

2024 SPONSORSHIP

Kendall Square Association

BELONGING IN KENDALL



FOUNDATIONAL COURSE

This newly redesigned course is the successor to KSA's popular Inclusion Drives Innovation. *Belonging in Kendall* is a 5-week foundational course, offered in partnership with YW Boston, and designed to build a welcoming community for all in Kendall.

Be recognized as a Presenting or Equity Sponsor and enroll participants from your organization at a discount.

Presenting Sponsor | \$15,000

- Includes up to 15 participants
- Top billing in event materials
- All of the benefits below

Equity Sponsor | \$10,000

- Includes up to 8 participants
- Physical signage at the in-person launch
- Prominent recognition in digital media, press releases, and event material

Participant Fee | \$1,500 per person

- For 5 or more participants from one organization, \$1,300 per person



"During the program, I was challenged to process and reflect on internalized ideologies that no longer served me."
— Brian Madrigal, Program Lead

Lab | Central



"The rich content provides thought-provoking individual and team contemplation, in a setting that promotes and encourages participants to share their experiences."
— Karen Orf, Chief Financial Officer

SIENA
CONSTRUCTION



"The perspectives I was offered [in the program] also shed light on a lot of cultural issues corporate America suffers in the workplace. It empowered me more than ever to mediate these issues in my own surroundings to change the future collectively."
— Chang Liu, Data Scientist

Microsoft

WITH THANKS TO OUR
PARTNERS AT YW BOSTON

eliminating racism
empowering women
yw
boston

Sponsorships are a meaningful way to show the world what is important to you.

The Kendall Square Association offers member organizations the opportunity to sponsor KSA events, programming, and campaigns to advance our game-changing work while building your brand and engaging with the community.

K Kendall Square Association
BUILDING A BETTER FUTURE,
TOGETHER

MORE SPONSORSHIP INFORMATION KSA will recognize sponsors in the **Belonging in Kendall** program materials, and at in-person **Belonging in Kendall** sessions as well as on the KSA website, LinkedIn and Instagram, press releases, and in KSA's weekly newsletter @KendallNow, which reaches more than 6,500 people in Kendall and beyond.

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FILM SERIES

A new quarterly film series designed to gather the Kendall community, raise awareness, and stimulate discussion on belonging, especially in the tech and life sciences sectors. The series is open to all KSA members, free of charge.

Support thoughtful discussion around belonging and highlight your organization's leadership in ensuring Kendall Square is a welcoming community for all.

Gold Film Series Sponsor | \$5,000 for the series

- Opportunity to help select the films
- Opportunity to host and introduce films
- All of the benefits below

Silver Film Series Sponsor | \$2,500 for the series

- Top billing in event materials
- All of the benefits below

Bronze Sponsor | \$1,000 per film

- Physical signage at the film
- Prominent recognition in digital media, press releases, and event material



DEIB COMMUNITY OF PRACTICE

We are launching this new community of practice to bring our KSA's leaders in diversity, equity, inclusion and belonging together to share best practices and address common challenges.

EXECUTIVE LEADERSHIP GROUP

We continue to offer senior leaders in Kendall the opportunity to gather in small, facilitated groups to focus on equity and belonging.

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Contact Beth O'Neill Maloney at beth@kendallsquare.org or 617-460-5181 for more information.