

2021 Programming & Sponsorship Opportunities



Announce your arrival, build your brand, attract new talent, and advance your network with Kendall Square Association.

2021 KSA Member Programming

Inclusion Drives Innovation

March – May

- * This twelve-week professional development program gives leaders the tools and knowledge they need to build anti-racist organizations
- * Attendees include senior executives, HR professional, diversity specialists, people managers, and affinity group leaders

Future of (how we) Work Task Force

Monthly

- * This monthly, topical meeting answers critical questions in the wake of COVID-19 through collaborative, real-time problem solving and benchmarking
- * Attended by senior leaders from Kendall's tech and life science industries

Annual Meeting

April 13

- * This celebratory event spotlights the successes of our innovation ecosystem as it pioneers solutions to global problems and leads the charge against COVID-19
- * Open to anyone interested in attending, drawing employees from across Metro Boston and beyond

Kendall Orientation

Quarterly

- * This interactive presentation highlights the place and perspective that is Kendall by taking you on a virtual walk through its past and present achievements and assets, followed by moderated networking to establish new connections
- * Designed to help onboard new, remote talent to Kendall companies and further engage existing talent in the wonders of Kendall

Power of Place Thought Leader Series

Monthly

- * These fireside chats feature high-profile guests discussing Kendall's latest collaborations with KSA President C.A. Webb

New Networking Events

Quarterly

- * By popular demand, KSA will debut a series of small format networking experiences for employees of our 150 member companies in 2021

Please note that all 2021 programming will be held virtually due to the COVID-19 pandemic.

Sponsorship opportunities are exclusive and in demand; don't miss your chance to be spotlighted in front of the most innovative square mile on the planet!

To inquire about sponsorship opportunities, email Carolyn Willander, Manager of Member Engagement, carolyn@kendallsquare.org.

Visit www.kendallsquare.org to learn more.

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Kendall Square
The Future Lives Here

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2021 Sponsorship Benefits

Sponsors are acknowledged in all programming promotions, including:

- * Program page on KSA's new website, the central resource hub for Kendall Square, and our event calendar
- * KSA social media channels including Twitter, LinkedIn, and Instagram; plus customized social media toolkits for you
- * KSA's weekly newsletter, @KendallNow, reaching 5K+ employees across Kendall
- * Media outreach, where applicable

Sponsors are acknowledged during programming with:

- * Logo on visuals in waiting room and in opening remarks
- * Shoutout from KSA team in opening and closing remarks
- * Speaking opportunities, where applicable
- * Branded giveaways, where applicable

Sponsors are acknowledged in event follow-up, such as:

- * Program recap emails to all KSA contacts
- * Program recap blog posts on Medium and LinkedIn
- * Post-program reports, where applicable
- * Evergreen program recordings, where applicable

Sponsorships range from \$2,500 to \$25,000. Please inquire for more details.

Join a KSA Program Host Committee

This special model offers an end-to-end sponsorship experience as you partner with other hosts to contribute to program development and ensure experiences will reward the audience to the fullest. Host Committee members receive the highest level of sponsorship benefits in addition to other special opportunities.

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