

# MassBio Member Events Video & Logo Recognition

## Sponsorship Opportunities



### Sponsorship Overview

MassBio hosts a variety of events\*, from our professional development forums to networking mixers, offering companies an excellent opportunity to reach targeted life sciences professionals through sponsorship. With sponsorship comes recognition, and with the increase in virtual events it is more important than ever to engage your audiences with compelling content.

MassBio is now offering a unique sponsorship model for select MassBio virtual events, including:

**Town Halls** In these monthly Town Halls, MassBio's President & CEO, Bob Coughlin, is joined by a different guest to discuss timely issues in the life sciences, share what MassBio is up to, and explore the state of the industry amidst the COVID-19 pandemic.

**Professional Development Forums** Our professional development forums are offered exclusively for members to debate industry hot topics, tackle common challenges, share best practices, and network.

**Policymakers Live** MassBio hosts these 1-hour virtual briefings with a member of the Massachusetts House of Representatives, Massachusetts Senate, or a member of the Governor's Administration, where policymakers outline initiatives they are working on and attendees have the chance to ask questions.

**Make Shift Happen with ED&I** During each event, our Director of Diversity & Inclusion, Edie Stringfellow, is joined by a different guest to discuss topics that will advance equity, diversity, and inclusion in the life sciences industry and beyond.

**MassCONNECT® Showcases** Chosen entrepreneurs through MassBio's mentorship program, MassCONNECT, present their ideas at both an opening and closing showcase, offering a chance to get in front of a group of seasoned life sciences mentors and professionals.

\*Visit [massbio.org/overview-of-events](https://massbio.org/overview-of-events) for more details on each event.

## Sponsorship Opportunities

Each level of sponsorship below includes logo recognition for select events, along with acknowledgement and thanks at beginning and end of event. The Copper level is logo recognition only while the other three levels include a professionally produced 30-second promo video to be shown at select events.

### Gold \$25,000

- Includes 30-second professionally produced promo video and additional 1-minute video, one dedicated post on all three (3) of MassBio's social media platforms (Facebook, Twitter, and LinkedIn), inclusion on the MassBio website and related marketing emails and collateral, recognition as Gold sponsor on MassBio e-newsletters (Insider and Upcoming Events), and visibility at four (4) MassBio events (promo video to be shown at select events)

### Silver \$15,000

- Includes 30-second professionally produced promo video, one dedicated post on two (2) of MassBio's social media platforms (Facebook, Twitter, and/or LinkedIn), inclusion on the MassBio website and related marketing emails and collateral, and visibility at three (3) MassBio events (promo video to be shown at select events)

### Bronze \$10,000

- Includes 30-second professionally produced promo video, one dedicated post on one (1) of MassBio's social media platforms (Facebook, Twitter, or LinkedIn), inclusion on the MassBio website and related marketing emails and collateral, and visibility at two (2) MassBio events (promo video to be shown at select events)

### Copper \$5,000

- Includes logo recognition as event sponsor for two (2) MassBio Events on MassBio website and related marketing collateral

MassBio and our dedicated production company will work with the sponsor to define the direction of the promo video, identify interview subjects, conduct the interview, and edit and finalize the piece. Sponsor will own all rights to the final product.

## Website & Social Media Metrics

**Facebook** 2,500 followers

**Twitter** 19,000 followers

**LinkedIn** 11,126 followers

**Website** MassBio.org receives on average 70K unique views per month & 21K unique users per month

For sponsorship opportunities, contact Jason Cordeiro at [Jason.Cordeiro@massbio.org](mailto:Jason.Cordeiro@massbio.org).