

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

