



Climate Change National Forum

PROSPECTUS (for potential corporate or foundation sponsors) | SUMMER 2015

Project: Sponsor a partnership between CCNF and a university program or scientific institution for a period of one year. The purpose of this collaboration will be to inform and educate the American public on the science of climate change and its policy implications.

Proposed Partnership Dates: The preferred dates are 9/1/2015 - 9/1/2016, though these dates can be delayed until funding becomes available.

General Area: Climate change communication, education, and journalism; values, humanities and environment; climate policy discussion and debate; economics, national politics and geopolitics; and new media journalism.

Goals: (1) Measurably improve Americans' climate literacy, preferably before the COP21 climate negotiations. (2) Facilitate a national values conversation so that Americans can grapple with the moral and ethical questions raised by this issue. (3) Establish a marketplace of scientifically grounded bipartisan policy ideas on what can or should be done about climate change as a nation that is based on shared values. (4) Establish a premiere climate journalism brand that covers the dialogue in the Forum and key developments on this issue and, in collaboration with our partner-institutions, acts as a powerful accountability mechanism in the online space.

Objectives: (1) Become the most credible, accessible, and prolific fact checker on climate change and commandeer the dialogue on the science in the online space. This requires partnering with one to two leading atmospheric sciences departments or a national scientific institution with a strong science communication/education arm and leveraging the compensated participation of a vast community of active climate scientists in the communication of this issue. (2) Become the #1 destination where Americans across the political, health, and environmental spectra come together to speak on values regarding climate change and energy policy. This requires partnering with a leading humanities department whose professors and students will lead this part of the dialogue alongside thought leaders. (3) Become the "go-to" forum where experts and leaders across the political spectrum discuss and debate the policy implications of climate change and offer policy prescriptions that are grounded in science and based on shared values (as enunciated in the Forum). This requires partnering with two to three university departments or programs in the areas of economics, sustainability, mitigation technology, political science, and geopolitics and providing these entities with compensation for a designated amount of the content stream. The professors and students of these partner-institutions will drive the dialogue in these areas and take policy positions. (4) Conduct at least two high-profile symposiums. (5) Dispatch at least two journalists to solicit and report on candidates' views on science and policy regarding climate change. (6) Build up and provide ongoing "Olympics-style coverage" of the COP21 climate negotiations on the ground in Paris this December. (7) Plan and publicly call on all presidential candidates to participate in a televised debate focusing on what can or should be done about climate change as a nation. If a number of the presidential candidates agree to participate, the debate will be hosted by one of our partner-institutions. Accomplishing objectives (5), (6), and (7) requires partnering with a leading journalism school and/or news media organization.

Benefits of Partnership: Partnership would bring further science and policy expertise to CCNF and facilitate the growth of the journalistic arm of CCNF. Partners would benefit from the additional exposure of their in-house experts and by association with a unique and essential source for climate change information and ideas.

Benefits of Sponsorship: Each sponsor will receive at least 1/5th of sponsor ad-space. This will be premium ad space on all products and will include drop down horizontal ads at the top of the homepage, video ads preceding video products, side-bar ads on every page, and ads in prominent space on all printed products.

Cost of Sponsorship: \$210,000. This is the total annual cost of sponsoring a partnership between CCNF and one university department or program, media outlet, or scientific institution. The majority, if not all, of this sponsorship will be considered a tax deductible donation to the fullest extent of the law. CCNF will need at least five academic or scientific partners and five corporate or foundation sponsors to accomplish all the objectives laid out above.

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