



AWIS
ASSOCIATION FOR WOMEN IN SCIENCE

SUMMER OF *Science*

Celebrate the Power of Science & Community

In this 12-week digital campaign, AWIS will celebrate women working in a variety of STEM fields and the ways they contribute to society. This year's theme is "The Power of Science and Community." Each week we will share an inspiring member story across web, email, and social channels to:

- Celebrate women across all STEM fields
- Demonstrate real-world impact
- Educate and excite the public
- Inspire the next generation
- Connect sponsors with leaders and learners

Become a sponsor and gain visibility



66,500

Social Media Followers



38,000

Monthly Website Visitors
(AWIS.org)



25,000

Newsletter Subscribers

Reach an educated, driven audience that includes leaders, decision-makers, jobseekers, and rising talent



80%

of AWIS members hold advanced degrees (among those reported)



66%

of AWIS members reported having leadership experience



61%

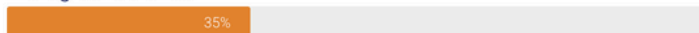
of members surveyed are looking for a job

AWIS Members by Discipline

Agricultural and Earth Science



Biological Science



Chemistry



Computer Science and Math



Engineering



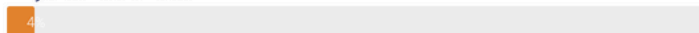
Medical Services



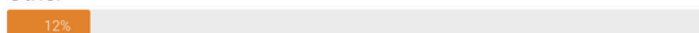
Social Sciences



Physical Sciences



Other



AWIS Members by Career Stage

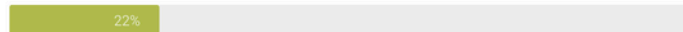
Student



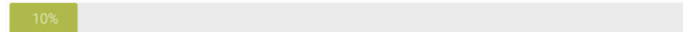
Postdoc/Early Career



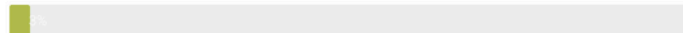
Mid Career



Senior Career



Other



Looking for more ways to connect with our audience?

AWIS offers advertising, thought leadership, talent management, and strategic partnership opportunities. **Visit: awis.org/sponsor**

Campaign Components

Weekly Stories

- Recognize women in a variety of science and STEM fields
- Describe their role and what drew them to STEM
- Share unique facts about their work and its impact on society
- Reveal the challenges, accomplishments, and advice for others

Film Screenings



Observer
Week 2
June 9-13



Sally
Week 8
July 21-25



Superhuman Body
Week 10
Aug. 4-8

T-Shirt Contest

- AWIS members are currently voting on this year's official Summer of Science t-shirt.
- The winning design will be revealed Friday, May 23.
- **Qualifying sponsor logos will appear on the back of the shirt.**
- Shirts will be available for purchase in June and will be worn proudly throughout the summer—and beyond!

Campaign Timeline

June

Discovery

Week 1 (May 30-June 6)

The Science That Sustains Us

Honoring World Environment Day — Grounded, real-world science that explores the earth, air, water, and systems we rely on.

Week 2 (June 9-13)

The Spark of Wonder

Celebrating International Day of Play — Curiosity-fueled discovery that energizes learning and invites awe.

Week 3 (June 16-20)

Women Who Build What's Next

Honoring National Making Week — A tribute to makers, builders, and innovators whose resilience shapes our future.

Week 4 (June 23-27)

Engineering Possibility

For Women in Engineering Day, we spotlight women designing solutions that drive discovery, improve systems, and reimagine what's possible.

July

Innovation

Week 5 (June 30-July 4)

Clean Behind the Scenes

Honoring Clean Beaches Week — Showcasing innovations that protect ecosystems, from coastlines to microbial systems.

Week 6 (July 7-11)

Building Healthy Communities

In honor of World Population Day, we spotlight those advancing equitable health solutions and community well-being.

Week 7 (July 14-18)

Breaking Barriers, Beneath the Surface

For Shark Awareness Day, we celebrate innovators who challenge limits and explore bold ideas where others haven't dared to look.

Week 8 (July 21-25)

Bold Steps and Big Leaps

Commemorating the Moon Landing Anniversary — Honoring women whose literal and metaphorical leaps in science open new frontiers for all.

August

Impact

Week 9 (July 28 - Aug. 1)

The Science of Systems

Honoring National Tree Day — Spotlighting scientists who keep systems thriving, from public health to environmental resilience.

Week 10 (Aug. 4-8)

The Science That Heals

Celebrating women in bioengineering whose innovations restore function, enhance care, and help bodies heal.

Week 11 (Aug. 11-15)

Mission-Driven Science

Honoring Nonprofit Day — Uplifting science with a purpose, where research becomes a tool for advocacy, access, and equity.

Week 12 (Aug 18-22)

Looking to the Future

Spotlighting forward-thinking science — from flight tech to AI — and the innovators building the smart skies of tomorrow.

Summer of Science Sponsorship Opportunities

Support the power of women in science — and gain visibility with a purpose-driven audience. Choose a level that aligns with your brand goals and community impact.

1 Summer Sponsor

\$5,000

Our most prominent tier, ideal for mission-aligned sponsors who want maximum exposure all summer long.

What's Included?

- Full-summer recognition as a campaign sponsor
- Logo on the Summer of Science campaign webpage (priority placement)
- Mentioned in (12) social media posts
- Name/logo included in closing campaign thank-you social post

2 Single Week Sponsor

\$2,500

Great for brands that want to spotlight an high-performing employee, leader, or a relevant theme.

What's Included?

- Exclusive sponsor for one week of the campaign
- Choose an employee to be highlighted
- Highlighted in (1) weekly email
- Highlighted in (1) Social media post
- Logo on the Summer of Science campaign webpage under "Supporters"

3 T-Shirt Sponsor

\$1,000

A simple way to support the campaign, women in science, and get your brand in front of the STEM community.

What's Included?

- Logo featured on the 2025 Summer of Science t-shirt
- Logo listed on the campaign webpage under "Supporters"

(Can be combined with Summer or Single Week Sponsorship)

Become a Sponsor Today!

Join us in celebrating the power of science and community this summer. By sponsoring the 2025 Summer of Science campaign, your organization will gain meaningful visibility, amplify real-world science stories, and connect with a mission-driven audience.

Deadlines



T-Shirt Logo:

Friday, May 23



Full Campaign Sponsorship:

Friday, May 30 (to be featured at launch)



Weekly Sponsorship:

Rolling basis — one week prior to requested dates

Let's go!

[Fill Out the Sponsor Form](#)



Questions? Please contact awis@awis.org