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# 2023 WORLD CONGRESS OF SCIENCE & FACTUAL PRODUCERS

## Sponsorship Menu

Seattle, Washington, USA  
November 28 - December 1, 2023

*Climate Change, Fighting Misinformation, Raising Public Understanding, Innovation, Mentorship, New Technology, Sustainability, Natural History, Science, Diversity, Conflict & Context, Producing Impact, Deepfakes, Wildlife, Space Exploration, Aeronautics, Climate Change, Fighting Misinformation, Raising Public Understanding, Innovation, Mentorship, New Technology, Sustainability, Natural History, Science, Diversity, Conflict & Context, Producing Impact, Deepfakes, Wildlife, Space Exploration, Aeronautics, Climate Change, Fighting Misinformation, Raising Public Understanding, Innovation, New Technology, Sustainability, Natural History,*

# A GLOBAL MEETING PLACE FOR 30 YEARS!

**The Congress brings together the world's most recognized leaders in science and factual content production, broadcasting and distribution who collaborate with researchers, science communicators, and other subject matter experts. Together, this unique community reaches mass audiences of more than 1 billion people each year and can impact views of global issues, solutions and public engagement strategies.**

As organizers, our priority is to produce a conference of the highest quality that's innovative and meets the needs of Congress members to stay informed, be inspired and further their business objectives. Our responsibility is also to develop the next generation of factual content storytellers and our conference program encourages interaction and learning between generations and cultures. The Congress is aware of its power to promote systemic change through the way it works as an organization, and the way it supports the work of the industry. We value and are committed to equity, diversity and continuously improving the environmental impact of our operations.

With partners and sponsors, the Congress helps the factual content sector thrive and facilitate impact on a global scale.

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## **Here's what members said in our 2022 attendee survey:**

- 72% found potential new production partners
- 80% say the program created open, honest platforms for dialogue and debate
- 91% consider WCSFP important for meeting with the industry and conducting business

# Last Year's Congress by the Numbers

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**684 Members from 27 Countries**



**29 Expert Sessions**



**277 Speed Dating Pitch Meetings**



**8 Networking Events**



**14 Buzzies Awards from 170 Submissions**



**28 Partners and Sponsors**

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# Who Attends...

## High profile thought-leaders including:



Bill Gates  
Co-chair of the Bill & Melinda Gates Foundation



Dr. Anthony Fauci  
Director of the NIAID and Top Medical Advisor to the White House



Dr. Ronx Ikharia,  
Emergency Medicine Doctor and TV Presenter



Hiroshi Ishiguro  
Robot Master & Professor, Osaka University



Liz Bonnin  
Biochemist, Wild Animal Biologist & TV Presenter



Dr. Sanjay Gupta,  
Chief Medical Correspondent, CNN



Mike Massimino  
Astronaut, NASA



Dr. David Suzuki  
Scientist, Author, Broadcaster, and Co-founder of the David Suzuki Foundation



Dr. Bernard L. Feringa  
Nobel Laureate & Professor of Molecular Sciences, University of Groningen



Dr. Mayim Bialik  
Actor Author, and Neuroscientist

## Global media companies including:

- BBC
- Channel 4
- Discovery Channel
- National Geographic
- Netflix
- PBS
- CNN
- NHK
- ITV Studios
- Science Channel
- Smithsonian Channel
- A&E
- ARTE
- YouTube Originals
- Curiosity Stream
- bilibili
- Ubisoft
- Yahoo!
- Tencent
- VOX
- Crossover Labs
- Little Dot Studios

+ content producers, commissioning editors and public broadcasters from more than 25 countries around the world!

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# The Main Event



Programming is streamed into three core areas of conversation and designed to inspire innovation, creativity, collaboration and to dream beyond the status quo:

## SUBJECT MATTER

- How to tackle science misinformation, create documentaries with maximum impact and tell complex stories that matter to a wide array of audiences
- Creating a dialogue between scientists and producers to ensure the latest research, discoveries and breakthroughs are explained to the public
- Uncovering the latest trends, innovations and creative advances from programs produced around the world
- Exploring new technologies in social media, virtual reality and gaming and how they're impacting storytelling

## BUSINESS

- The latest funding and distribution models for science and factual content
- Best practices in buying, selling and licensing programming across multiple media platforms
- Adapting to a rapidly changing marketplace with the most economical and green-friendly programs

## SOCIAL ISSUES

- How to reflect more diversity in on-air presenters, experts and production teams through enhanced training, development and hiring practices
- Breaking stereotypes and common misconceptions of scientists and the scientific process to demystify science
- Overcome cultural and language differences to ensure more successful international co-productions that appeal to diverse audiences
- Build bridges and understanding between next generation producers and content creators and the established media community

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# CUSTOMIZED CAMPAIGNS TO SERVE YOUR OBJECTIVES

The Congress offers a range of properties, activation and engagement opportunities. In addition to the benefits listed in this menu document, we look forward to discussing your objectives and working towards a fully customized package to meet your goals.

## LEVELS OF SUPPORT

Beyond the benefits associated with your sponsored property, overall support is recognized through the Congress website, onsite signage and marketing collateral using the following categories:

**Host Partner:** *Contact Us*

**Major Partner:** \$150,000+

**Signature Partner:** \$75,000+

**Gold Sponsors:** \$30,000+

**Silver Sponsors:** \$15,000+

**Bronze Sponsors:** <\$15,000

Produce thoughtful connections with the Congress community by becoming part of their onsite experience.

## **Sponsorship Properties - Programmatic**

*All pricing in USD | Multi-year sponsorship available*

### **Speed Dating Market Program / \$30,000 *Exclusive Sponsorship***

Speed Dating is a market program for independent producers to discuss their project one on one with highly subscribed financing executives. Congress staff conduct preliminary matchmaking to make the encounters more rewarding for both parties; however, in the spirit of broadening networks and equitable access, the participating decision makers select projects they find interesting without knowing who or where the project came from until their face-to-face meeting.

### **Ideas Salon / \$30,000 *Exclusive Sponsorship***

Scientists and researchers have an exclusive opportunity to outline their work to producers and media decision makers for possible future documentary projects and other knowledge mobilization initiatives. As sponsor, your organization may contribute content focuses or participant recommendations for this program. Your support will be recognized within all presenter and participant invitations, and onsite through brief welcoming remarks during each Ideas Salon event. Additional customized benefits are available, such as pop-up virtual Ideas Salon gatherings at different points of the year.

### **Close Encounters of the Funding Kind / \$30,000 *Exclusive Sponsorship***

This popular strand of sessions offers presentations from individual broadcasters, platforms and other content funders, all of whom either commission science and factual programs from independent producers outside their own territories or who provide significant funding or support. Close Encounters provide valuable insight to the priorities of major outlets and help producers plan successful project pitches.

### **Emerging Producers Bursary / \$15,000+**

The Emerging Producers Bursary Program offers a range of supports to up-and-coming producers and content creators working in science, history, wildlife and non-fiction media. The program includes mentor guidance, special networking opportunities, complimentary event accreditation, travel and accommodation supports. The goal is to continue welcoming and supporting a diverse range of emerging talent while developing a wide-reaching peer network that will continue to support each other throughout their career trajectories. Your contribution directly impacts the scale and scope of this program.



## **Sponsorship Properties - Programmatic**

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### **Sponsored Keynote "Spark of Inspiration" / \$30,000**

The "Spark of Inspiration" session strand annually presents three renowned thought leaders who have greatly impacted society and offer inspiration through their unique and innovative views on our world. Past speakers have included Bill Gates, Dr Anthony Fauci, Liz Bonnin, Margaret Atwood, Chris Hadfield, Hiroshi Ishiguro, Brigitte Baptiste, Jeff Goldblum, Dr. James Garvin, Johannes Grenzfurthner and André Borschberg.

### **Micro Meeting Presentation / \$15,000**

A dedicated session for your organization to discuss and explain its work to Congress attendees in the format of your choice. You control the content, and we do the rest! Micro Meetings are promoted as part of the Full Program Schedule. This property can support a variety of formats including panels, workshops, demos and announcements such as new co-production offers. Additionally a limited number of Micro Meetings can be organized alongside breakfast and lunch services to host attendees while they learn about how to work with your business.

### **Session Sponsorship / \$10,000**

Demonstrate your leadership position by aligning your support with our world-class sessions. Benefits include the opportunity to make brief welcome remarks or to play a brief reel at the start of your sponsored session, receive verbal recognition by the session moderator, and receive company visibility through visibility tied to the session content (ie: web listing and pre-session title card). Your company will be provided session options closer to the event, once the Congress schedule is firmed up in September.

### **Buzzies Awards Sponsor / \$20,000 (Awards Program) | \$5,150 (Single Award)**

The Buzzies celebrate excellence in science, history and factual storytelling. Winners are announced over the course of Congress with daily announcements recognizing both the winner and award sponsor. Align your support with the overall awards program, or sponsor one of 14 individual awards such as: Lifetime Achievement in Factual Content, Emerging Producer of the Year, Best Science Program, Best Multi-Platform Factual Project. Contact us for assistance selecting the best award to align with your PR goals.

# The Community

The Congress is an event and a community.

Broadcasters, content creators, researchers, academics, journalists and distributors of science programming have, for three decades, bonded together in an association to share ideas and insights. By honoring excellence through its awards program and offering invaluable networking opportunities, the Congress aids in developing international co-production arrangements and other strategic initiatives tackling pressing issues.

In partnership with a local host each year, attendees gather in a collegial spirit animated by memorable social events that foster cultural exchange and shared understanding.



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## **Sponsorship Properties - Networking and Hospitality**

*All pricing in USD | Multi-year sponsorship available*

### **Members Lounge / \$75,000 (Ongoing, Full Event)**

Incorporate your organization as part of the central hub of activity for the factual sector attending Congress. The Members Lounge is visited regularly by all attendees who use the space for meetings, casual catch-ups and workspace between sessions. The Members Lounge is also animated with courtesy services and exhibitors. Sponsor benefits include a robust visibility campaign and opportunities to customize the decor of the space to align with your organization's aesthetic identity and offers additional customized options to demonstrate your brand values.

### **Premium Evening Social Event / \$50,000+ (\$20,000 Sponsorship Fee + \$40 F&B Minimum per attendee)**

Celebrate the Congress community in style as the exclusive sponsor of a gala social event. All attending members are invited to participate through a series of branded communication points. As sponsor, you will receive an additional 20 invitations for additional client entertaining and hosting. Gala social events include complimentary food and beverage service for attendees and are hosted in buildings of significance relevant to the host destination and event themes.

### **Guest Services and Conference WiFi / \$30,000 (Ongoing, Full Event)**

Connect with attendees as they arrive onsite and check-in with guest services to receive their pass. Your visibility and connection extends throughout the Congress as sponsor of the conference WiFi - a highly subscribed courtesy service enjoyed by all attendees. Benefits include pre-event promotion, onsite signage at the Guest Services booth, customized WiFi password and more.

### **Courtesy Water Service / \$30,000 (Ongoing, Full Event)**

Keep your fellow attendees comfortable throughout long days of meetings and sessions. As sponsor of the Congress hydration stations, your company will receive consistent visibility throughout the Congress event, and positioned consistently throughout the event's footprint. Contact us to discuss enhanced branding opportunities such as reusable cups or other customized detailing.



## Sponsorship Properties - Networking and Hospitality

*All pricing in USD | Multi-year sponsorship available*

### **Coffee Break Sponsor / \$20,000 (Scheduled, Full Event) / \$6,500 (Scheduled, Single Break)**

Your opportunity to host one or all of the complimentary coffee breaks offered to attendees throughout the Congress. Sponsorship includes logo recognition incorporated into the coffee break service stations, recognition in pre-event communications to attendees, and verbal thanks during the introductory announcements in all sessions prior to the sponsored break(s). Sponsors are also permitted to provide additional signage to be incorporated into the break setup and to provide promotional items for distribution (i.e. branded cookies, specialty items, etc)

### **Onsite Exhibitor Display / starting at \$5,500 (Ongoing, Full Event)**

Connect with Congress attendees by setting up shop onsite at the event. In close proximity to all the action, exhibitors benefit from ongoing contact and visibility with attendees throughout the entire event. The perfect space to profile your company, demonstrate its capabilities and generate excitement for your work. Exhibitor space is limited and is booked on a first-come, first-serve bases. Contact us to discuss any AV requirements and to avoid disappointment!





# Let's work together...

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The World Congress of Science and Factual Producers (WCSFP) is pleased to announce that Congress `23 will be held at the Hyatt Regency in Seattle, Washington, with host sponsor National Geographic Content.

Congress '23 will offer a range of properties and activation opportunities. We look forward to sharing more about our plans for this year's event and discussing your objectives to work towards a fully customized campaign that supports your organization's goals.

To discuss how we can collaborate with your organization, please contact:



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