Sponsor work that builds economic power.

Jice Johnson Co. offers four ways to sponsor, from a single brand placement to funding a community project. Prices are starting points for discussion.



REACH · AS OF NOVEMBER 2026

9K
YouTube subscribers
Median video: about 3.5K views

3.2K
Substack subscribers
Average open rate: about 25%

35K
Instagram followers
Most videos reach over 5K views

WAYS TO SPONSOR

Brand deal	One placement in the newsletter, a video, or a reel, or a bundle of all three.	**Email for pricing**
Show sponsor	A named sponsor mention in 1 to 3 shows on the YouTube channel.	**From $450 per show**
Event sponsor	Support for a specific event, such as a roundtable or dinner.	**From $500, scaled to the event**
Community project sponsor	Funding for a free community education effort or initiative.	**From $1,000, scoped to the project**

BENEFITS AND ACTIVATIONS

Benefits and activations are set together with each sponsor. Options include:

- A named sponsor line in the newsletter or show notes
- A short sponsor segment or Q&A with the brand
- A mention in an event recap or project update
- A spoken mention in a video
- An offer or code for the audience
- A co-created resource for the audience



Email to talk about a fit.

Include your organization, what you would like to support, and your timeline.

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