

SCIENCE ·

Borealis



Sponsorship Package 2024



About us

Science Borealis is a not-for-profit corporation under the Canada Not-for-profit Corporations Act (NFP Act). We are a volunteer-run organization.

Vision

A future where Canadians understand the role of science in society through good science stories, well told.

Mission Statement

Science Borealis provides exposure, platforms and training to help science communicators share stories about Canadian science.



Science Borealis and the Community

- Collaboration with Science Writers and Communicators of Canada (SWCC)
- Collaboration with the Canadian Science Policy Conference (CSPC)
- Reciprocal agreements with groups such as The Nature Conservancy of Canada to cross-post between our platforms
- Our efforts were recognized in the Council of Canadian Academies report on “Science Culture in Canada” in 2014



Science Borealis and the Community

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.



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.



Levels of Sponsorship

Let us put our talents to work for you!
 Each of our sponsorship levels includes professionally edited 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 to allow cross-posting with your branding attached.

	Platinum [\$15,000]	Gold [\$10,000]	Silver [\$5,000]	Bronze [\$1,000]
Blog	<ul style="list-style-type: none"> 6 edited science stories 	<ul style="list-style-type: none"> 4 edited science stories 	<ul style="list-style-type: none"> 2 edited science stories 	<ul style="list-style-type: none"> 1 edited science story
Website branding	<ul style="list-style-type: none"> Banner ad the week each story runs Logo on "Our Sponsors" page Logo on our site footer 	<ul style="list-style-type: none"> Banner ad the week each story runs Logo on "Our Sponsors" page Logo on our site footer 	<ul style="list-style-type: none"> Logo on "Our Sponsors" page Logo on our site footer 	<ul style="list-style-type: none"> Logo on "Our Sponsors" page
Social media	<ul style="list-style-type: none"> Tweets, retweets, and mentions Facebook mentions and reposts 	<ul style="list-style-type: none"> Tweets, retweets, and mentions Facebook mentions and reposts 	<ul style="list-style-type: none"> Tweets, retweets, and mentions Facebook mentions and reposts 	<ul style="list-style-type: none"> Twitter post during the week the post goes live
Annual report	<ul style="list-style-type: none"> Logo displayed prominently Acknowledgement 	<ul style="list-style-type: none"> Logo displayed prominently Acknowledgement 	<ul style="list-style-type: none"> Listing and logo under "Other Sponsors" 	<ul style="list-style-type: none"> Listing under "Other Sponsors"



Purchase the package that works for you

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

Science Borealis
63 Pixley Private
Ottawa, ON K1G 4C3

ORDER DETAILS

COMPANY NAME:

ADDRESS:

CITY:

TELEPHONE:

POSTAL CODE:

EMAIL:

Please select your level of interest:

PACKAGE LEVEL

- Platinum – \$15,000
- Gold – \$10,000
- Silver – \$5,000
- Bronze – \$1,000

Ad specifications (email files to contact@scienceborealis.ca):

- Web banner size: 778 x 90
- Illustrator EPS with no linked files, all fonts converted to outlines and transparencies flattened.
- High (300 dpi) resolution TIFF.
- High (300 dpi) resolution JPEG.