



Membership Mixers

Sponsorship Opportunities

Sponsorship Overview:

MassBio has continued to keep our members engaged and connected through networking events. Gain added exposure and visibility for your company by sponsoring one of MassBio's **Virtual Mixers** or **Virtual Trivia**.

Virtual Mixer:

Grow your network and interact with other MassBio members through Zoom breakout rooms. We have two to three rounds of networking with a new group of members to meet in each round.



Virtual Mixer Sponsor: \$1,500

Limited to 3 sponsors

- Acknowledgement in marketing collateral, on Massbio.org event calendar and event promoted through email notifications and MassBio social media.
- Company name acknowledged by MassBio moderator during event.
- Sponsor 1, 2, or 3 breakout room sessions. Company representatives able to moderate breakout rooms.
- Opportunity to present a 2-minute thought leadership content/question before your breakout room session, which will then lead into group discussion.

MassBio.org

617.674.5100

700 Technology Square, 5th Floor
Cambridge, MA 02139



Virtual Mixer Attendee Testimonials:

- “This was the best Zoom meeting I've had since the pandemic! I'm thrilled that you put this on, and I would jump at the opportunity to do another. It was overly refreshing to meet new groups of people in a small room moderated by a MassBio person. The format was great. Please do this again.”
- “The event was really well organized and well carried out - thanks to the team of moderators for making everything run so smoothly!”
- “The event was wonderful. It was nice to have an opportunity to connect with others in the MassBio community during this time when everyone is feeling isolated. I was very impressed with how well the event was run, especially given it was the first one. Excited to attend the next one!”
- “I liked the overall length of the event. The polls were fun and the small breakout rooms worked well. For future events, it might be fun to have a short topic presentation/introduction to kick off a theme for discussions.”

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Virtual Trivia:

Attendees are able to connect and meet other MassBio members in a fun way through Virtual Trivia. Participants will be placed on a team so they can interact with others to come up with the answers through Zoom breakout rooms.

Virtual Mixer Sponsor: \$1,000

- Acknowledgement in marketing collateral, on Massbio.org event calendar and event promoted through email notifications and MassBio social media.
- Company logo will appear at the beginning of the slide of the game and company acknowledgment by host. Host able to say a few words at beginning of program.

Virtual Trivia Testimonials:

- “Great way to foster connections among members!”
- “The event was great! The Zoom format went really well and the Sporcle live team were very fun and engaging!”
- “This is a great event, I'm glad that it worked so well in the virtual environment with breakout rooms. Thank you for hosting and I hope to see this on the calendar more in the future.”

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