



# 2021 Sponsorship Prospectus

# 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).

# Membership Mixers

## Sponsorship Opportunities

### Membership Mixers

Keeping MassBio members connected through networking events



### 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 \$2,000

*Limited to 3 sponsors*

- **Acknowledgement and logo recognition on MassBio website (event page)** and marketing collateral and emails.
- **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** segment and/or a 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! ”

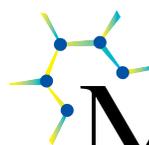
“ The event was wonderful. It was nice to have an opportunity to connect with others in the MassBio community during this time when everyone is feeling isolated. I was very impressed with how well the event was run, especially given it was the first one. Excited to attend the next one! ”

“ 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. ”



2021

**Virtual Premier  
Conferences**



**MassBio**<sup>®</sup>

[MassBio.org](http://MassBio.org)

# Sponsorship Packages

## Yearlong Sponsorship

### Overview

Already know that your organization will be sponsoring multiple MassBio Premier Conferences? Simplify the process by choosing a sponsorship package. You can select one of the options below, or we are happy to create a custom package based upon your needs.

### Sponsorship Opportunities

All sponsors receive a virtual booth in event platform, lead generation, acknowledgment in marketing collateral, on Massbio.org website and event website, and press release acknowledgment.

#### Platinum Package: \$100,000 (limited availability)

- Sponsorship of all six MassBio Premier Conferences, at the Silver level or higher
- MassBio Digital Package Sponsorship
- Cost of package will be determined based upon levels chosen

#### Gold Package: \$75,000

- 2021 State of Possible Conference: Gold level sponsorship
- Choose ONE 2021 - PA Summit or 2021 Digital Health Impact Gold level sponsorship
- Choose ONE 2021 - ED&I Conference or 2021 Rare Disease Day Gold level sponsorship
- MassBio Digital Package Sponsorship

#### Silver Package: \$50,000

- 2021 State of Possible Conference: Silver level sponsorship
- Choose ONE 2021 - PA Summit or 2021 Digital Health Silver level sponsorship
- Choose ONE 2021 - ED&I Conference or 2021 Rare Disease Day Silver level sponsorship
- MassBio Digital Package sponsorship

#### #PATIENTDRIVEN® Package: \$25,000

- 2021 Rare Disease Day: Supporting Sponsor
- 2021 State of Possible Conference: Copper level sponsorship
- 2021 Patient Advocacy Summit: Supporting Sponsor

*For sponsorship opportunities, contact Laura Rudberg at 617.674.5121 or [Laura.Rudberg@massbio.org](mailto:Laura.Rudberg@massbio.org)*



# Policy Leadership Breakfast

Jan. 27, 2021 | Sponsorship



## Event Overview

MassBio's Annual Policy Leadership Breakfast will set the stage for the issues facing our industry on Beacon Hill and Capitol Hill in 2021. With policies impacting our industry at the forefront of the minds of state and federal elected officials, our breakfast will provide a forum for panelists to debate the most pressing policy initiatives facing the life sciences industry. This event is invite-only and a must-attend for senior industry leaders, policymakers, and life sciences government affairs executives.

## Sponsorship Opportunities

### Lead Presenting Sponsor: \$10,000 (one available)

- Event speaking role or moderator role on panel
- Acknowledgment and thanks from MassBio at the start and conclusion of the breakfast
- Acknowledgement in virtual event program guide (logo and full-page branding)
- Logo on event signage, in marketing collateral, and on Massbio.org website
- Press release acknowledgement
- Post-breakfast discussion with MassBio's 2020 Legislator of the Year

### Supporting Sponsor: \$6,000

- Acknowledgment and thanks from MassBio at the start and conclusion of the breakfast
- Acknowledgement in virtual event program guide (logo and full-page branding)
- Logo on event signage, in marketing collateral, and on Massbio.org website
- Press release acknowledgement
- Post-breakfast discussion with MassBio's 2020 Legislator of the Year

For sponsorship opportunities, contact Susan Martin at  
617-674-5109 or [Susan.Martin@massbio.org](mailto:Susan.Martin@massbio.org)



# Rare Disease Day

Feb. 26, 2021 | Sponsorship



## Event Overview

Every year, in conjunction with NORD and RareDiseaseDay.org, MassBio celebrates Rare Disease Day by bringing together over 450 industry stakeholders to elevate public understanding of rare diseases and call attention to the special challenges people with these ailments face.

## New Enhanced Virtual Expo Vendor Booths

We have adopted a new enhanced meeting platform that will provide sponsors with multiple ways to engage directly with attendees. Sponsors can upload content including videos, host live in-booth interactive sessions, offer downloadable content & in-booth contests, and set up one-on-one appointments with attendees. Once the event has concluded, MassBio will provide a detailed lead report on who engaged with your booth and how.

## Sponsorship Opportunities

All sponsors receive a virtual booth in event platform, lead generation, acknowledgment in marketing collateral, on Massbio.org website and event website, and press release acknowledgment.

### Gold Presenting Sponsor: \$15,000 (limited availability)

- Booth in virtual exhibit hall at Gold level
- Event moderator role on panel\*

### Silver Lunch Sponsor: \$7,500

- Booth in virtual exhibit hall at Silver level
- Acknowledgment of sponsorship of virtual lunch vouchers
- Opportunity to present a 2-minute thought leadership segment prior to lunch break

### Bronze Networking Sponsor: \$5,000

- Booth in virtual exhibit hall at Bronze level
- Company logo displayed on networking section of event platform
- Dedicated poll question during networking break (poll question to be approved by MassBio)

### Copper Networking Sponsor: \$3,500

- Booth in exhibit hall at Copper level

\*Speakers must be submitted and approved by event steering committee prior to contracting a sponsorship

For sponsorship opportunities, contact [Laura Rudberg](mailto:laura.rudberg@massbio.org) at 617.674.5121 or [laura.rudberg@massbio.org](mailto:laura.rudberg@massbio.org)

# State of Possible Conference

## MassBio's Annual Meeting

May 19, 2021 | Sponsorship



### Event Overview

In 2019, we rebranded MassBio's Annual Meeting as the State of Possible Conference to celebrate what's now possible in the industry that wasn't five or 10 years ago. This Premier Conference draws over 600 industry leaders from Massachusetts and beyond to debate the most timely and critical challenges facing the life sciences to ensure we can continue this incredible success.

Attendees will hear from the brightest minds in the industry through keynotes, panel discussions, ample networking opportunities, and our Possible Talks®, 15-minutes of inspiring and engaging content in the style of a TED Talk. The event will recognize and award those leaders who fight every day to improve

the lives of patients and those around them.

### New Enhanced Virtual Expo Vendor Booths

We have adopted a new enhanced meeting platform that will provide sponsors with multiple ways to engage directly with attendees. Sponsors can upload content including videos, host live in-booth interactive sessions, offer downloadable content & in-booth contests, and set up one-on-one appointments with attendees. Once the event has concluded, MassBio will provide a detailed lead report on who engaged with your booth and how.

### Sponsorship Opportunities

All sponsors receive a virtual booth in event platform, lead generation, acknowledgment in marketing collateral, on Massbio.org website and event website, and press release acknowledgment.

#### Platinum Sponsor: \$75,000

- Presentation of the State of Possible award
- Conference speaking or moderator role
- Virtual expo booth
- Most prominent placement on event platform and virtual expo
- Full page branding in program guide
- Promotional gift in swag box mailed to attendees
- Pre-roll 30-60 promo video
- Dedicated email to attendees prior to event



### May 19, 2021 | Sponsorship

#### Gold Lunch or Coffee Break Sponsor: \$50,000

- Conference wide moderator role
- Company listed as sponsor on lunch or coffee break voucher
- Prominent placement on event platform and virtual expo
- Full page branding in program guide
- Promotional gift in swag box mailed to attendees
- Dedicated email to attendees prior to event

#### Silver Presenting Sponsor: \$25,000 (limited availability)

- Breakout moderator role
- Virtual expo booth
- Prominent placement on event platform and virtual expo
- Full page branding in program guide
- Promotional gift in swag box mailed to attendees

#### Copper Exhibitor or Giveaway Sponsor: \$10,000

- Virtual expo booth or promotional gift in swag box mailed to attendees
- Logo on event platform and virtual expo
- Half page branding in program guide

*For sponsorship opportunities, contact Laura Rudberg at 617.674.5121 or [laura.rudberg@massbio.org](mailto:laura.rudberg@massbio.org)*

# ED&I Conference

July 21, 2021 | Sponsorship



## Event Overview

Our annual ED&I Conference provides an opportunity for the life sciences community at all levels and positions to gather and learn about equity, diversity, and inclusion best practices from experts and colleagues, hear from those at life sciences companies who are successfully implementing ED&I related initiatives, and gives attendees the opportunity to connect with industry peers seeking to solve the same challenges. This conference regularly brings together hundreds of people working formally or informally in ED&I from every size company and covers topics ranging from recruitment to retention to advancement to executive culture and supplier diversity.

## New Enhanced Virtual Expo Vendor Booths

We have adopted a new enhanced meeting platform that will provide sponsors with multiple ways to engage directly with attendees. Sponsors can upload content including videos, host live in-booth interactive sessions, offer downloadable content & in-booth contests, and set up one-on-one appointments with attendees. Once the event has concluded, MassBio will provide a detailed lead report on who engaged with your booth and how.

## Sponsorship Opportunities

All sponsors receive a virtual booth in event platform, lead generation, acknowledgment in marketing collateral, on Massbio.org website and event website, and press release acknowledgment.

### Gold Presenting Sponsor: \$15,000 (limited availability)

- Booth in virtual exhibit hall at Gold level
- Event speaking role or moderator role on industry or patient panel\*

### Silver Lunch Sponsor: \$7,500

- Booth in virtual exhibit hall at Silver level
- Company logo on signage and acknowledgment of sponsorship of virtual lunch vouchers
- Opportunity to present a 2-minute thought leadership segment prior to lunch break

### Bronze Networking Sponsor: \$5,000

- Booth in virtual exhibit hall at Bronze level
- Company logo displayed on networking section of event platform
- Dedicated poll question during networking break (poll question to be approved by MassBio)

### Copper Supporting Sponsor: \$3,500

- Booth in exhibit hall at Copper level

For sponsorship opportunities, contact  
**Edie Stringfellow** at  
[Edie.Stringfellow@massbio.org](mailto:Edie.Stringfellow@massbio.org)

\*Speakers must be submitted and approved by event steering committee prior to contracting a sponsorship



# Patient Advocacy Summit

Sept. 30, 2021 | Sponsorship



## Event Overview

One of MassBio's most popular events of the year, the Patient Advocacy Summit brings together the patient advocacy community to showcase best practices and cutting-edge examples of how life sciences companies can more fully incorporate the patient voice into the work they do—not just approaching regulatory applications or at commercialization, but throughout the drug development cycle. The program includes panel discussions, case study presentations (spotlighting industry/patient partnerships), and an inspirational keynote address.

## New Enhanced Virtual Expo Vendor Booths

We have adopted a new enhanced meeting platform that will provide sponsors with multiple ways to engage directly with attendees. Sponsors can upload content including videos, host live in-booth interactive sessions, offer downloadable content & in-booth contests, and set up one-on-one appointments with attendees. Once the event has concluded, MassBio will provide a detailed lead report on who engaged with your booth and how.

## Sponsorship Opportunities

All sponsors receive a virtual booth in event platform, lead generation, acknowledgment in marketing collateral, on Massbio.org website and event website, and press release acknowledgment.

### Gold Presenting Sponsor: \$20,000

(limited availability)

- Booth in virtual exhibit hall at Gold level
- Event moderator role on industry or patient panel\*

### Silver Lunch Sponsor: \$15,000

- Booth in virtual exhibit hall at Silver level
- Acknowledgment of sponsorship of virtual lunch vouchers
- Opportunity to present a 2-minute thought leadership segment prior to lunch break

### Bronze Networking Sponsor: \$10,000

- Booth in virtual exhibit hall at Bronze level
- Company logo displayed on networking section of event platform
- Dedicated poll question during one of the networking breaks (poll question to be approved by MassBio)

### Copper Supporting Sponsor: \$5,000

- Booth in exhibit hall at Copper level

For sponsorship opportunities, contact  
Laura Rudberg at 617.674.5121 or  
[laura.rudberg@massbio.org](mailto:laura.rudberg@massbio.org)

\*Speakers must be submitted and approved by event steering committee prior to contracting a sponsorship

# Digital Health Impact

Nov. 4, 2021 | Sponsorship



## Event Overview

The convergence between digital health and the life sciences is creating new opportunities to transform patient care as well as drug discovery and development. From wearables to machine learning, digital technologies are easing data collection from patients, increasing medical adherence, supplementing clinical trials, and offering new insights into real-world applications of therapies. Embedding digital health tools into the life sciences will also allow new therapies to better work within the growing value-based healthcare system that relies on data and measurable outcomes.

Join MassBio as we examine the current state of digital health as it relates to the life sciences, the challenges facing its growth, and opportunities for collaboration. Through keynotes, panel discussions, and case studies, we'll explore new strategies for therapeutics and digital health innovators to converge and ultimately deliver better outcomes for patients.

## New Enhanced Virtual Expo Vendor Booths

We have adopted a new enhanced meeting platform that will provide sponsors with multiple ways to engage directly with attendees. Sponsors can upload content including videos, host live in-booth interactive sessions, offer downloadable content & in-booth contests, and set up one-on-one appointments with attendees. Once the event has concluded, MassBio will provide a detailed lead report on who engaged with your booth and how.

## Sponsorship Opportunities

All sponsors receive a virtual booth in event platform, lead generation, acknowledgment in marketing collateral, on Massbio.org website and event website, and press release acknowledgment.

### Gold Presenting Sponsor: \$20,000

(limited availability)

- Booth in virtual exhibit hall at Gold level
- Event moderator role on industry or patient panel\*

### Silver Lunch or "Coffee Break" Sponsor: \$15,000

- Booth in virtual exhibit hall at Silver level
- Acknowledgment of sponsorship of virtual coffee or lunch vouchers
- Opportunity to present a 2-minute thought leadership segment prior to networking or lunch break

\*Speakers must be submitted and approved by event steering committee prior to contracting a sponsorship

### Bronze Networking Sponsor: \$10,000

- Booth in virtual exhibit hall at Bronze level
- Company logo displayed on networking section of event platform
- Dedicated poll question during one of the networking breaks (poll question to be approved by MassBio)

### Copper Supporting Sponsor: \$5,000

- Booth in exhibit hall at Copper level

For sponsorship opportunities, contact **Laura Rudberg** at 617.674.5121 or [laura.rudberg@massbio.org](mailto:laura.rudberg@massbio.org)



**2021**  
**Media  
Sponsorships**

# State of Possible Monthly Podcast

## Sponsorship Opportunities



### Sponsorship Overview

The State of Possible Podcast is a unique podcast that features 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 reach and listenership, MassBio has adopted 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 are offered on a quarterly basis, providing visibility in three episodes (one per month). 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**  
Sponsor mention/story following the podcast open and prior to the beginning of the podcast interview—*limited to 1 sponsor*
- **30-Second Mid-Roll: \$10,000 per quarter**  
Sponsor mention/story that comes at the mid-point of the podcast—*limited to 1 sponsor*
- **30-Second End-Roll: \$8,000 per quarter**  
Sponsor mention/story that comes at the end of the podcast—*limited to 1 sponsor*

Sponsors will create and be responsible for the scripts (subject to MassBio approval), while MassBio will take care of the recording and production. 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 Cayley Moynihan at [Cayley.Moynihan@massbio.org](mailto:Cayley.Moynihan@massbio.org)**



# MassBio Digital Sponsorship

**W**ith over 21,000 average monthly users on MassBio.org and nearly 15,000 active contacts in the database, digital sponsorships are some of the most effective ways for members to showcase their organization and connect with potential partners. An independent audit found MassBio's email marketing beats industry averages for open rates and clickthroughs.

**MassBio's Upcoming Events email gets sent every Friday at 1pm to a list of 14,000 life sciences professionals. Sponsorship rates for display banner opportunities are as follows:**

- \$1,000 per email (members) / \$1,500 per email (non-members)
- Specs: 600 pixels (wide) x 125 pixels (tall), JPG file, can link to anywhere
- Artwork must be provided three business days in advance
- Banners cannot include a call to action that suggests monetary reward

**MassBio offers digital sponsorship for select pages on the MassBio website:**

- Banner on Events listing AND News listing pages: \$2,000 per month (members) / \$3,000 per month (non-members)
- Banner on MassBio Edge Connector site (purchasing and rewards pages): \$2,000 per month (members) / \$3,000 per month (non-members)
- File Formats: .gif, .jpg, .png (note: MassBio.org does not support animated .gif files)
- Events and News Listing Dimensions: 800 pixels by 800 pixels (will resize based on website aspect ratio)
- Connector Dimensions: 800 pixels by 150 pixels (will resize based on website aspect ratio)
- File Size Limit: 150KB
- Target URL: Must be live at time of submission
- Banners cannot include a call to action that suggests monetary reward

**NOTE:** MassBio does not provide tracking analytics. If you'd like to track your banners, you must provide tracking link yourself. All banners will be reviewed by MassBio and are subject to approval before placement on the site.

**For sponsorship opportunities, contact James Robe at [James.Robe@massbio.org](mailto:James.Robe@massbio.org)**



# MassBio Insider Bi-Annual Magazine

## Sponsorship Opportunities



### Sponsorship Overview

The MassBio Insider, MassBio's bi-annual magazine, offers a unique opportunity to promote your brand to the life sciences ecosystem, including biopharma CEOs, state and federal policymakers, business leaders, and more.

Produced twice a year, the MassBio Insider is mailed to over **1,500** contacts, distributed at MassBio and industry conferences, meetings, and networking events, and promoted online to over 14K contacts (includes CEOs of MassBio member companies).\*

### Sponsorship Opportunities

#### Half-Page Branding **\$1,500**

- Limited to 4 sponsors

#### Logo Recognition on Back Cover **\$1,000**

- Limited to 8 sponsors

#### Sponsored Article **\$2,500**

- Limited to 2 sponsors (max 600 words)

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

\*Due to COVID-19, the Winter 2020 and Spring 2021 issues will only be distributed online and through virtual conferences and events.

# MassCONNECT®

## Sponsorship Opportunities

### Sponsorship Overview

MassCONNECT matches aspiring entrepreneurs with seasoned life sciences professionals to catalyze and commercialize innovation, making it an ideal place to raise your visibility among this community. The MassCONNECT process involves a weekly mentorship program where a customized team of 10 mentors provide industry-specific feedback and business advice for selected entrepreneurs. Entrepreneurs gain advice and coaching on their value proposition, discovery/development path, and access to invaluable expertise & networks. Interested in learning more about MassCONNECT? Learn more at [massbio.org](https://massbio.org).

### MassCONNECT Network



#### Pre-Series A Entrepreneurs:

**Next-gen technologies spinning out of local universities & beyond**

- Therapeutics
- Diagnostics
- Medical Devices
- Digital Health
- Convergence



#### 200+ mentors

**Executives with 10+ years of experience in industry**

- R&D
- Regulatory
- BD
- Finance
- Marketing
- VC & Angel

### MassCONNECT 2021 Dates

#### MassCONNECT.DH

##### Spring Cycle: March - June

- Kickoff Showcase: March 17
- Final Showcase: June 16

##### Fall Cycle: September - November

- Kickoff Showcase: September 1
- Final Showcase: November 17

#### MassCONNECT

##### Spring Cycle: February - April

- Kickoff Showcase: February 24
- Final Showcase: April 28

##### Summer Cycle: June - August

- Kickoff Showcase: June 2
- Final Showcase: August 25

##### Fall Cycle: September - December

- Kickoff Showcase: September 29
- Final Showcase: December 1

## Sponsorship Opportunities

### MassCONNECT Premier Supporter Sponsorship **\$25,000 (annual)**

- Opportunity to mentor up to 15 startups in all MassCONNECT & MassCONNECT.DH cycles
- Access to emerging companies and under-the-radar technologies with pre-mentoring/vetting of candidates
- Speaking opportunity at First 2021 Kickoff Event (February) & Last Final Showcase event (December)
- Logo placement on program website
- Logo placement in all program events (10) including events signage, marketing collateral, event websites
- Written acknowledgement in press release issues (5) at start of cycles
- 1 dedicated blog post on MassBio.org to highlight thought leadership content in relation to MassCONNECT

### MassCONNECT / MassCONNECT.DH Cycle Legal Sponsorship: **\$15,000**

#### **Exclusive opportunity - 1 legal firm per cycle**

- Opportunity to mentor up to 3 startups
- Speaking opportunity at kickoff showcase & final showcase event
- Exclusive sponsorship of MassCONNECT virtual mentor networking session
- Logo placement on event signage, acknowledgement in marketing collateral and on event website
- Inclusion in press release issues at start of cycle

### MassCONNECT / MassCONNECT.DH Cycle Corporate Sponsorship: **\$10,000 (non-exclusive)**

- Opportunity to mentor up to 3 startups
- Speaking opportunity at kickoff showcase & final showcase event
- Logo placement on event signage, acknowledgement in marketing collateral and on event website
- Inclusion in press release issues at start of cycle

### MassCONNECT Event Sponsorship Opportunities **\$3,000**

- Logo placement on event signage, acknowledgement in marketing collateral and on event website
- Verbal acknowledgement during event
- Sponsor breakout room sessions
- Company representatives able to moderate breakout rooms.
- 2 complementary passes

### Digital Sponsorship Opportunities

#### **Display Banner/Logo: \$500/email**

- Newsletter issued every 2 weeks to targeted list of 200+ entrepreneurs and 400+ academicians