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](http://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!](http://www.scienceclubforgirls.org/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](https://twitter.com/SCFG)
   - **Facebook:** @SCFGFan [https://www.facebook.com/SCFGFan/](https://www.facebook.com/SCFGFan/)
   - **LinkedIn:** Science Club for Girls [https://www.linkedin.com/company/926165/admin/](https://www.linkedin.com/company/926165/admin/)
   - **Instagram:** scienceclubforgirls [https://www.instagram.com/scienceclubforgirls/?hl=en](https://www.instagram.com/scienceclubforgirls/?hl=en)

**Sponsorship Investment:** $5,000 per episode
SCFGLive! Episode Sponsorship Pledge Form

Episode Sponsor ($5,000):
Number of Episodes: __________
Total Episode Sponsorship: $________________

Additional Donation: $________________

Total Contribution: $________________

Company: ____________________________________________________________

Website: ___________________________________________________________________

Mailing Address:
________________________________________________________________________

Social Media Pages:
Facebook: __________________________________ Instagram: ____________________________
Twitter: ______________________________________________________________________ LinkedIn: ____________________________

*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.