



TV Show: SCFGLive!

Sponsorship Opportunities

Science Club for Girls' TV show, *SCFGLive!* is a fun, interactive science show for young scientists of all ages—especially girls in kindergarten through 3rd grade. Each week, episodes focus on a different STEM topic—from chemical explosions, to the science of smell, to renewable energy, to vaccines and the immune system—with hands-on experiments and special guest scientists.

Overview:

- **81 episodes**, now in Season 6!
- Available to view:
 - **Online:** YouTube, Facebook, and our website: www.scienceclubforgirls.org/scfglive
 - **Local cable TV channels** in 7 cities in MA: Lowell, Lawrence, Worcester, Somerville, Cambridge, Boston, and Brookline
 - **On-Demand on Comcast Xfinity**, from Virginia to Maine
- **Over 370,000 views!** (This is an underestimate, given only 4 of the 12 viewing platforms quantify views!)

Science Club for Girls developed the show in April 2020 to reach even more girls with fun, hands-on, accessible science lessons during the COVID-19 pandemic and beyond.

Past Episode highlights:

- [Episode on Vaccines](#), sponsored by Pfizer, with *Harvard Women in Chemistry* acting out the components of the immune system.
- [Young scientist Takeover](#) episode
- “Black Energy Awareness Month” five episodes, sponsored by National Grid, created in partnership with the American Association of Blacks in Energy:
 - [Episode 6: What is a Grid?](#)
 - [Episode 7: Renewable vs. Non-Renewable Energy](#)
- [Episode on Skin](#) sponsored by Evolved by Nature

[Check out past episodes and learn more about SCFGLive!](#)





Sponsorship Benefits & Promotional Opportunities:

1. **Opportunity for Company staff/ scientists/ experts to be involved** in the creation of the episode content, including being highlighted in each episode, in collaboration with our talented Program Managers who produce the show. *NOTE: SCFG recruits and prioritizes participation of women STEM professionals who reflect the populations of girls we serve: underrepresented in STEM by race (e.g Black, Latina or Native American) and/ or by socioeconomic factors (low-income family background and/or first-generation college bound.)*
2. Opportunity to have a **15-second commercial** played at the end of each sponsored episode.
3. **Logo placement on all graphics** promoting the sponsored episode, including at the beginning of the episode and on social media and **company logo on SCFGLive! website:**
<https://www.scienceclubforgirls.org/scfglive>
4. **Feature of the Company's sponsorship in our E-newsletter**, reaching 9,800+ subscribers
5. **At least 1 social media post** for each sponsored episode reaching >14,300 combined followers:
 - **Twitter:** @SCFG <https://twitter.com/SCFG>
 - **Facebook:** @SCFGFan <https://www.facebook.com/SCFGFan/>
 - **LinkedIn:** Science Club for Girls <https://www.linkedin.com/company/926165/admin/>
 - **Instagram:** scienceclubforgirls <https://www.instagram.com/scienceclubforgirls/?hl=en>

Sponsorship Investment: \$5,000 per episode

A BIG thank you to SCFGLive! sponsors:



And to our media partners:





**Science
Club
for Girls**

136 Magazine St | Cambridge, MA 02139
www.scienceclubforgirls.com

SCFGLive! Episode Sponsorship Pledge Form

Episode Sponsor (\$5,000):

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Total Episode Sponsorship: \$ _____

Additional Donation: \$ _____

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We ask our sponsors to share the episode and promote on your social media, website, and internal communications channels to help us reach a broader audience.

Partnership Priorities (check all that apply):

_____ Employee Volunteer Opportunity _____ Marketing _____ Philanthropy

Contact Information:

Marketing Contact: _____ Title: _____

Phone: _____ Email: _____

Episode Contact: _____ Title: _____

Phone: _____ Email: _____

Payment Information:

Please send invoice to:

Mailing a check payable to *Science Club for Girls* (136 Magazine Street, #2, Cambridge, MA 02139)

Please email the completed form to kborer-miller@scienceclubforgirls.org. Upon receipt we'll be in touch to schedule a meeting with *SCFGLive!* Production Team to coordinate episode details.