

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.

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