

Innovation Sponsorship Prospectus 2025

MASSBIO

Pharma Days®

MassBio's flagship partnering engagement, Pharma Days are designed to meet your organization's strategic external innovation needs.

- Partnering meetings: Up to 30 strategically sourced 1:1 meetings between Sponsor and academics, entrepreneurs, or biotechs aligned with Sponsor's target therapeutic/partnering areas.
- R&D strategy information session: Sponsor-driven overview of its R&D pipeline, partnering capabilities and expertise, and target therapeutic/partnering areas.
- Networking reception: An informal networking reception with MassBio's innovation ecosystem.

Included in sponsorship:

- An experienced MassBio team to assist with all project management, event, and marketing support.
- Industry insights: List of strategically researched and open-sourced academic projects and/or companies in Sponsor's target therapeutic/partnering areas
- Brand visibility:
 - Event landing page and announcement on massbio.org
 - Blog post about Sponsor's partnering strategy on massbio.org
 - Consistent promotion through MassBio newsletters and via social channels
 - Sponsor brand on event signage in MassBioHub
- 360-degree event support:
 - Full buyout of MassBioHub with choice of F&B
 - R&D strategy information session AV consultant & videographer
 - Direct outreach by MassBio team to key prospective attendees

Engagement starting at \$65,000

Limited to five engagements per year. Pricing based on membership status and scope of activity.

R&D Event

Leverage MassBio's ecosystem to grow visibility for your organization's R&D strategy.

- R&D strategy information session: Sponsor-driven overview of its company, R&D strategy, and pipeline.
- Networking reception: An informal networking reception with MassBio's innovation ecosystem.
- Pre- or post-session space in the MassBioHub for 1:1 meetings.

Included in sponsorship:

- An experienced MassBio team to assist with all project management, event, and marketing support.
- Brand visibility:
 - Event landing page on massbio.org
 - Consistent promotion through MassBio newsletters and via social channels
 - Sponsor brand on event signage in MassBioHub
- 360-degree event support:
 - AM or PM buyout of MassBioHub with choice of F&B for reception
 - AV consultant & videographer onsite for event

Engagement starting at \$45,000

Limited to four biopharmas per year. Pricing based on membership status and scope of activity.

MassBioDrive

Advance breakthrough science while providing opportunities to innovators from all parts of the life sciences ecosystem.

In 2025, MassBioDrive's spring cohort will focus on emerging biotech companies, while the spring cohort will focus on AI/Techbio startups.

Gold Sponsor

\$25,000 per cohort

Participate in selecting the MassBioDrive cohort while funding equity-free, no-strings-attached cash prizes.

- Opportunity to directly support highly vetted, high potential startups
- Spot on the MassBioDrive Review Board, which reviews companies entering program and identifies prize winner(s) at the end of the program
- Lead sponsor for 2025 Demo Days
- Speaking opportunity at each end-of-cycle Demo Day
- Lead sponsor for all networking events
- One dedicated thought leadership blog post on massbio.org
- Brand visibility in marketing collateral, on event signage, on MassBio.org website, and quote in annual press release

Silver Sponsor

\$10,000 per cohort

Support an established program with global reach and grow brand visibility with early-stage founders.

- Supporting sponsor for 2025 MassBioDrive Demo Days
- Supporting sponsor for all networking events
- One dedicated thought leadership blog post on massbio.org
- Brand visibility in marketing collateral, on event signage, on MassBio.org website, and quote in annual press release

Expert Sponsor

\$10,000 per cohort/\$20,000 per year

Limited to one sponsorship per curriculum category

Share your organization's thought leadership on startup-focused curriculum topics and build relationships with emerging founders.

- Exclusivity to deliver the curriculum module to MassBioDrive cohort
- Deep engagement and relationship building with at least 5 startups focused on area of expertise
- Serve as go to resource on curriculum topic for 120+ alumni
- Invitations to networking events & Demo Days
- Brand visibility in marketing collateral, on event signage, on MassBio.org website and event landing pages, and in annual press release

CEO & Founder Link

The CEO & Founder Link is a new peer network initiative from MassBio in partnership with The Termeer Foundation. Life sciences company CEOs or founders are invited to apply for free membership.

Through quarterly engagements, these leaders will receive networking opportunities, education around key topics, and a peer community with whom they can collaborate. Each quarterly engagement will offer a unique, in-person experience that could include networking, guest speaker presentations, or panel discussions. The exclusive first event took place in September 2024.

The 2025 Program includes three content-based programs and one networking mixer.

Sponsorship includes access to this exclusive life sciences CEO & Founder networking event, promotional representation on website, social media posts and event signage.

Tentative dates:

- January: Breakfast event at Hilton San Francisco Union Square during JP Morgan week
- April: Boston
- June: Boston, adjacent to the BIO International Convention
- October: Boston, adjacent to the MassBio Align Summit

Limited Sponsorships Available: \$10,000 per event

For more information, please contact:

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