



SPONSORSHIP + PARTNERSHIPS

Support useful glass education.

Reach fused, stained, and kilnformed glass artists while they are learning, planning, choosing materials, and building better studio habits.

POSITIONING

Contextual, trusted, and clearly labeled.

MGC partnerships are designed to feel like studio support — useful placements near articles, resources, listings, catalogs, and tools.

Where sponsors can show up

01

Original education

Support practical guides on compatibility, kiln schedules, materials, testing, safety, and studio decision-making.

02

Discovery surfaces

Enhanced listings, resource cards, manufacturer pages, catalog paths, and community profiles.

03

Partner hubs

Dedicated partner pages, co-branded subdomains, resource hubs, and custom tool or catalog integrations.

Sponsorship options

DIRECTORY VISIBILITY

Enhanced Listing

\$750/year

Makes a sponsor easier to discover and evaluate when artists are already looking for suppliers, classes, catalogs, or resources.

ORIGINAL EDUCATION

Sponsored Article

\$1,500 / 6 months • \$2,500/year

Connects the sponsor to a specific learning moment and builds topic trust without feeling like interruptive advertising.

TOPIC OWNERSHIP

Category Partner

\$7,500/year

Creates repeated visibility across a learning area so the sponsor becomes part of the artist's planning path.

CUSTOM PRESENCE

Partner Page / Subdomain

From \$1,000 setup • custom integrations from \$10k/year

Gives sponsors a focused destination to share with artists, sales teams, retailers, educators, or internal stakeholders.

Partner benefits

Relevant visibility with glass artists

Logo, short message, and CTA

Optional article, resource, or tool placement

Transparent sponsorship labeling

Evergreen educational placement

Enhanced discovery in the MGC ecosystem

Outbound click and page reporting

Optional category exclusivity

Editorial trust stays central.

My Glass Cookbook maintains editorial control over educational guidance, safety language, compatibility wording, and user experience. Sponsors may support, suggest, and provide resources, but placements are clearly labeled.

Good starter conversation:

enhanced listing + sponsored education + possible partner resource hub.

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FIRST-CALL PACKAGE DETAILS

Sponsorship options.

Use these as conversation starters. The best package should match the sponsor's natural role in the glass studio: education, materials, tools, community, catalog discovery, or project planning.

DIRECTORY VISIBILITY

Enhanced Listing \$750/year

Best for suppliers, schools, studios, manufacturers, events, retailers, and service providers that should be easier for artists to evaluate.

- Helps the sponsor show up when artists are actively looking
- Turns a basic listing into a richer decision point
- Adds shop, class, catalog, video, and social links
- Provides tracked outbound clicks to show interest

ORIGINAL EDUCATION

Sponsored Article \$1,500 / 6 months • \$2,500/year

Best for supporting a specific educational topic while keeping MGC's technical voice and editorial standards intact.

- Connects the sponsor to a topic artists care about
- Builds trust through useful education, not banner ads
- Adds sponsor card, CTA, and optional resource link
- Creates evergreen page-view and click reporting

TOPIC OWNERSHIP

Category Partner \$7,500/year

Best for companies that want sustained association with a topic area such as compatibility, kiln schedules, catalogs, tools, or studio safety.

- Gives repeated visibility across a learning area
- Positions the sponsor as part of the planning path
- Includes enhanced listing and article placements
- Supports quarterly reporting and optional exclusivity

CUSTOM PRESENCE

Partner Page / Subdomain From \$1,000 setup • integrations from \$10k/year

Best for deeper resource hubs, manufacturer pages, catalog education, campaign pages, or tool-connected experiences.

- Creates a dedicated destination sponsors can share
- Connects education, resources, and next steps
- Supports lead capture, campaigns, or partner hubs
- Custom catalog/tool integrations quoted separately

OPEN CONVERSATION

Custom Have something else in mind? Let's talk.

Use this for pilots, launch collaborations, sponsored research collections, education series, event/class support, data or catalog partnerships, or any idea that should be shaped around artist usefulness rather than a preset ad slot. This gives sponsors room to test a bigger idea while keeping the partnership practical, clear, and trusted.

Recommended Oceanside-style opener.

Start with compatibility/materials education sponsorship, an enhanced manufacturer profile, and a possible resource or catalog hub as the larger follow-up. This keeps the first conversation concrete while leaving room for a custom partnership.

Editorial promise:

clearly labeled sponsorships, useful placements, and MGC control over educational guidance.

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