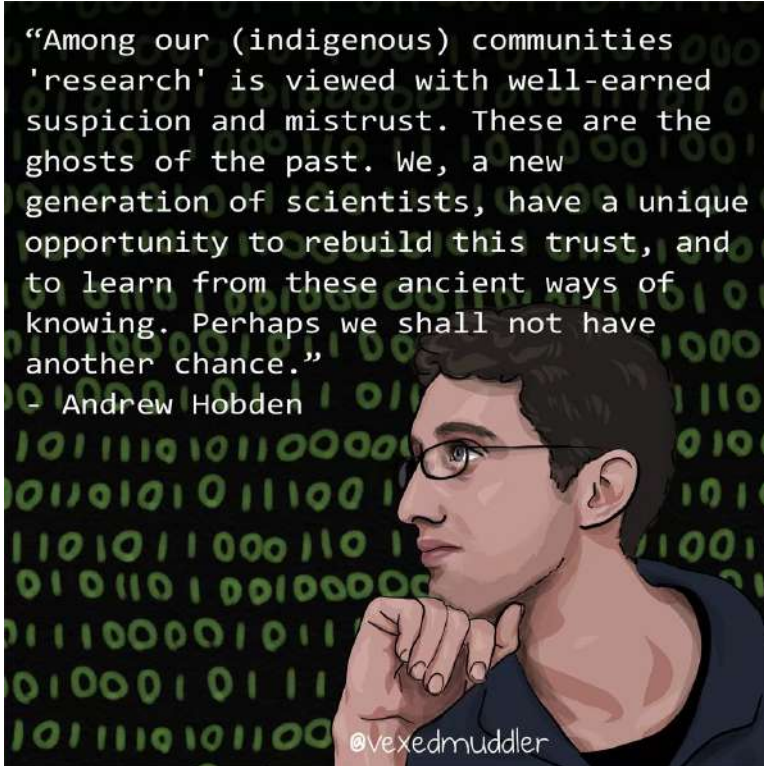
*Science Borealis co-founder and director, Sarah Boon, speaks at Science Communication Night at the Royal BC Museum.*



*Raymond Nakamura and Katrina Vera Wong presenting their Science Borealis science zine at an event hosted by Vancouver's Curiosity Collider.*

## *Connecting with the Canadian science communication community*

- Promoted Science Rendezvous, Science Literacy Week, Science Odyssey, the #Sciart Tweetstorm, and Beakerhead.
- Hosted guest blog posts from well-known science communicators, including Jennifer Gardy and others.
- Engaged in national dialogue about science communication, including writing op-eds for our blog and the CSPC blog.
- Brought on a French language ambassador and syndicated more French-language science blogs.
- Reciprocal agreements with groups such as The Nature Conservancy of Canada to cross-post between our platforms.
- Publish a monthly newsletter each full moon.



One of the faces of the Science Borealis #scicomm100 campaign: Andrew Hobden.



A #SciBorSelfie depicting the current Science Borealis outreach manager: Theresa Liao.

## Targeted campaigns

- Ran a highly successful [#scicomm100](#) campaign in fall 2016. We solicited quotes and images from 100 Canadian scientists and communicators, and published them as original science art by volunteer science artists. This will be repeated in fall 2018 with a new group of communicators.
- Ran a [#SciBorSelfies](#) campaign from Nov 14–30 2017 for our 4th anniversary, to introduce our volunteers to the public.

## Science communication workshops

- Initiated a science writing training program. Have worked with students from Science Atlantic, Simon Fraser University, and the University of Guelph.

## Why sponsor Science Borealis?

- Show your organization's commitment to bringing good engaging science to the public.
- Promote fact-based science stories, free of sensational claims, pseudoscience, and misinformation.
- Support students who are committed to learning the skills necessary to write high-quality science stories.
- Globally promote your organization's programs and research excellence to potential recruits, policymakers, and the media.

### Our audience by the numbers

- 25 to 65-year-old Canadian residents interested in science and/or science communication.
- Most likely work in a science or science-related discipline (educational institution, scientific industry, science journalism, etc.) and have at least a university education.
- >5,500 Twitter followers, >700 Facebook followers
- Grown from just over 17,000 page views in 2015 to more than 42,000 page views in 2017.
- Newsletter open rate is 39.6%–56.4%, higher than the industry average of 16.5%.

### Our most popular 2017 articles

1. "[There are bears on Prince Edward Island](#)" (by Julie Vasseur, cross posted from The Nature Conservancy of Canada)
2. "[Canadian science needs more than funding: it needs public champions](#)" (by Sarah Boon, Science Borealis Board of Directors)
3. "[Announcement of the People's Choice Awards: Canada's Favourite Science Online](#)" (our all-time most popular post)

### Targeted campaigns increase our social media reach:

- [#SciComm100](#) campaign (fall 2016) increased engagement to >500,000 Twitter impressions, resulted in many new Twitter and Facebook followers, and increased site visits threefold.
- [#CdnSciFav](#) campaign (late summer/early fall 2017) increased site page views by 62%.
- [#SciBorSelfies](#) campaign (fall 2017) resulted in a 135% and 178.8% increase in engagement on Twitter and Facebook, respectively.

## Levels of sponsorship: Let us put our talents to work for you!

Each of our sponsorship levels includes professionally produced science stories tailored to your organization’s interests and audience. These will be published on our blog, promoted by our social media team, and include your branding and a custom hashtag. All posts will be licensed under Creative Commons [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) to allow cross-posting with your branding attached.

	Platinum [\$15,000]	Gold [\$10,000]	Silver [\$5,000]	Bronze [\$1,000]
<b>Blog</b>	<ul style="list-style-type: none"> <li>– 6 Science stories</li> <li>– 1 Intro, Meet our Sponsor post</li> <li>– 1 Year-end, thank you post</li> </ul>	<ul style="list-style-type: none"> <li>– 4 Science stories</li> <li>– Inclusion in group year-end, thank you post</li> </ul>	<ul style="list-style-type: none"> <li>– 2 Science stories</li> <li>– Inclusion in group year-end, thank you post</li> </ul>	<ul style="list-style-type: none"> <li>– 1 Science story</li> <li>– Inclusion in group year-end, thank you post</li> </ul>
<b>Website Branding</b>	<ul style="list-style-type: none"> <li>– Permanent promo image on each sponsored story</li> <li>– Banner ad: the week each story runs</li> <li>– Logo on “Our Sponsors” page</li> <li>– Logo on our site footer</li> </ul>	<ul style="list-style-type: none"> <li>– Permanent promo image on each sponsored story</li> <li>– Banner ad: the week each story runs</li> <li>– Logo on “Our Sponsors” page</li> <li>– Logo on our site footer</li> </ul>	<ul style="list-style-type: none"> <li>– Permanent promo image on each sponsored story</li> <li>– Logo on “Our Sponsors” page</li> <li>– Logo on our site footer</li> </ul>	<ul style="list-style-type: none"> <li>– Short sponsorship statement at the bottom of the story</li> </ul>
<b>Monthly Newsletter</b>	<ul style="list-style-type: none"> <li>– Ad space every 2 months for 1 year</li> <li>– 1 “Sponsor Spotlight” feature</li> <li>– Linked Banner ad</li> </ul>	<ul style="list-style-type: none"> <li>– Linked Logo ad</li> </ul>	<ul style="list-style-type: none"> <li>– Linked ad</li> </ul>	
<b>Social Media</b>	<p><b>Bi-Monthly</b></p> <ul style="list-style-type: none"> <li>– Sponsor recognition FB post</li> <li>– Tweets, retweets, and mentions</li> <li>– Facebook mentions &amp; reposts</li> <li>– Instagram mentions &amp; sponsored posts</li> <li>– Highlight sponsor activities</li> </ul>	<p><b>Quarterly</b></p> <ul style="list-style-type: none"> <li>– Sponsor recognition FB posts</li> <li>– Tweets, retweets, and mentions</li> <li>– Facebook mentions &amp; reposts</li> <li>– Instagram mentions &amp; sponsored posts</li> </ul>	<p><b>Twice a year</b></p> <ul style="list-style-type: none"> <li>– Sponsor recognition FB posts</li> <li>– Tweets, retweets, and mentions</li> <li>– Facebook mentions &amp; reposts</li> <li>– Instagram mentions &amp; sponsored posts</li> </ul>	<p><b>One week</b></p> <ul style="list-style-type: none"> <li>– Sponsor recognition on FB and Twitter during the week the post goes live</li> </ul>
<b>Annual Report</b>	<ul style="list-style-type: none"> <li>– Logo displayed prominently</li> <li>– Acknowledgment</li> </ul>	<ul style="list-style-type: none"> <li>– Logo displayed prominently</li> <li>– Acknowledgment</li> </ul>	<ul style="list-style-type: none"> <li>– Listing and logo under “Other Sponsors”</li> </ul>	<ul style="list-style-type: none"> <li>– Listing under “Other Sponsors”</li> </ul>
<b>Reaching Your Audience</b>	<p>We would be pleased to place a stewardship statement in your industry publication or website to thank you for your generosity</p>	<p>We would be pleased to place a stewardship statement in your industry publication or website to thank you for your generosity</p>		

## **Purchase the Package That Works For You**

*Submit this form along with a cheque payable to Science Borealis to the address below.*

**Science Borealis**  
**152 Fanshaw Ave**  
**Ottawa, ON K1H 6C9**

### **ORDER DETAILS**

SCIENCE BOREALIS (PUBLISHER)

DATE \_\_\_\_\_

COMPANY NAME (ADVERTISER): \_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

CITY: \_\_\_\_\_

POSTAL CODE: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

ADVERTISEMENT PERIOD: \_\_\_\_\_ TO \_\_\_\_\_

(Check all that apply) Please select your level of interest:

#### **PACKAGE LEVEL**

Platinum – \$15,000

Gold – \$10,000

Silver – \$5,000

Bronze – \$1,000



## Letters Of Support



Genome Alberta

*Science Borealis is currently sponsored by Genome Alberta.*

*We are also honoured to have received letters of support from many members of the Canadian science communication community. We have included several of those on the following pages.*



*Photo Credit: Joshua Sherurcij, Attribution: <https://commons.wikimedia.org/w/index.php?curid=16024350>*

### JAY INGRAM

Science broadcaster and writer Jay Ingram was co-host of Discovery Channel's science show, *Daily Planet*, for 16 years. From 2005 to 2015 he was Chair of the Science Communications Program at the Banff Centre (now part of Beakerhead), a unique undertaking to promote creative science writing, broadcasting, and social media. He is also a co-founder of *Beakerhead*. He has written 14 books, is a recipient of numerous honours, and in 2009, was named to The Order of Canada.

### JENNIFER GARDY

Jennifer Gardy is an Assistant Professor at UBC's School of Population and Public Health, a Canada Research Chair in Public Health Genomics, and a Senior Scientist at the British Columbia Centre for Disease Control. Dr. Gardy is also a passionate science communicator involved in a number of science media projects, including regular appearances on CBC Television's documentary series *The Nature of Things* and a recurring guest host role on Discovery Channel's nightly science newsmagazine, *Daily Planet*. Her first children's book, *It's Catching: the Infectious World of Germs and Microbes*, was published in 2014.



*Photo Credit: Simon Fraser University - University Communications - <https://www.flickr.com/photos/sfupamr/23757057273/>, CC BY 2.0, <https://commons.wikimedia.org/w/index.php?curid=48843922>*

## Letters Of Support



Genome Alberta

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*Photo Credit: Matt Barnes - Peacock Alley Entertainment, CCO, <https://commons.wikimedia.org/w/index.php?curid=64366592>*

### TIMOTHY CAULFIELD

Timothy Caulfield is a Canada Research Chair in Health Law and Policy, a Professor in the Faculty of Law and the School of Public Health, and Research Director of the Health Law Institute at the University of Alberta. He is the author of two bestsellers: *The Cure for Everything: Untangling the Twisted Messages about Health, Fitness and Happiness* and *Is Gwyneth Paltrow Wrong About Everything?: When Celebrity Culture and Science Clash*. Caulfield also has a strong social media presence and is the host and co-producer of the documentary TV show, *A User's Guide to Cheating Death*.

### SUZANNE KETTLEY

Suzanne Kettley is a scientific publishing professional with more than two decades of experience. She is the Executive Director of Canadian Science Publishing (CSP), Canada's largest scientific publisher.

CSP sponsored a 2016–17 cohort of New Scicomm students.



*Photo Credit: Canadian Science Publishing*

PO Box 929  
Bragg Creek  
Alberta  
T0L 0K0

12 September, 2017

Science Borealis Board of Directors  
<http://scienceborealis.ca/our-team>  
Canada

Dear colleagues,

At a time when scientists and policy makers are crying out for a better-informed public, Science Borealis is an essential tool for increasing science awareness.

Traditional modes of communicating science are an increasingly diminished part of Canada's science culture. For a serious, committed audience, online magazines like *Quanta*, *Hakai*, and *Nautilus* are quality sources that provide an in-depth analysis of current events in science. But they represent only a fraction of what makes an effective science communications strategy.

Arguably, this "seriously committed" audience is already adequately provided for. But there are many other audiences who pay attention only when information is presented in just the right way, including those looking for very specific topics (and uninterested in others), and even some who might claim to have no interest in science at all.

Given the diversity of potential audiences, narrowcasting will fail to capture most people. This is where a source of diverse information like Science Borealis is so important. The science on offer at their site never focuses on just one topic. Diversity is appealing to most audiences: it's the reason mass media science programs like *Quirks and Quarks* and *Daily Planet* are magazine shows (i.e., you might not like this story but just wait for the next one).

Science Borealis is also important not just for subject variety, but for their variety of authors. Humans respond more strongly to opinions than facts (although sound opinions are based on facts!). We're social, we reason, but we also argue and debate, and having science-knowledgeable people presenting science in this style not only catches our attention, but also serves as a counterweight to the vast crowd of people who express opinions devoid of any science or evidence. Just this year, Science Borealis shared science essays written by physics students from the University of Guelph, students who had just completed their first-ever science

communication course in Guelph's Physics department. That kind of encouragement and sharing of new voices is absolutely crucial.

Also, Science Borealis is Canadian. I know that science is international, but many topics have a particular Canadian flavour: climate change in the Arctic, the west coast salmon fishery, protecting grizzlies in BC and Alberta, pesticide impacts on bees in Ontario – there is a very long list. A Canadian focus is important because people are more interested in what's happening around them, not what's happening somewhere else. If the science we communicate is happening down the street, it's a great way to make a connection to new audiences and foster their interest in science.

For these reasons, I am convinced that Science Borealis plays an important – and growing - role in the communication of science, especially Canadian science, and I'm happy to write this letter in support of their future endeavours.

Sincerely,

A handwritten signature in black ink, appearing to read "Jay Ingram". The signature is stylized with a large, sweeping initial "J" and a long horizontal line extending to the right.

Jay Ingram



5<sup>th</sup> July, 2017

To whom it may concern;

It's a pleasure to provide this letter in support of Science Borealis as they seek sponsors and partners – they're a fantastic organization and are playing an important role in shaping Canada's science communication and outreach landscape.

I'm a faculty member at UBC, where I hold a Canada Research Chair in Public Health Genomics, but I'm also an award-winning science communicator. Most of my work is in science television – I regularly guest host CBC's *The Nature of Things* once or twice a season, I spent several seasons as a guest host on Discovery Channel's *Daily Planet*, and I appear randomly as a science expert on other programs – but I also dabble in print, having written a children's book for OWLKids Books, and in online communication, having written the Nerd Girl blog for The Globe & Mail's [globecampus.ca](http://globecampus.ca) website from 2007-9.

Science Borealis appeared on my radar not long after content began appearing regularly on the site, in mid-2013. It started with a Twitter follow, and I'd regularly visit the blog when an interesting story appeared in my feed. I didn't realize how quickly their reputation was growing until a year or so later, when a few UBC students approached me saying they were blogging for the site and would love to talk about science and science communication with me. I was impressed to see the student engagement that the site had managed to create, and ever since, I've made sure to mention Science Borealis as a superb "training ground" to students who approach me with an interest in science blogging.

More and more, I'm contacted by students who recognize the value of science communication for their career (or even as a career in itself) and who are seeking opportunities, examples, and inspiration. Science Borealis is a fantastic part of the Canadian science communication, both to the bloggers it engages and the audience it inspires, whether their goal is pursuing science communication opportunities or just catching up on the latest interesting science. It provides a tremendously valuable service to the community, and is an organization worth supporting.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Jennifer Gardy', with a stylized flourish at the end.

Dr. Jennifer Gardy  
Canada Research Chair in Public Health Genomics  
Assistant Professor, School of Population & Public Health, UBC

October 25, 2017

To whom it may concern,

I am pleased to write this letter of support for Science Borealis, which has become an integral component of Canada's science culture – particularly in science communication and outreach – in the four short years since it was launched in 2013.

I am a Canada Research Chair in Health Law and Policy, a Professor in the Faculty of Law and the School of Public Health, and Research Director of the Health Law Institute at the University of Alberta. One of my research areas is the public representation of science and health policy issues, which led me to write *The Cure for Everything: Untangling the Twisted Messages about Health, Fitness and Happiness* (Penguin 2012) and *Is Gwyneth Paltrow Wrong About Everything?: When Celebrity Culture and Science Clash* (Penguin 2015). I am a Fellow of the Royal Society of Canada, the Trudeau Foundation, and the Canadian Academy of Health Sciences. I'm also the host and co-producer of the TV show *A User's Guide to Cheating Death*.

I was pleased to be featured in Science Borealis' #scicomm100 campaign last year, in which 100 Canadians were asked about their thoughts on science communication. Each quote was illustrated by a Canadian science artist with an image of the person quoted. This initiative was highly effective and really broadened Science Borealis' reach, showing that they're an integral part of Canada's science communication community.

I also appreciate the work Science Borealis has put into training science communicators through their volunteer program. Volunteer subject editors write weekly blog posts for the site, and are mentored through a rigorous pitching, writing, and revising process to produce the best possible content for the Science Borealis blog.

In my work I emphasize the importance of accurate, excellent communication. I think Science Borealis epitomizes this approach, and I look forward to their future growth and development as part of the Canadian science communication community.

Sincerely,



Timothy Caulfield, LL.M., FRSC, FCAHS  
Canada Research Chair in Health Law and Policy  
Professor and Trudeau Fellow, Faculty of Law and School of Public Health  
Research Director, Health Law Institute, University of Alberta

April 5, 2017

Dear Prospective Sponsor,

On behalf of Canadian Science Publishing (CSP) I am pleased to show my support for Science Borealis as it moves into this next phase as a financially independent non-profit organization. As a founding sponsor of Science Borealis, CSP has witnessed the organization develop into a leader in science communication and a destination for readers of Canadian science blogs.

In the past three years, Science Borealis has incubated a community of science writers focused on Canadian topics. Researchers interested in science communication look to Science Borealis for inspiration, tools, and tips for the best ways to talk about science in a manner that reaches the widest possible audience. Readers frequent Science Borealis for a one-stop destination for Canadian science blogging and it has been a pleasure to have the CSP blog aggregated and shared through Science Borealis.

Canadian Science Publishing is dedicated to serving the needs of researchers and their communities and to supporting the knowledge sharing activities of key partners such as Science Borealis. Supporting Science Borealis is synonymous with supporting Canadian science communication and CSP applauds Science Borealis' continued efforts to promote and further the dialogue of communicating research results in Canada. We often look to their stable of professional science writers to cover new topics published in our journals and we always count on their support to help promote our work.

As Science Borealis continues to further their growth as an independent organization Canadian Science Publishing looks forward to continuing to support their efforts in fostering a strong culture of science communication in Canada.

Sincerely,



Suzanne Kettley  
Executive Director, Canadian Science Publishing

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**Canadian Science Publishing**

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