



# 2024 SPONSORSHIP PROSPECTUS

Empower future leaders of the industry and support science education and workforce development programs.

# Sponsorship 2024 | Benefits

Our mission is to build a sustainable life sciences workforce in the region through educational programs that engage and excite teachers, inspire and propel students, and illuminate the pathway from the classroom to career with a focus on expansion, opportunity and diversity.

Sponsorship supports MassBioEd programs that provide critical training and career awareness to underserved students and adults, opening doors to sustainable careers in the industry. Join us as a sponsor, engage your employees, and increase your visibility in the community.

All Sponsorship opportunities include the following benefits:

- Logo on MassBioEd website
- Recognition in MassBioEd Annual Report
- Logo on general social media content
- Logo on general event signage and print materials
- Acknowledgment in press releases and/or blogs
- Free credits for MassBioEd Professional Training Courses



Explore custom packages to sponsor across multiple events and programs. To learn more, contact [development@massbioed.org](mailto:development@massbioed.org).

# Sponsorship | Opportunities

Sponsorship	Date	Description
Massachusetts Life Sciences Employment Outlook Report	May	The annual Outlook Report is a vital source of real-time data, analyzing employment trends in the life sciences. It is used by industry, education, and government to understand workforce needs.
Massachusetts Life Sciences Workforce Conference	June	The annual conference brings together 400+ representatives from industry, higher education, workforce training, and government to learn the latest best practices in talent development and join the Industry-Educator Advisory session.
Student STEM Summer Internship	July	In partnership with LEAH Knox Scholars, MassBioEd immerses high school students in a 5-week project-based research experience supplemented by career exploration and mentorship.
Champions for Biotechnology Education Awards Gala	October	An annual celebration that honors an organization, an educator, a public advocate, and a school for their commitment to fostering science literacy and advancing life sciences education. The annual fundraiser brings together influential leaders in the industry to network and celebrate the awardees accomplishments.
Life Sciences College To Career Events	Year Round	College students have the opportunity to learn about the range of careers in the industry, engage with professionals, and learn about specific job opportunities.
Career Hub Workshops	Year Round	Workshop series aimed to demystify the challenges of entering the life sciences industry in both scientific and non-scientific roles.

# Sponsorship 2024

# Signature Events

## Life Sciences Workforce Conference

## Champions for Biotechnology Education Awards Gala

All sponsors receive FREE MassBioEd professional training course credits, recognition on general marketing collateral, website, and relevant press distributed to media, industry, and academia.

### DIAMOND | \$25K

Panelist/Speaker role  
Guest Blog  
Share Corporate Announcement on Community Calendar (3x)  
Logo on Community Calendar (5x)  
Employment Outlook Sponsor  
Exhibit Hall Sponsor  
Complimentary General Admission Tickets (12)

### DIAMOND | \$25K

Award Sponsor  
Complimentary General Admission Tickets (10)  
Sponsored Social Posts (6x)  
Guest Blog  
Share Corporate Announcement on Community Calendar (3x)  
Logo on Community Calendar (6x)

### RUBY | \$15K

Priority Team Leader in Industry-Educator Advisory Session  
Share Corporate Announcement on Community Calendar (2x)  
Logo on Community Calendar (4x)  
Employment Outlook Sponsor  
Industry-Educator Session Sponsor  
Complimentary General Admission Tickets (8)

### RUBY | \$15K

Beverage Sponsor  
Complimentary General Admission Tickets (8)  
Sponsored Social Posts (4x)  
Share Corporate Announcement on Community Calendar  
Logo on Community Calendar (4x)

### SAPPHIRE | \$10K

Logo on Community Calendar (3x)  
Networking Session Sponsor  
Complimentary General Admission Tickets (8)

### SAPPHIRE | \$10K

Entertainment Sponsor  
Logo on Centerpieces  
Complimentary General Admission Tickets (5)  
Logo on Community Calendar (3x)

All conference sponsors receive an optional exhibitor booth.

### EMERALD | \$5K

Lunch Session Sponsor  
Complimentary General Admission Tickets (5)

### EMERALD | \$5K

Dessert Sponsor  
Logo on Centerpieces  
Complimentary General Admission Tickets (5)

### OPAL | \$2.5K

Industry-Educator Session Sponsor  
Complimentary General Admission Tickets (3)

### OPAL | \$2.5K

Logo on Centerpieces  
Complimentary General Admission Tickets (5)

# Sponsorship | Programs

All program sponsors receive recognition in program communications and materials, on MassBioEd website, and in relevant press distributed to media, industry, and academia.

Program	Leader (\$10K)	Advocate (\$5K)	Supporter (\$2.5K)
Massachusetts Life Sciences Employment Outlook	<ul style="list-style-type: none"> <li>• Guest blog</li> <li>• Recognition in Outlook press launch with feature quote</li> <li>• Branding on Outlook Report (back cover)</li> <li>• Corporate name, link, and logo on Outlook webpage</li> </ul>	<ul style="list-style-type: none"> <li>• Recognition in Outlook press launch</li> <li>• Logo in Outlook Report</li> <li>• Logo and link on Outlook webpage</li> </ul>	<ul style="list-style-type: none"> <li>• Logo in Outlook Report</li> <li>• Logo and link on Outlook webpage</li> </ul>
Life Sciences College to Career Events	<ul style="list-style-type: none"> <li>• Dedicated social media post highlighting company</li> <li>• Logo and link in pre/post event marketing</li> <li>• Corporate name, logo, and link on program webpage</li> <li>• Corporate logo on collateral and signage</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate name in pre/post event marketing</li> <li>• Corporate name, logo, and link on program webpage</li> <li>• Logo on collateral and signage</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate name, logo, and link on program webpage</li> <li>• Logo on collateral and signage</li> </ul>
LEAH Daily Summer Intensive Internship	<ul style="list-style-type: none"> <li>• Guest blog</li> <li>• Student visit to company</li> <li>• Employee volunteer visit to support training</li> <li>• Photo of students with company branded swag</li> </ul>	<ul style="list-style-type: none"> <li>• Employee volunteer visit to support training</li> <li>• Photo of students with company branded swag</li> </ul>	<ul style="list-style-type: none"> <li>• Photo of students with company branded swag</li> </ul>
Career Hub Workshops	<ul style="list-style-type: none"> <li>• Panelist role at a workshop</li> <li>• Dedicated social media post highlighting company</li> <li>• Logo on all flyers</li> <li>• Corporate name, link, and logo on program webpage</li> </ul>	<ul style="list-style-type: none"> <li>• Panelist role at a workshop</li> <li>• Logo on all flyers</li> <li>• Corporate name, link, and logo on program webpage</li> </ul>	<ul style="list-style-type: none"> <li>• Logo on all flyers</li> <li>• Brand recognition on program webpage</li> </ul>

# Sponsorship 2024 | Packages

## Platinum Sponsor | \$50,000 (\$60,000 value)

- Diamond Sponsor of signature events, and choice of:
- Leader Sponsor of 1 Program of your choice
  - Advocate Sponsor of 2 Programs of your choice
  - Supporter Sponsor of 4 Programs of your choice

## Gold Sponsor | \$30,000 (\$35,000 value)

- Ruby Sponsor of signature events, and choice of:
- Advocate Sponsor of 1 Program of your choice
  - Supporter Sponsor of 2 Programs of your choice

## Silver Sponsor | \$20,000 (\$22,500 value)

- Sapphire Sponsor of signature events, and:
- Supporter Sponsor of 1 Program of your choice



Annual package sponsors receive premier signage at signature events

# Sponsorship 2024 | Benefit Descriptions

## Guest Blog

Write a 500 word blog post to be featured on MassBioEd's website.

## MassBioEd Community Calendar

Showcase corporate event announcements, milestones, and networking opportunities of MassBioEd and sponsored partners. Corporate sponsors also have the opportunity to have their logo displayed. This calendar is broadcasted at the beginning of each month, reaching over 7,000+ subscribers.

## Sponsored Social Media Post

A social media post crafted to highlight corporate sponsors contributions to advance the life sciences industry. Post is shared to all three of MassBioEd's social media accounts.

## Brand Recognition on Program Website

Corporate sponsor's name, logo, and link will be shared on the program specific's website.

## Specialty Recognition

Corporate logo on specific signage including Award, Beverage, Dessert, Discussion, Entertainment (music, photo area), Exhibit Hall, Lunch, and Networking.

## Exhibitor Booth at Life Sciences Workforce Conference

Standard 6' table and 2 chairs.

## Free credits for MassBioEd Professional Training Courses

Depending on sponsorship level, company receives between 4-20 credits that can be used to enroll employees in any 1-5 day course.



## Professional Training Course Credit Redemptions

**Opal: 4 credits**  
value: \$850

**Emerald: 8 credits**  
value: \$1,700

**Sapphire: 12 credits**  
value: \$2,550

**Ruby: 16 credits**  
value: \$3,400

**Diamond: 20 credits**  
value: \$4,250