



State of Possible Monthly Podcast

Sponsorship Opportunities

Sponsorship Overview

The State of Possible Podcast is a unique podcast that will feature candid, timely, and thoughtful conversations between MassBio's President & CEO, Bob Coughlin, and a collection of the best and brightest minds in the global life sciences sector. Given the program's potential reach and listenership, MassBio is adopting a unique, storytelling model of sponsorship that allows companies and organizations to create and share a story of their choosing that will be played at select times during the podcast.

Sponsorship Opportunities

Sponsorship opportunities will be offered on a quarterly basis, providing visibility in three episodes (one per month). The 2020 sponsorship will include one free month (September). Instead of the traditional, brief sponsor mentions that most podcasts employ, this podcast will include the following format:

30-Second Pre-Roll: \$10,000 per quarter (plus bonus month for total of 4 podcasts)

Sponsor mention/story following the podcast open and prior to the beginning of the podcast interview – limited to 1 sponsor

45-Second Mid-Roll: \$10,000 per quarter (plus bonus month for total of 4 podcasts)

Sponsor mention/story that comes at the mid-point of the podcast – limited to 1 sponsor

30-Second End-Roll: \$8,000 per quarter (plus bonus month for total of 4 podcasts)

Sponsor mention/story that comes at the end of the podcast – limited to 1 sponsor

Sponsors will create all content and be responsible for creative direction and production but will be subject to MassBio's final approval. In addition to the content during the sponsorship, sponsors will also receive the following: Promotion and recognition in conjunction with the marketing of the State of Possible Podcast on MassBio website, social media, and e-newsletters.

For sponsorship opportunities, contact Jennifer Nason at Jennifer.Nason@massbio.org.

MassBio.org

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