



Sponsorship Guide

2023

About Reinvented

Reinvented Inc. is a 501(c)(3) nonprofit organization that aims to empower and inspire the next generation of girls in science, technology, engineering, math (STEM), and making. Founded in May 2019, our organization focuses on providing girls with female role models in STEM professions and hands-on experiences with technology.

We offer three core programs:

- **Reinvented Magazine:** a quarterly print magazine that shares stories of women in STEM
- **One-for-One:** accessibility being one of our values, we donate magazines and other resources to girls in underserved areas
- **Princesses with Powertools:** our volunteers attend events dressed as princesses and show girls how to use their first powertool

For more information or to become a sponsor per any of the sponsorship availabilities in this guide, please contact:

Caeley Looney

Chief Executive Officer

caeley@reinventedmagazine.com

(516) 398-2035



2022 Impact



Reinvented Magazine

- Celebrated our **3rd birthday** in May 2022
- Designed **4 new issues** (11, 12, 13, and 14)
- Readers located in **all 50 states** and over **30 countries** worldwide
- Nearly **5,000** digital readers and **1,000** print subscribers

One-for-One

- Donated nearly **3,000 magazines** this year
- **1,000 donations** went to students in Central and South America



Princesses with Powertools

- Successfully **relaunched** the Princesses with Powertools program
- Attended **5 events** in **5 different states**
- Taught **over 1000 people**, mainly young girls, how to use a powertool
- Nearly 50% of people who visited our booth had never used a powertool before



Teacher Care Packages

- Sent **300 teachers** across the U.S. care packages

Reinvented Magazine

Reinvented Inc. is a 501(c)(3) nonprofit that aspires to break barriers and aid the movement to get more girls involved in STEM through the creation of the nation's first print magazine for women in STEM by women in STEM. From sharing the stories and experiences of groundbreaking ladies and nonbinary individuals in the field to reporting the latest news in science and technology, we hope to pave the way for future generations of women to become leading pioneers of STEM.

Reinvented Magazine's Readership

Reinvented Magazine currently reaches readers located in all **50 states** and over **30 countries** worldwide. To date, we have distributed nearly **33,000 magazines** in both print and digital to our readers. In addition, we have been able to **donate over 3,000 magazines** in 2022 through our One-for-One Program.

Contents of Reinvented Magazine

- Feature Article: The feature article is typically 4 to 6 pages in length highlighting a single woman or organization in STEM. This is the article that correlates to the image on the cover and is located at the center of the magazine.
- Everyday Changemakers: This series is included in every issue of our magazine and is where we spotlight the stories of 3 to 4 "everyday" women in STEM breaking barriers in the field.
- DIY Tutorial: At the end of each issue, we include a do-it-yourself (DIY) step-by-step tutorial for a fun STEM project. Past tutorials have included smart mirrors, LED bracelets, and the science behind bath bombs.
- Advice Column: At the back of each issue we include an advice column. Throughout each quarter, our readers submit questions that they need help answering or are looking for advice on, and we select a few to answer in the print magazine.
- STEM Deep Dives or 101s: The rest of our magazine is typically filled with articles that give smaller deep dives into or basic overviews of STEM concepts or STEM news, such as 3D Printing 101, how to solder, app development, and more.
- Note: Our winter issues usually include a few unique articles such as a holiday reading list and a gift guide.



Reinvented Magazine

Single Issue Sponsor - \$10,000

Limit of 4 Single Issue Sponsors each year. As a Single Issue Sponsor, you serve as the title sponsor for one issue of Reinvented Magazine. Reinvented Magazine prints quarterly: March, June, September, December. You/your company would be able to provide input on the magazine's theme, interviewee selection, and DIY tutorial selection. Other sponsor benefits include:

- **Full access to distribute a digital copy** of the magazine to your entire team/company
- 100 print copies to donate to your choice of an eligible nonprofit organization or Title I school, or to distribute internally
- Inclusion of your logo on the back cover of the issue sponsored
- Logo included on our partners web page
- All social media posts related to the issue sponsored would refer to "Issue No. X sponsored by [You!]"
- 1 full page ad space in the issue sponsored

Sponsorship Due: Payment is due at least 1 month before distribution (i.e. March issue due on February 1st), but notification of sponsorship interest is due at least 2 months before distribution.

Full Page Ad Space - \$250

Limit of five full-page ad spaces each issue. Your ad space will be seen by both our print and digital readers, in addition to all of the students and teachers who receive the magazine via our One-for-One Program. You will also receive 2 print copies of the issue that your ad space is included in. Both the artwork for the ad and payment is due at least 45 days before each distribution (i.e. March issue due on January 15th).



One-for-One

Reinvented Inc. wants to ensure that everyone has access to our content, including students in low-income or rural areas with limited access to the Internet or a computer. That's why we donate magazines to organizations, Title I schools, or libraries that work within these communities. In order to reach girls who may not otherwise have access to the role models shared on the pages of our magazine, we partner with these groups to help get our magazine distributed.

Single Issue Sponsor - \$1,500

Limit of four Single Issue One-for-One Sponsors each year (one per issue). By becoming a Single Issue One-for-One Sponsor, you are sponsoring all of the shipping costs for up to 500 copies of a single issue to be donated to groups across the United States. Single Issue One-for-One Sponsor benefits include:

- **Full access to distribute a digital copy** of the sponsored issue to your entire company/ team
- **Five print copies** of the sponsored issue
- **Include informational/promotional** flyers or stickers in the magazine shipments to our One-for-One Partners
- **Logo included** on our One-for-One web page
- **One dedicated social media post** thanking you for your support
- **A thank you note** from one of our One-for-One Partners

Sponsorship Due: See Single Issue Reinvented Magazine sponsorship deadlines

Classroom Sponsor - \$150

There is no limit on the number of sponsors who can claim this tier. By becoming a Classroom One-for-One Sponsor, you are sponsoring all of the printing and shipping costs for a single school to receive a magazine for each of their classrooms. Classroom One-for-One Sponsor benefits include:

- **Two print copies** of the sponsored issue
- **Logo included** on our One-for-One web page
- **A thank you note** from one of our One-for-One Partners



Princesses with Powertools

This program helps young girls learn how to use their first power tool, a hand drill, and students are taught by none other than their favorite princesses. Our princesses attend in-person events, such as Maker Faires, across the country and teach students how to use powertools. The goal of this program is to show everyone that **#BrilliantIsBeautiful** and that femininity and engineering are not mutually exclusive. Too often, young girls are presented with the idea that they can be either a princess or an engineer. This program proves to everyone that they can be both.

Presenting Sponsor - \$5,000

Limit of only one Presenting Sponsor each year. By becoming our 2023 Princesses with Powertools Program Presenting Sponsor you are helping us bring our 'princess experience' to events all over the country. Presenting Sponsor benefits include:

- Your name included in the program title: "Princesses with Powertools powered by [You!]"
- **Extra large** logo placement on all program promotional materials including flyers, brochures, exhibit/booth signs
- **Extra large** logo placement on the Princesses with Powertools website
- Logo prominently displayed at **all Princesses with Powertools events** country-wide
- Name included in any social media posts or newsletter promotions related to the program or program events along with social media tags
- **A dedicated social media post** made by Reinvented Inc. announcing your sponsorship

Sponsorship Due: February 1, 2023

Event Sponsor - \$1,500

Limit of eight Event Sponsors each year. By becoming one of our 2023 Event Sponsors you are helping sponsor all of the travel, program supply costs, and fees for us to attend a single event (e.g. Maker Faire, STEM Expo, etc.). Event Sponsor benefits include:

- **Large** logo placement on program promotional materials including brochures, banners, exhibit/booth signs
- **Large** logo placement on the Princesses with Powertools website
- Logo prominently displayed at **a single Princesses with Powertools event**
- **A dedicated social media post** after the event thanking you for your support

Sponsorship Due: At least 1 month before each event



Princesses with Powertools

Princess Costumes Sponsor - \$750

Limit of two Princess Costume Sponsors each year. By becoming our 2023 Princesses with Powertools Program Costume Sponsors you are helping us cover the costs of maintaining, cleaning, and buying new princess costumes this year. After all, we wouldn't exactly be princesses with powertools if we didn't look the part!

- **Medium** logo placement on program promotional materials including flyers, brochures, banners, exhibit/booth signs
- **Medium** logo placement on the Princesses with Powertools website
- A **shared social media post** announcing and thanking you for your support

Sponsorship Due: February 1, 2023

Drill Station Sponsor - \$500

Limit of three Drill Station Sponsors each year.

By becoming one of our 2023 Drill Station Sponsors you are able to show your support for our mission from the moment someone walks up to our exhibit. Drill Station Sponsor benefits include:

- **Logo placement** on one drill station at every Princesses with Powertools event
- **Logo placement** on the Princesses with Powertools website
- A **shared social media post** announcing and thanking you for your support

Sponsorship Due: February 1, 2023



Custom Sponsorship - Up to You!

Not sure any of these tiers fit the contribution you're looking to make? We'd love to work with you to create your own sponsor tier or package! Just reach out via email to Caeley Looney at caeley@reinventedmagazine.com to get the conversation started!



Teacher Care Packages

Teacher Care Packages was a program started in 2019, mid-pandemic. As an education based nonprofit, we work a lot with teachers and we noticed that many were getting burnt out trying to adjust to the new "normal" that COVID was creating. For the past two years we have shipped out over **200 care packages** to teachers all over the U.S. and in 2023 we hope to reach even more!

Presenting Sponsor - \$2,500

Limit of only one Presenting Sponsor each year. By becoming our 2023 Teacher Care Packages Presenting Sponsor you are helping remind teachers how grateful we are for everything they do for their students. Presenting Sponsor benefits include:

- Your name included in the program title: "Teacher Care Packages presented by [You!]"
- **Extra large** logo placement on all program promotional materials including flyers, brochures, and teacher thank you cards
- **Extra large** logo placement on the Teacher Care Packages web page
- Ability to include a light-weight promotional item in each care package
- **A dedicated social media post** thanking you for your support

Sponsorship Due: September 1, 2023

Shipping Sponsor - \$250

There is no limit on the number of sponsors who can claim this tier. Each year, shipping costs on the care packages get higher and higher. Last year, we spent over \$12 per care package in shipping, and for 300 teachers, that really adds up. Shipping Sponsor benefits include:

- **Logo included** on the Teacher Care Package web page
- **Shared social media post** thanking you for your support

Sponsorship Due: October 1, 2023

In-Kind Donations

Each year we look for awesome companies and organizations to donate products to include in our care packages. From stickers to pencils to facials, our teachers love it all! All in-kind donors get their logo listed on the Teacher Care Package web page. Donations must be received by September 15th, 2023.



2024 Calendar

We set out to create a calendar featuring the classic princesses many of us grew up with. Too often, young girls are presented with the idea that they can be either a princess or an engineer: we are proving that they can be both. Our annual Princesses with Powertools Calendar is a perfect example of that, featuring 12 incredible women and non-binary individuals in STEM and the Trades doing their work in a princess gown.

While calendars are available for purchase each year, we also donate many to classrooms and schools so even more students can be inspired. In 2022 alone, over **75,000 students** across the U.S. saw our calendar in their classrooms.

Princesses in 2021 included: one DOD 30 Under 30 winner, 7 Content Creators, 3 PhDs/ PhD Candidates, 7 Women of Color, 1 Nonbinary Individual, and 1 AAAS IF/THEN Ambassador.

Headline Sponsor: \$5,000 (limit of 1 available)

- Logo placement on the cover
- Sponsored print ad in the Winter 2023 issue of Reinvented Magazine
- One sponsored social media post
- Large logo on calendar sales web page

Sponsorship Due: September 15th, 2023

Month Sponsor: \$500 (limit of 12 available)

- Logo on one month of the calendar
- One shared social media post
- Logo on calendar sales web page

Sponsorship Due: September 15th, 2023

Classroom Sponsor: \$125 (unlimited)

- Sponsors a set of 25 calendars to be donated to a school in the U.S.
- Company or individual name listed on the calendar sales web page
- Shared social media post thanking you for your support

Sponsorship Due: December 1st, 2023



Ready to Sponsor?

Contact

Ready to inspire girls in STEM with us? Reach out to us via the contact information below to talk more and confirm your sponsorship:

Caeley Looney, CEO

Email: caeley@reinventedmagazine.com

Phone: (516) 398-2035

Learn More

Learn more about Reinvented Inc. and what we're up to by visiting our website:

www.reinventedmagazine.com

Our Reach



@reinventedmagazine (5.5K followers)



@reinventedmag (1.7K followers)



Reinvented Magazine (2.0K followers)



3K Newsletter Subscribers

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No. 9

