SMASH 16
SCIENCE MEDIA AWARDS
& SUMMIT IN THE HUB
SEPTEMBER 20 -22, 2016

WHY SMASH?

We are in an age of unprecedented technological change and scientific discovery. The Science Media Awards and Summit in the Hub (SMASH) is a biennial industry conference exploring the intersection of **science, media, culture and the future.**

On September 20 - 22, more than 300 leading scientists, producers, filmmakers, writers and technology innovators will convene in Boston for three days of lively discourse exploring cutting-edge science and the rapidly changing landscape of science media.

WHAT IS SMASH16?

Bringing together leading thinkers from multiple disciplines, SMASH provides an engaging forum to explore new ways of communicating the wonders of science to a global audience. Sessions will examine the role of media on science literacy and engagement, current science programming trends & opportunities, innovation in story telling, and the impact of disruptive online media.

Cutting edge discoveries will be highlighted in a series of “Idea Salons” in which experts in latest scientific breakthroughs share their insights with media storytellers, content creators and distributors.

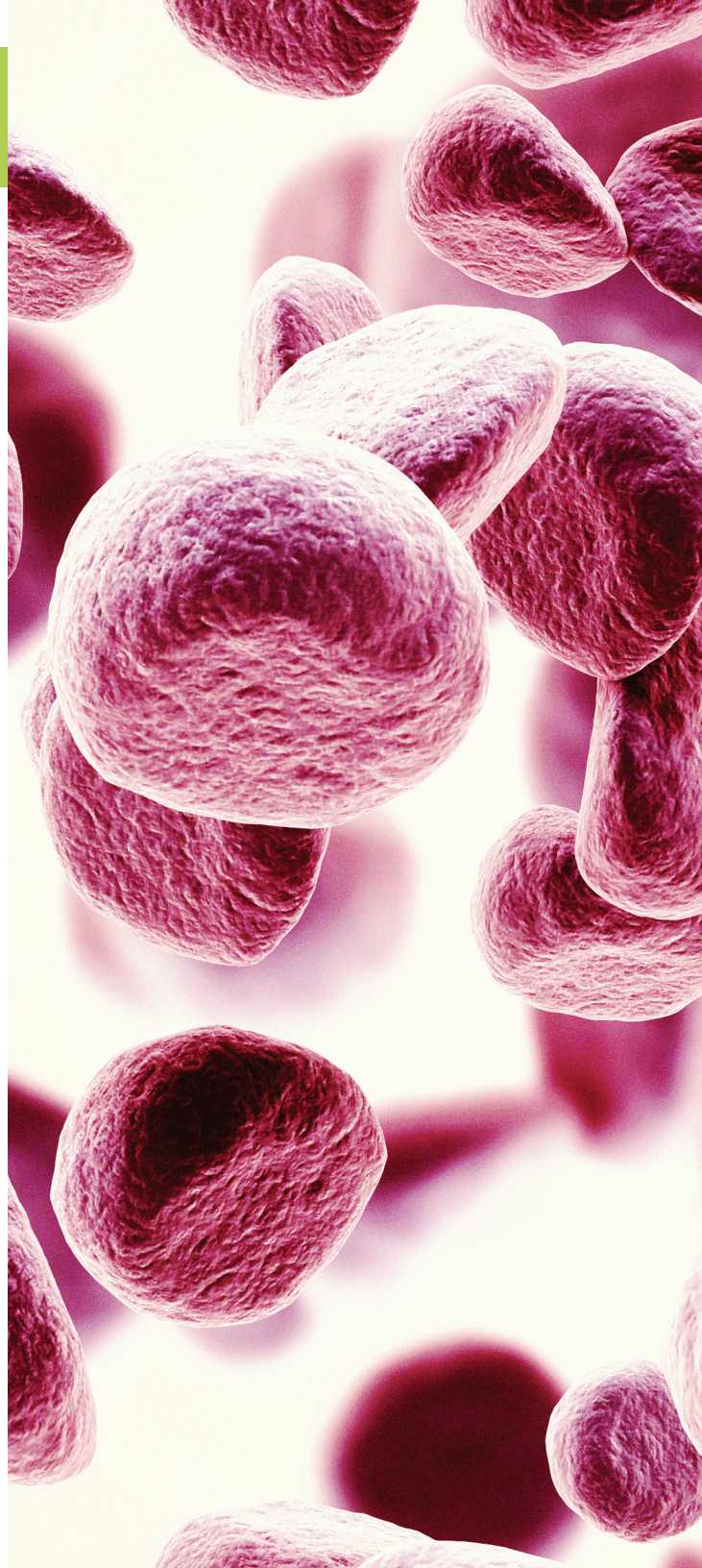
WHO ARE WE?

SMASH is co-hosted by Jackson Hole WILD and WGBH. Major support is provided by the Rita Allen Foundation, with additional support from the National Science Foundation.

JACKSON HOLE WILD For 30 years, Jackson Hole WILD has hosted the Jackson Hole Wildlife Film Festival, a biennial natural history media conference drawing 750+ international natural history media and conservation stakeholders to Jackson Hole for six days.

WGBH For 40 years WGBH has been America's preeminent public broadcaster and the largest producer of PBS content for TV and the Web.

In 2014, the two organizations joined forces to bring SMASH to Boston, a global hub for scientific research and technological innovation.



2016 SCIENCE MEDIA AWARDS

CELEBRATING INNOVATION & EXCELLENCE

This year, more than 500 entries will compete for 21 content, program and craft awards! The process is rigorous, with more than 100 preliminary judges reviewing approximately 2,500 hours of film to select finalists.

Announced in August, finalists will be reviewed by an independent jury. Winning films will be announced at a gala celebration hosted at the Harvard Art Museum on September 21, and subsequently showcased in a series of special events throughout the year.

SMASH16 FELLOWS

BRINGING NEW MINDS INTO THE DISCUSSION

The SMASH16 fellowship program brings together a group of young, diverse and international scientists and science communicators to expand career opportunities and learn from the best minds in science and media. SMASH is a great opportunity for those breaking in to the field to learn how to blend careful reporting with engaging presentation to reach global audiences.

WHY SPONSOR?

Directly engage with a highly targeted group of key decision makers, opinion leaders and innovators in science media.

BEFORE SMASH: Sponsors will be recognized online and on social media to our network of 10,000+, as well as on the SMASH16 conference app.

DURING SMASH: Sponsors will be acknowledged on-screen, on-site and on social media throughout the conference. Customized sponsorship packages determine branding opportunities (See page 9).

BEYOND SMASH: Sponsors will have continued visibility online and on social media, in the Science Media Summit Guide and in credits following streamed highlights from SMASH16 sessions and keynotes.

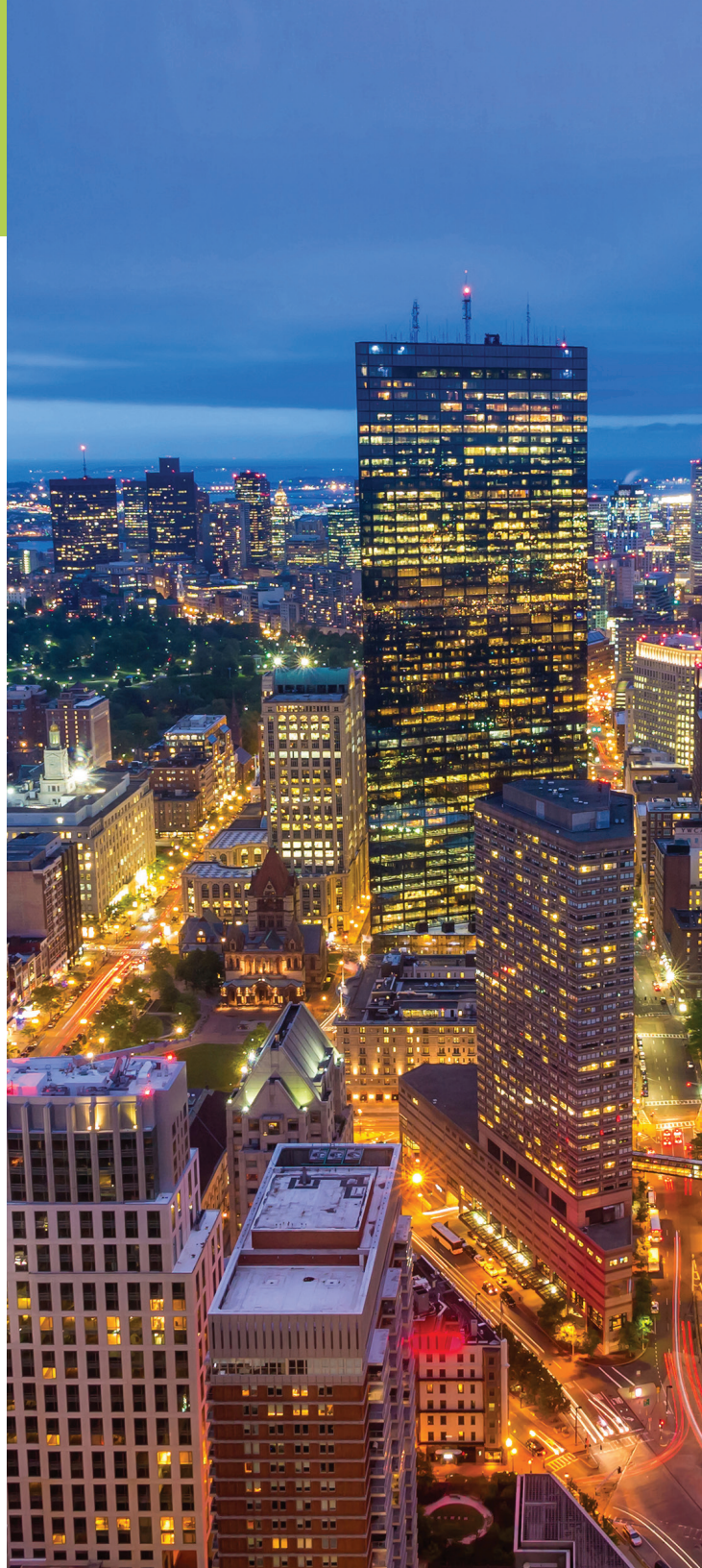
1) PICK YOUR SPONSORSHIP LEVEL

PLATINUM	$100,000
PRESENTING	$60,000
PREMIER	$40,000
GRAND	$25,000
MAJOR	$15,000
SUPPORTING	$10,000
CONTRIBUTING	$5,000
COMMUNITY	$2,500

SPONSORS RECEIVE MEANINGFUL RECOGNITION THROUGH:

- Conference passes and event invitations
- VIP Reception Invitation
- Ads in digital Summit guide and on-screen at event venue
- Online & Social Media preceding & following the conference
- On-site branding during the Science Media Awards & Summit
- On screen acknowledgement throughout the conference
- 2016 Mobile app exposure
- Signage and/or product distribution at sponsored events

Questions? Email lisa@jhfestival.org



2) PICK YOUR BRANDING OPPORTUNITIES

SOCIAL EVENT & NETWORKING SPONSORSHIPS

SCIENCE MEDIA AWARDS GALA	$40,000 *(can be shared)*	*Celebrate excellence & innovation in science media storytelling at the Harvard Art Museum*
OPENING NIGHT RECEPTION	SOLD	*Ending the day with a casual, fun networking event for all.*
BEST OF FESTIVAL TOUR	$25,000	*Join Jackson Hole in 40+ venues across the country, as we bring the best science & nature films to a broader audience*
NETWORKING LUNCH	$5,000	*3 available.*
BUSES & VANS	$4,000	*Daily transport to/from hotel and to/from Wednesday evening Awards Gala*
DAILY HOSPITALITY STATIONS	$2,500	*2 available (Tuesday is sold). Beverages & light snacks throughout the day.*
KEYNOTE EVENTS	$4,000	*1 available.*
SESSION SPONSOR	$2,500	*Name & logo acknowledgement*
AWARD SPONSOR	$2,500	*Be a part of our unique celebration of science media.*
2016 MOBILE APP	SOLD	*Put your message in the hands of every delegate.*
LANYARDS	SOLD	*The most visible branding opportunity of the conference*
DELEGATE BAG INSERTS	$300 + Cost	*Get your brand/product in the hands of every industry stakeholder in attendance.*

KEYCARDS	$3,000	*1000 keycards with your logo next to SMASH logo*
FELLOWSHIP UNDERWRITE	SOLD	*Underwrite a SMASH16 Fellow and give a young scientist the opportunity to expand their career*
DELEGATE BAG LUGGAGE TAGS	$2,500	*Have your logo in one of the most visible places at the Summit - attached to each delegate bag.*