



LIFE SCIENCE  
boston

CARES

# CORPORATE SPONSORSHIP PROSPECTUS 2021





Dear Friends,

We are drawn to careers in the life sciences industry because we are called to help people lead happier, healthier, and more productive lives. As problem solvers, we are advancing technology to prevent suffering every day. At no other time has this been more important than in the past year, as our industry has devised lifesaving treatments and a vaccine for COVID-19 in record time. We head into 2021 with more hope thanks to the intelligence and grit of our sector.

**We firmly believe that the employees of life sciences companies are some of the best at finding practical solutions to our most pressing challenges. Life Science Cares was founded to apply the same rigor of problem solving to the intractable issue of poverty.**

Far too many of our neighbors are now suffering with competing challenges—the strain of the pandemic and the preventable and avoidable condition of poverty. A Mass INC Polling Group survey finds people under the most economic strain during the pandemic are also much more likely to be in a household with COVID-19. For those already on the edge, 2020 dealt a knockout punch of job loss, illness, food insecurity, and financial uncertainty.

That's why we've set big goals for impact in 2021. Using the Life Science Cares model of collective impact, we will channel the industry's time, talent and treasure to support best-in-class nonprofit organizations providing basic human needs, education and opportunity. **We need your help.**

The sponsorship opportunities outlined in this prospectus showcase the many ways your company can make a meaningful impact in 2021. More than ever, employees and investors expect companies to be good citizens, contributing to strengthening communities and actively increasing equity. Contributing through Life Science Cares ensures you're supporting effective and efficient organizations while also offering employees a means to give of their time and talent.

While our ability to gather in person will be impacted for some time, Life Science Cares is offering virtual events to inspire and connect us around the shared mission of helping. These events also provide an opportunity to increase your organization's visibility in our community with various recognition and publicity opportunities. We've also added new ways to move the needle in diversity by supporting career development for folks underrepresented in STEM.

We stand by to talk about your 2021 philanthropic goals and how to best maximize your participation in Life Science Cares. To discuss membership, sponsorship, or other ways to get involved, contact Sarah MacDonald at [sarah@lifesciencecares.org](mailto:sarah@lifesciencecares.org) or 617-637-5052.

No one person, company, or foundation can solve poverty alone. Unraveling this complicated problem will take a coordinated collective effort. We hope you join us in a year when our community needs us more than ever.

Thank you for your support of Life Science Cares and our mission to end poverty in Greater Boston.

Sincerely,

A handwritten signature in black ink that reads "Sarah MacDonald".

Sarah MacDonald  
Executive Director

A handwritten signature in black ink that reads "Rob Perez".

Rob Perez  
Founder & Chairman







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## Corporate Membership

Join Life Science Cares as a Corporate Member and connect your company and employees with this one-of-a-kind, recognizable industry effort.



### Exclusive Membership Privileges

- Priority access for your employees to volunteer opportunities throughout the year
- Concierge support to plan custom service activities for your team.
- Listing as a Life Science Cares member on our website and with a Member Spotlight blog post
- Marketing support to ensure your brand receives recognition from stakeholders and employees
- Promotion of your company's corporate responsibility program via social media
- Priority access to registration and sponsorship of LSC's Signature Events
- Complimentary access to quarterly LSC Mixers and other members-only programming

### Membership Levels

*Life Science Cares membership tiers are based on market cap value as of September 1, 2020.*

#### **Market Cap or Valuation:**

Less Than \$200M

Between \$200M - \$1B

Between \$1B - \$10B

Greater Than \$10B

#### **Contribution:**

\$2,500

\$5,000

\$10,000

\$25,000

*Note: 100% of your contribution is tax-deductible. LSC is a 501(c)(3) nonprofit organization.  
Membership can be packaged with sponsorship options.*

For more information or to sign on as a Member, contact Sarah MacDonald, Executive Director,  
[sarah@lifesciencecares.org](mailto:sarah@lifesciencecares.org) or 617-637-5052.



# Impact Breakfast (Re-Imagined)

**Monday, May 24, 2021**

**8:00 AM - 9:00 AM**

**Virtual Streaming Event**

Not your typical Zoom meeting, Life Science Cares re-defined what a virtual event could be in 2020. Full of inspirational stories, updates on the impact of our unique model, and the opportunity to engage each and every one of your employees, our 2021 Impact Breakfast will be a meaningful experience.



Our biggest fundraiser of the year, the Impact Breakfast is an opportunity for LSC to celebrate the progress made to alleviate the effects of poverty in Boston. A fast-moving morning program will feature our courageous nonprofit partners and offer insight on how our sector can help our neighbors overcome the challenges of poverty and reach their full potential. We'll also take some time to celebrate the power our industry has to make a difference. We will reprise our Corporate Fundraising Challenge for 2021—an opportunity for employees to engage in some friendly competition while raising additional dollars for our grantees.

Sponsorship opportunities range from \$1,000 to \$50,000 and include visibility during the virtual event and through marketing before, during, and after the event.

Last year's virtual event was viewed live by 1,100 people and sponsors and donors contributed \$610,000 for our nonprofit partners, smashing previous fundraising totals.

**1,100 unique viewers**

**Sponsors & Donors contributed \$610,000**

# IMPACT BREAKFAST



Most prominent feature on LSC event webpage and link to company website



Social media mentions on LSC's channels (LinkedIn, Twitter, Facebook, Instagram)



Pick 3



Pick 2



Twitter only

Inclusion in LSC press release before event and recap email after event



Opportunity to introduce Keynote Segment (speaker TBD)



"On stage" thanks from LSC leadership



Inclusion in visual branding during virtual event



Support for employee in-house Fundraising Challenge (optional)



Unlimited attendees from your company







# [Mini] Golf for Good

**September 15, 2021**

**\*Raindate: September 22, 2021**

**Tech Square, Cambridge**

There is NOTHING quite like our Mini Golf for Good Tournament and we're planning an even bigger event for 2021. This fun and competitive event features three nine-hole mini golf courses popping up in the middle of Tech Square, with company teams putting for a variety of trophies. This party attracts 600+ employees of life science companies to enjoy the food trucks, free beer, lawn games, raffle, and crazy costumes of their peers. Don't miss the drama as company teams compete for bragging rights in categories like Most Holes in One, Best Outfits, Best Team Names & Worst Score.



Sponsorship opportunities range from \$1,000 to \$10,000 and include opportunities to sponsor holes, food trucks, and lawn games. All sponsorships include tickets for at least one team to participate in the tournament.

While there is still uncertainty regarding gathering in person, this outdoor event can be modified to ensure the safety of our participants.

**600+ expected attendees**

**80 different companies playing**



**SPONSORSHIP LEVELS**

**CHAMPIONSHIP \$10,000**  
(Two Available)

**PRIZE \$5,000**  
(One Available)

**GOLF BALL \$5,000**  
(One Available)

**BEER \$5,000**  
(One Available)

**FOOD TRUCK \$4,000**  
(Three Available)

**PUTTING GREEN \$2,500**  
(One Available)

**HOLE \$2,000**  
(Twenty Seven Available)

**LAWN GAME \$1,000**  
(Four Available)

Complimentary Registrations

**4 TEAMS**

**2 TEAMS**

**2 TEAMS**

**2 TEAMS**

**2 TEAMS**

**1 TEAM**

**1 TEAM**

**1 TEAM**

Event Speaking Role



Award Prizes

Logo on Event Signage



Most Prominent

Acknowledgement in Marketing Collateral & Website



Acknowledgement & Thanks from the Podium



Preview of Registration List



Press Release & Social Media Acknowledgement



Branding on attendee golf balls



Branding on beer cups & attendee wristbands

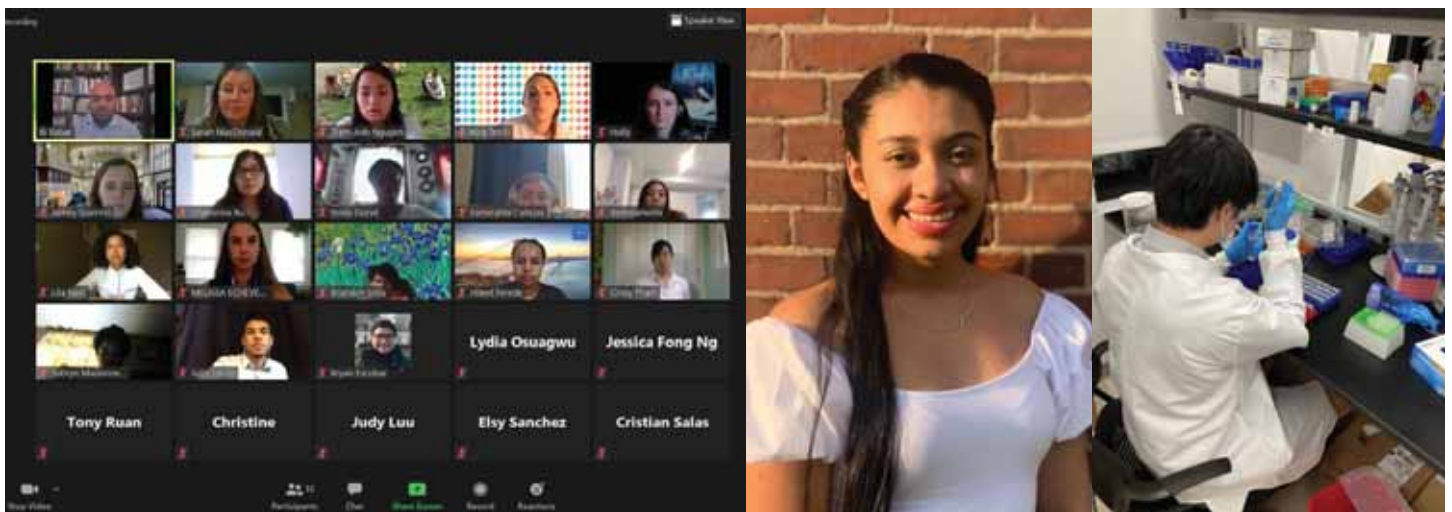


# PROJECT ONRAMP

## Life Science Cares' Internship Access Program

The life sciences industry in Massachusetts is poised to create opportunities to bridge the opportunity gap for promising students underrepresented in our industry. While many companies offer valuable internship opportunities, it can be difficult students without knowledge of or connections to access our sector and the many jobs available.

As internships are so vital in shaping career paths, we developed Project Onramp to build critical early work experiences for a diverse pool of talented students.



Partnering with MassBio, MassBioEd, Bottom Line, Thrive Scholars the Massachusetts Life Sciences Center and Massachusetts Biomedical Initiatives we'll place at least 75 students in paid, summer internships next summer.

New for 2021, we're offering sponsorship opportunities for this important program that has garnered press attention and excitement since its inception.

**Each \$5,000 sponsorship supports five Onramp internship placements. Sponsors receive:**

- Branding on Project Onramp website as a sponsor
- Company Lunch & Learn for Project Onramp students, alumni and other opportunity youth
- Opportunity to host a "field trip" for Onramp students (if possible in summer 2021)
- A Sponsor Toolkit including template website content, social media messages and graphics to share throughout summer with messaging in DE&I, the opportunity gap, and other relevant topics.
- Support from our Project Onramp Program Manager to optimize your experience.

**Make a true difference in diversity & inclusion**





## Community Conversations: Virtual Speaker Series

### Three events TBD

Inspired by our inspirational From the Frontlines series launched in 2020 and the success of our Impact Breakfast, Life Science Cares is hosting a series of online discussions about poverty, equity, and how our sector can make an impact.

Each 45-minute conversation will feature a speaker of note and the opportunity for companies and their employees to join a candid conversation on the issues and brainstorm solutions. We'll partner with our nonprofit organizations to select the timeliest issues and bring in social justice and life science leaders to moderate and participate in the dialogue.

**Sponsorship is \$2,500 and includes the opportunity to introduce our speakers as well as branding in marketing and on social media.**

## Council of Champions Mixers

### Held Quarterly in the Cambridge area/Online

The Council of Champions is a group of motivated young professionals working on behalf of Life Science Cares to bring quality networking and programming to our constituents.

Our Council of Champions Mixers attract a wide-range of employees from various life sciences companies throughout the industry, from young professionals to leadership, and allow for maximum visibility for sponsors who wish to be known for their good work.

Quarterly mixers explore topics such as Joining a Nonprofit Board or What Does it Mean to Mentor? Each Mixer features at least one of our nonprofit partner organizations, and sponsors or hosts are given the opportunity to make introductory remarks.

We're switching to a virtual format for part of 2021 and curating an interactive program utilizing polls, chat, and breakout rooms to ensure our constituents can connect.

Sponsorship opportunities are available between \$500-\$2,000.

**75-100 attendees per event**



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# Board of Advisors Reception

November 2021

The Life Science Cares Board of Advisors Reception is the only annual gathering of all LSC Advisors, some of the most influential leaders in the industry. The evening recognizes and celebrates LSC's progress toward our mission of ending poverty in Greater Boston.



Each year, we welcome our Advisors (all C-level executives) and their guests to network while celebrating LSC's progress toward our mission.

Sponsorship for this event puts your name and logo in front of some of the most influential decision makers at established and burgeoning life sciences companies. Opportunities start at \$5,000 and are limited to one sponsor per category (bank, staffing firm, CRO, etc.) Sponsors receive access for two representatives (and their guests, if desired) to attend the event, as well as the opportunity to review the guest list in advance.

Sponsors will also be recognized in remarks made at the event and on signage throughout the venue.