

Sponsorship Brochure

47th Conference on Broadcast Meteorology

**Fifth Conference on Weather Warnings and
Communication**

Organized by
the AMS Board
on Societal
Impacts & Board
of Broadcast
Meteorology



The 47th Conference on Broadcast Meteorology

National Conversations for Industry Professionals

- How is the industry addressing the equality issues for all groups in broadcast television?
- How social media is changing the ways weather information is being communicated in real-time during unfolding events.
- What methods can broadcast meteorologists use to ensure this is being done responsibly and accurately?
- Analyzing the different messaging between national and local broadcasters during weather events.
- Discussing the issue of reporting weather events in a manner to serve communities versus a competition for viewership ratings.



The Fifth Conference on Weather Warnings and Communication

The launch of next-generation satellites like GOES-16 & GOES-17, and the advancement of computing technology continue to move the production of weather forecasts forward while the Evolve NWS initiative has the potential to change how NWS forecasts are distributed to end users through impact-based decision support services. Meanwhile, weather forecasts available through web and mobile applications and mobile weather alerts continue to reshape how most outside of the weather enterprise receive weather forecasts.

Sponsorship Opportunities

BRONZE-\$1,000 - Unlimited

- Logo on conference program and website
- Logo on event signage throughout the meeting

CONFERENCE SOCIAL EVENT at Café Coyote - \$1,500

- Logo on conference program and website
- Logo displayed at the event
- Transportation provided to restaurant in the heart of old San Diego

SILVER-\$2,500 COFFEE BREAK

- One complimentary registration
- Logo on conference program and website
- Logo on event signage throughout the meeting
- Partial Coffee Break sponsor, logo will be displayed at one Coffee Break

GOLD - \$5,000 DAILY BREAKFAST SPONSOR

- Two complimentary registrations
- Logo on conference program and website
- Logo on event signage throughout the meeting
- Logo on signage at event
- Co-sponsorship is available

For information on sponsoring the conference, contact Adam Kelly, AMS Member Engagement Coordinator; akelly@ametsoc.org, 617-226-3904.

Sponsorship Opportunities

GOLD EXCLUSIVE-\$5,000 ICE BREAKER RECEPTION

- Two complimentary registrations
- Logo on conference program and website
- Logo on event signage throughout the meeting
- Ice Breaker Reception Sponsor, logo will be displayed at event

GOLD PREMIER-\$7,500 CONFERENCE LUNCHEON (One Available)-SPEAKING OPPORTUNITY

- Two complimentary registrations
- Logo on conference program and website
- Logo on event signage throughout the meeting
- Conference Luncheon Sponsor, logo will be displayed at the event
- Speaking opportunity at event

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Sponsor Benefit	Bronze- General Sponsor \$1,000	Social Event Sponsor \$1,500	Silver- Coffee Breaks \$2,500	Gold Breakfast Sponsor \$5,000	Gold Exclusive- Icebreaker \$5,000	Gold Premier- Luncheon \$7,500
Logo Placement in Conference Program	✓	✓	✓	✓	✓	✓
Logo Placement on Website and Event signage	✓	✓	✓	✓	✓	✓
One Comp Registration			✓			
Two Comp Registrations				✓	✓	✓
Logo Displayed During one Coffee Break			✓			
Logo Displayed During Breakfast				✓		
Logo Displayed During Ice Breaker Reception					✓	
Luncheon Sponsor with Speaking Opportunity						✓