



CONTENT  
**SCIENCE**  
ACADEMY

## SPONSOR GUIDE

Raise awareness, strengthen your brand credibility, and deepen your brand purpose by sponsoring our award-winning academy dedicated to content excellence.



### Our Mission

We strive to offer the best training and coaching to equip a range of professionals at worthy organizations with modern content capabilities. Using Content Science's deep expertise as a foundation, we offer solid material based on research and our experience, along with a breadth of examples.

From free 1-hour webinars to in-depth certifications, Content Science Academy draws professionals at all levels and career stages. We offer sponsorship to outstanding companies and solutions who can benefit these professionals.

### A Few Numbers

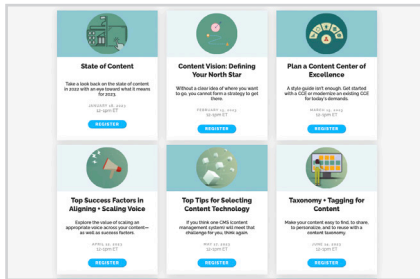
**525+**  
ALUMNI

**35+**  
COURSES

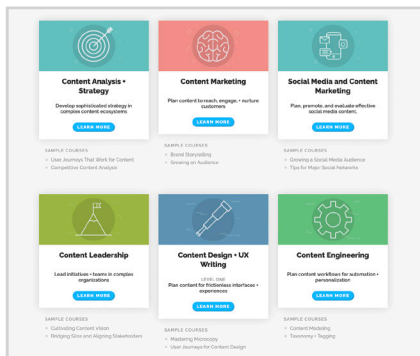
**10%**  
OF EACH  
ENROLLMENT GOES  
TO NONPROFITS

**7+**  
CERTIFICATIONS

# Educational Offerings



## WEBINARS



## CERTIFICATIONS



## THE CONTENT ADVANTAGE WORKSHOP

# Our Audience

Content Science Academy attracts and engages leaders who are responsible for or have an important stake in content across marketing, product, communications, and other business functions.

# Sample Alumni Employers



THOMSON REUTERS



# Sample Titles

VP of content

Content strategist

Director / manager of content

Engineering manager

VP of marketing

Director / manager of marketing

Digital strategist

VP of user / customer experience

Director of user experience

Director of product strategy

Information architect

Product marketing manager

Writer / editor

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## Alumni Quotes



"It's rare you find a program that curates the foundational knowledge you need around Content Engineering in one place. Believe me, I've looked! This certification program is amazing because it gives you the industry's latest practices."

– Sandie Markle | Senior Director Content Engineering | Sidechef



"I was amazed at the amount of relevant information Content Science shared. I was able to bring a set of actionable takeaways back to my team, and we began incorporating concepts I'd learned immediately."

– Laura Jarrel | Director | CFA Institute



"My team appreciated the data that Content Science was able to provide as well as the emphasis on mobile. Content Science opened their eyes to that usage."

– Eleni Berger | Managing Director | American Cancer Society

# Sample Awards



# Sample Sponsors

acrolinx

 Adobe

 KFORCE

Writer

 Heretto

 Kontent.ai

# Our Sponsorship Opportunities

- We view allowing advertising and sponsorship as both an exciting opportunity for everyone involved and an ethical responsibility.
- Advertising and sponsored content must meet our standards, and our production team is available to help.
- We limit opportunities to companies that offer innovative products and services with strong potential to benefit our audience.
- For such companies, sponsoring Content Science Academy is a highly cost-effective alternative or complement to pay-to-play relationships with firms such as Forrester and Gartner.

## Opportunities Summary

State of Content Webinar Ad	Exclusive acknowledgment at the beginning and end of our biggest webinar, which looks back at the previous year and speculates on the upcoming year. Acknowledgment in online promotions. Optional to have a member of your team give a brief comment live. Optional to do a give away. Get a recording and a list of registrants.	\$12,900
Webinar Ad	Acknowledgment at the beginning and end of 2 webinars from our line up. Optional to have a member of your team give a brief comment live. Optional to do a give away.	\$3900 / 2 webinars
Custom Webinar	Deliver a 1-hour webinar on a relevant topic in consultation with our editorial team. Get a recording and a list of registrants.	\$8900 / 1 webinar \$14700 / 2 webinars
Workshop Sponsorship	Acknowledgment at the beginning, social break, and end of The Content Advantage workshop facilitated by Colleen Jones. Acknowledgment in online promotions. Optional to have a member of your team share a relevant insight or case study live. Optional to do a give away. Get a list of registrants.	\$6300 / 1 workshop date \$9700 / 2 workshop dates

We can create a tailored package that combines options and provide a discount for selecting multiple options. If you don't see what you're looking for, we can discuss offering a custom option.

Our sponsor placements are limited each year. Contact us to discuss the possibilities.

[info@content-science.com](mailto:info@content-science.com)



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