HEADWATERS
SCIENCE INSTITUTE

Get involved with online learning:

Through digital programming, Headwaters can reach a variety of students from all financial backgrounds due to the low-cost means of delivery. Anyone can watch these videos for free, from anywhere. Online, we can teach the same great science concepts but reach many more students! Sponsorship from business owners like you allows us to keep these programs free.

How to sponsor our programs:

Approximately 7000 people view our videos weekly, meaning lots of eyes on your logo or ad. We offer four weekly lessons containing ad spots. All ad packages include boosted posting on social media. We also encourage cross-posting the video on your page to increase views.

Monday, Thursday, Friday Videos: Include a 10-second sponsor slide with your logo or advertisement. You will also be mentioned in promotional posts leading up to the video release.

Tuesday Videos: This is our most popular video. Includes a 60-second live spot for advertisement during our Facebook Live presentation. You can submit a script or we can create one from the information you provide. Choose to appear on our livestream or have us present for you. It also includes a mention in materials leading up to Tuesday.

Sponsor amount:	Includes:	Boost budget:	Approximate reach:
$275	1 weekly video spot*	$30	~900
$375	Tuesday only	$40	~1500
$525	2 weekly video spots*	$70	~2500
$825	3 weekly spots*	$105	~4,000
$1100	1 week of videos	$160	~6,000
$2500	1 month	$35/video	~20,000

*excludes Tuesdays

Check out some examples:

See the lesssons posted in Headwaters' online learning portal:
HeadwatersScienceInstitute.org/online-learning

Check out our video library on Facebook for current viewing numbers:
Facebook.com/HeadwatersScienceInstitute/videos

HeadwatersScienceInstitute.org