Sponsorship Opportunities

The Kendall Square Association offers its 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. **Sponsorships are a meaningful way to show the world what is important to you.**

**KENDALL SQUARE CHALLENGE.** An unparalleled day of team building, philanthropy, and friendly competition. Fifty or so teams from organizations who care about Kendall and the community gather to compete in a series of physical and mental challenges, all in support of local nonprofits. Then, we celebrate with a Kendall Square Block Party.

Sponsors receive recognition in digital media, press releases, and event materials, plus entry of one or more teams (value $2,500 per team), and 10 or more Block Party tickets (value $50 per person). Benefits vary with each sponsorship level.

**PRESENTING SPONSOR BENEFITS $35,000**
- Top billing for Presenting Sponsor logos in event materials
- Physical signage across the event
- Opportunity to host two Challenge missions for 500+ Kendall employees
- Nonprofit check presentations with KSA and elected officials at Block Party
- Entry of up to four teams to compete in the Challenge
- 50 Block Party tickets to share with employees, guests, friends and families

**PLATINUM SPONSOR BENEFITS $15,000**
- Prominent recognition for Platinum Sponsor logos in event materials
- Opportunity to host one Challenge mission for over 500 Kendall employees
- Entry of up to three teams to compete in the Challenge
- 25 Block Party tickets to share with employees, guests, friends and families

**GOLD SPONSOR BENEFITS $5,000**
- Recognition for Gold Sponsor logos in event materials and media
- Entry for one team to compete in the Challenge
- 15 Block Party tickets to share with employees, guests, friends and families

**TEAM SPONSOR BENEFITS $2,500**
- Entry for one team to compete in the Challenge
- 10 Block Party tickets

**BLOCK PARTY TICKETS $50 PER PERSON**

**MORE SPONSORSHIP INFORMATION**
Sponsorships include recognition before, during and after events, programming, and campaigns, plus additional event-specific benefits, which vary with sponsorship levels as set forth below. Recognition may include shout outs during presentations, logos and branding on event materials, in the KSA Calendar, digital registration pages, on KSA social media on LinkedIn, Instagram and Twitter, plus KSA’s bi-weekly newsletter, @KendallNow, which reaches more than 6,000 people in Kendall and beyond.
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15TH ANNUAL KSA ANNIVERSARY CELEBRATION. Formerly known as the Annual Meeting, this celebration is an opportunity to honor the success of our innovation ecosystem in pioneering solutions to global problems and building a collaborative community in Kendall Square.

This special evening is open and free for all KSA members.

Sponsors receive recognition in digital media, press releases, and event materials, plus additional benefits at the varying sponsorship levels, as shown below.

PRESENTING SPONSOR BENEFITS $35,000
- Opportunity to address the audience from the stage in the speaking program
- Acknowledgement of Presenting Sponsorship from the stage
- Branded giveaways in program gift bags
- 40 Invitations to share with non-member guests

PLATINUM SPONSOR BENEFITS $10,000
- Acknowledgement of Platinum Sponsorship from the stage
- Branded giveaways in program gift bags
- 30 Invitations to share with non-member guests

GOLD SPONSOR BENEFITS $5,000
- Branded giveaways in program gift bags
- 20 Invitations to share with non-member guests

SILVER SPONSOR BENEFITS $2,500
- 10 Invitations to share with non-member guests

MEMBER SOCIALS. Member Socials are casual gatherings in fun, new Kendall spaces that offer a way for members to mix and mingle.

MEMBER SOCIAL SPONSORSHIP $2,500
- Sponsors receive recognition in opening remarks and in event materials

PROGRAMMING. The Inclusion Drives Innovation program is a professional development course that focuses on building anti-racist organizations by providing foundational learning to individuals and guiding a team through equity-centered action planning.

IDI HOST COMMITTEE SPONSORSHIP $10,000
- Six participant registrations included
- Company role analyzing feedback and customizing the course with KSA staff to meet participants’ needs
- Prominent recognition of host committee logos on KSA website and media

INDIVIDUAL REGISTRATION
- Members / $2,000
- Non-Members / $3,000

CAMPAIGNS. The Buy Local, Buy Kendall Campaign supports a vibrant, thriving Kendall Square by supporting the healthy, local restaurants here. Our restaurants need our help, especially independently owned restaurants who depend on Kendall foot traffic for their livelihood.

The KSA will re-launch this Buy Local, Buy Kendall Campaign, for the second year in 2023, starting in Q1, the slowest time of year for restaurants. Funds go directly to support our restaurants and retailers. Join us in this important investment in our community.

BUY LOCAL, BUY KENDALL SPONSORSHIP $5,000
- Prominent recognition of sponsor logos on KSA website and media

QUESTIONS? Email beth@kendallsquare.org