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.
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.”
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.”