

# Sponsorship Guide

2025

# 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](mailto:caeley@reinventedmagazine.com)

(516) 398-2035



# Reinvented Magazine

## Sponsorship Information

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 and girls 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 currently reaches readers located in all **50 states** and over **30 countries** worldwide. To date, we have amassed over **100,000 readers** of both our print and digital magazine, mainly students in grades 6 - 12. In addition, we have been able to **donate over 20,000 magazines** and other print materials since 2019 through our One-for-One Program to Title I schools, libraries in low income communities, and other STEM-based nonprofit organizations, adding another **200,000 views** to our content worldwide.

### Presenting Sponsor - \$10,000

Sponsorship will underwrite the printing and distribution to educators, youth, and parents across the U.S. Benefits include:

- Full customization of the issue -- you pick the theme, interviews, and informational content!
- 1 full page ad in the issue sponsored
- **Full access to distribute a digital copy** of the magazine to your entire team/company
- **100 print copies to donate** to an eligible nonprofit organization or Title I school of your choice
- Inclusion of your **logo on the back cover** of the issue sponsored and on our 'partners' page
- Attribution in all social media posts related to the issue - "Issue No. X sponsored by [You!]"

### Everyday Changemakers Interview - \$1,000

- Your choice of interviewee included in an upcoming issue's Everyday Changemaker section
- **5 print copies** for you and your organization to enjoy
- **Full access to distribute a digital copy** of the magazine to your entire team/company

### Ad Space - Full & Half Pages Available

- **\$500** for a full page color ad in the next issue
- **\$300** for a half page color ad in the next issue
- All ad purchases come with **5 print copies** for you and your organization to enjoy and **full access to distribute a digital copy** of the magazine to your entire team/company



# Reinvented Magazine

## Magazine Timeline

Reinvented Magazine is published twice a year: spring and fall. Our typical magazine development and publishing process for each issue is outlined below with corresponding deadlines.

### Spring Issue:

- Sponsor Secured By: **December 1st (previous year)**
  - This includes any **Everyday Changemaker Sponsorships** are due by this date.
- Table of Contents Developed By: **December 15th (previous year)**
- Interviews Scheduled By: **January 10th**
- First Drafts Submitted By: **February 1st**
- Final Drafts Sent to Creative By: **March 1st**
  - All **ad requests** must be sent by this date with ad artwork.
- Artwork Completed By: **April 1st**
- Magazine Printed By: **April 10th**
- Magazine Distribution Begins: **April 25th**

### Fall Issue:

- Sponsor Secured By: **July 1st**
  - This includes any **Everyday Changemaker Sponsorships** are due by this date.
- Table of Contents Developed By: **July 15th**
- Interviews Scheduled By: **August 10th**
- First Drafts Submitted By: **September 1st**
- Final Drafts Sent to Creative By: **October 1st**
  - All **ad requests** must be sent by this date with ad artwork.
- Artwork Completed By: **November 1st**
- Magazine Printed By: **November 10th**
- Magazine Distribution Begins: **November 25th**



# Princesses with Powertools

## Program Level Sponsorship

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 - \$10,000 (Limit of 1)

**Limit of only one Presenting Sponsor each year.** By becoming our 2025 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, 2025

### Tiara Sponsor - \$1,500 (Limit of 10)

**Limit of ten Tiara Sponsors each year.** By becoming one of our 2025 Tiara Sponsors you are helping sponsor all of the travel, program supply costs, and fees for us to attend an event that will benefit a school or community that can't cover our standard fee. Tiara 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 **all Princesses with Powertools event**
- A **dedicated social media post** thanking you for your support

Sponsorship Due: Ongoing throughout 2025, First Come First Serve



# Princesses with Powertools

## Program Level Sponsorship

### Princess Costumes Sponsor - \$750 (Limit of 2)

**Limit of two Princess Costume Sponsors each year.** By becoming our 2025 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, 2025

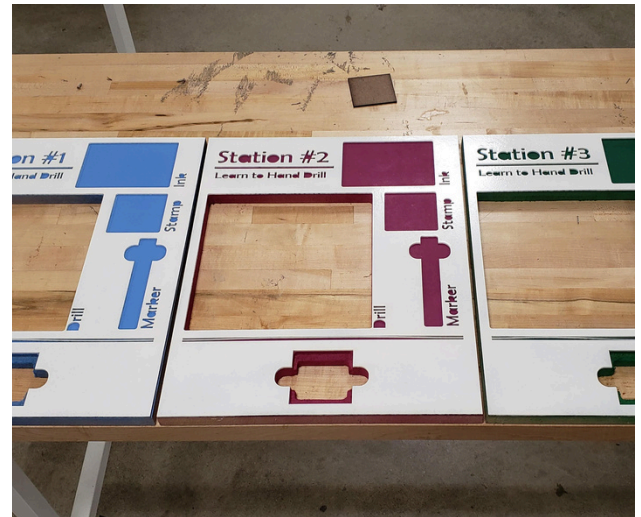
### Drill Station Sponsor - \$500 (Limit of 4)

**Limit of four Drill Station Sponsors each year.**

By becoming one of our 2025 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, 2025



### 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](mailto:caeley@reinventedmagazine.com) to get the conversation started!**



# Princesses with Powertools

## Single Event Rates

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 power tools. The goal of this program is to show everyone that **#BrilliantIsBeautiful** and that femininity and engineering are not mutually exclusive.

To support the success of this program, **we charge small event fees** that help us **cover the cost of the materials** used for our activity, and, when needed, some minor travel expenses to support our non-local volunteers. These fees enable us to offer this activity to your students at no expense to them.

How to determine which category best describes your event:

- **Local:** We currently have program leaders located in **Melbourne, FL** and **Austin, TX**. Local events are located within a 2 hour driving distance from any of our program leaders.
- **Small Event:** Any single-day event expecting less than 500 attendees
- **Large Event:** Any single or multi-day event expecting over 500 attendees total across all event days

### Local Events

- Small Event: \$100
- Large Event: \$250

### Non- Local US Events

- Small Event: \$500
- Large Event: \$1000

### International

- Small Event: \$1000
- Large Event: \$2000

To confirm our participation in an upcoming event, please email Caeley at: [caeley@reinventedmagazine.com](mailto:caeley@reinventedmagazine.com) with more information. We require a minimum of **30 days** notice prior to an event to ensure it can be added to our schedule.



# 2026 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 2024 alone, over **100,000 students** across the U.S. saw our calendar in their classrooms.

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

- Logo placement on the cover
- Sponsored print ad in the Spring 2026 issue of Reinvented Magazine
- One sponsored social media post
- Large logo on calendar sales web page
- Product placement throughout calendar

Sponsorship Due: October 25, 2025

## 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
- Company rep included as a princess in the calendar

Sponsorship Due: October 25, 2025

## 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, 2025

Email Caeley Looney at [caeley@reinventedmagazine.com](mailto:caeley@reinventedmagazine.com) to secure your sponsorship.





# 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](mailto: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](http://www.reinventedmagazine.com)

## Our Reach



@reinventedmagazine (7.6K followers)



@reinventedmag (1.8K followers)



Reinvented Magazine (2.0K followers)



5K Newsletter Subscribers

## Read Our Magazine

Follow the QR code below to read the latest issue of Reinvented Magazine.

Read Issue

No. 18

