



Sponsorship Opportunities



Message from the Executive Director

I would like to take a moment to introduce you to the **San Jose BioCenter** and congratulate you on taking the first step towards a partnership with the 'destination location' for emerging life science and clean technology companies. In addition to extensive laboratory facilities, this \$15M state-of-the-art facility is equipped with business and lab support services, a full range of common capital equipment, and a supportive community atmosphere. **Our mission** is to provide companies with the infrastructure, resources, networks and expertise they need to commercialize their technology.

In just five years we have not only helped our companies to raise more than \$1 Billion, but we have provided the much needed infrastructure to make those investments go further. By delivering world class facilities, business and laboratory services, we have put the San Jose BioCenter on the map as the destination location for emerging companies.

Quick Facts...

- Founded in 2004 by the City of San Jose with an initial \$6.5M investment
- Received NBIA's Incubator of the Year Award
- 40,000sf Class A Facility and commencing expansion on an additional 40,000sf
- More than 50% of facility is managed common specialized laboratory and business space
- Stocked with more than \$8M of capital equipment including NMR, LC/MS, HPLC, Flow Cytometer, Microplate Reader, Fluorescence Microscope, and more
- 3 Tissue Culture Rooms, a Cold Room and Equipment Rooms
- Class A Wet Labs, Dry Labs and Furnished offices
- 40 resident and affiliate clients
- 75% of CEOs are serial entrepreneurs
- 35,000 contact database of email subscribers
- 1,500 event attendees annually

We have developed proven methods to maximize the exposure of our partners through logo and collateral placement, office hours, events, and email campaigns. We recognize the importance of finding the right partner and I would therefore like to invite you and your partners to tour the BioCenter and discuss ways in which we might be able to work together.

Kind regards,

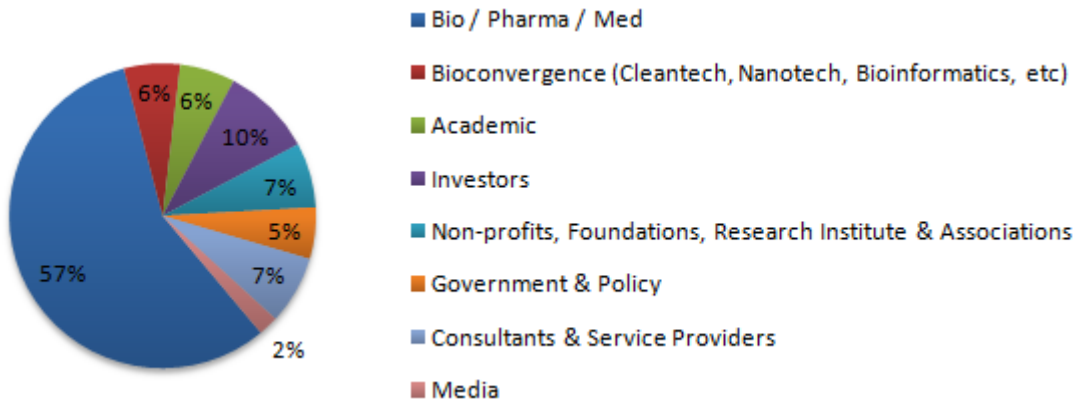


Melinda Richter,
Executive Director

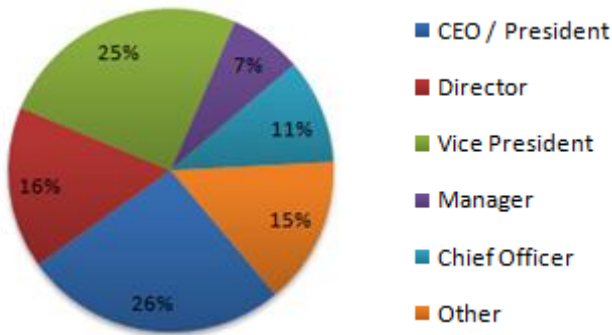
Highlights

The BioCenter team has developed a database of contacts related to the Life Sciences industries. As of today, this database counts 35,000 contacts. These contacts include emerging companies, industry leaders, investors, media, government officials, etc. A majority of these contacts are USA based (especially from California), but the database also includes contacts we believe can help you in gaining an international reputation with the main bio-convergence market in the world.

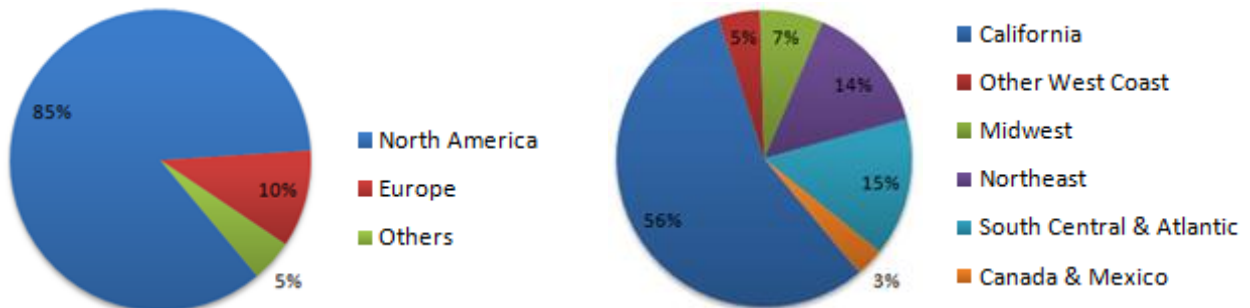
Industries Breakdown



Titles Breakdown



Geographical Breakdown



BioCenter Premier Sponsor – USD \$50,000

Premier Sponsor Benefits

Benefits include:

- Industry Exclusivity, the BioCenter will not host competitors at the Lead Sponsor level.
- High Impact Visibility, via branding, online presence, speaker placement at first-rate programs and consistent outreach through e-marketing campaigns to 35,000 email subscribers.
- Unrivaled Access to high-growth potential emerging companies and industry executives.
- Impact through participation on the Advisory Board.

Marketing & Branding

Benefits include:

- One conference room, equipment room, or service room naming.
- Announcement of the industry partnership through press release.
- Logo placement, website link and a company description in the BioCenter Press Kit and New Client Binder, as well as on all BioCenter promotional materials including but not limited to website, brochures, e-Newsletter, e-marketing campaigns, and the e-calendar of events.
- Prominent logo placement on homepage and sponsor section of the BioCenter website.
- Banner advertisement or promotion of your organization's events in **up to 5 e-marketing campaigns** sent to 35,000 email subscribers.
- Relationship will be spotlighted in BioCenter Annual Report.
- Prominent display of materials/collateral at the BioCenter.
- Large wall mounted logo displayed in the lobby of the BioCenter.

Access

Benefits include:

- Invitation to all BioCenter exclusive, invitation-only events.
- Opportunity to host office hours with BioCenter clients and affiliates.
- Invitation to coach/mentor BioCenter clientele and to network with BioCenter executive rolodex.
- Referrals to potential and current clients and affiliates.

Programs

Benefits include:

- The BioCenter will schedule, promote and operate specialized open to the public industry events featuring your organization. The BioCenter will work with you to come up with the best programming that will not only generate interest but will showcase your organization as an industry leader.
- The BioCenter will host one Networking Reception at your location.
- Organize Promotional Shows, "Lunch & Learn" receptions and other relevant events to further highlight the skill set of your organization to the BioCenter clientele.

BioCenter Platinum Sponsor – USD \$30,000

Platinum Sponsor Benefits

Benefits include:

- High Impact Visibility via branding, online presence, speaker placement at first-rate programs and consistent outreach through e-marketing campaigns to 35,000 email subscribers.
- Unrivaled Access to high-growth potential emerging companies and industry executives.

Marketing & Branding

Benefits include:

- Announcement of the industry partnership through press release.
- Logo placement, website link and a company description in the BioCenter Press Kit and New Client Binder, as well as on all BioCenter promotional materials including but not limited to website, brochures, e-Newsletter, e-marketing campaigns, and the e-calendar of events.
- Prominent logo placement on homepage and sponsor section of the BioCenter website.
- Banner advertisement or promotion of your organization's events in **up to 3 e-marketing campaigns** sent to 35,000 email subscribers.
- Relationship will be spotlighted in BioCenter Annual Report
- Prominent display of materials/collateral at the BioCenter.
- Small wall mounted logo displayed in the lobby of the BioCenter.

Access

Benefits include:

- Invitation to all BioCenter exclusive, invitation-only events.
- Opportunity to host office hours with BioCenter clients and affiliates.
- Invitation to coach/mentor BioCenter clientele and to network with BioCenter executive rolodex.
- Referrals to potential and current clients and affiliates.

Programs

Benefits include:

- The BioCenter will schedule, promote and operate specialized open to the public industry events featuring your organization. The BioCenter will work with you to come up with the best programming that will not only generate interest but will showcase your organization as an industry leader.
- Organize Promotional Shows, "Lunch & Learn" receptions and other relevant events to highlight the skill set of your organization to the BioCenter clientele.

BioCenter Gold Sponsor – USD \$15,000

Gold Sponsor Benefits

Benefits include:

- High Impact Visibility via branding, online presence, speaker placement at first-rate programs and consistent outreach through e-marketing campaigns to 35,000 email subscribers.
- Unrivaled Access to high-growth potential emerging companies and industry executives.

Marketing & Branding

Benefits include:

- Announcement of the industry partnership through press release.
- Logo placement, website link and a company description in the BioCenter Press Kit and New Client Binder, as well as on all BioCenter promotional materials including but not limited to website, brochures, e-Newsletter, e-marketing campaigns, and the e-calendar of events.
- Logo placement on homepage and sponsor section of the BioCenter website.
- Banner advertisement or promotion of your organization's events in **1 e-marketing campaign** sent to 35,000 email subscribers.
- Relationship will be spotlighted in BioCenter Annual Report.
- Prominent display of materials/collateral at the BioCenter.
- Small wall mounted logo displayed in the lobby of the BioCenter.

Access

Benefits include:

- Complimentary invitations to all BioCenter's exclusive, invitation-only events.
- Invitation to coach/mentor BioCenter clientele and opportunity to network with BioCenter executive rolodex.
- Referrals of potential and current clients and affiliates.

Programs

Benefits include:

- Organize up to 3 Promotional Shows, "Lunch & Learn" receptions and other relevant events to highlight the skill set of your organization to the BioCenter clientele.

BioCenter Silver Sponsor – USD \$7,500

Silver Level Benefits

Benefits include:

- High Impact Visibility via branding, online presence, speaker placement at first-rate programs and consistent outreach through e-marketing campaigns to 35,000 email subscribers.
- Unrivaled Access to high-growth potential emerging companies and industry executives.

Marketing & Branding

Benefits include:

- Announcement of the industry partnership through press release.
- Logo placement, website link and a company description in the BioCenter Press Kit and New Client Binder, as well as on all BioCenter promotional materials including but not limited to website, brochures, e-Newsletter, e-marketing campaigns, and the e-calendar of events.
- Logo placement on homepage and sponsor section of the BioCenter website.
- Relationship will be spotlighted in BioCenter Annual Report.
- Prominent display of materials/collateral at the BioCenter.

Access

Benefits include:

- Complimentary invitations to all BioCenter's exclusive, invitation-only events.
- Invitation to coach/mentor BioCenter clientele and opportunity to network with BioCenter executive rolodex.
- Referrals of potential and current clients and affiliates.

Programs

Benefits include:

- Organize 1 Promotional Shows, "Lunch & Learn" receptions and other relevant events to highlight the skill set of your organization to the BioCenter clientele.

“Meet with...” – USD \$5,000

The San Jose BioCenter “Meet with...” sponsorship is high profile cost-effective format targeting an audience of US life science decision makers. Our team will organize your event from A to Z, and will promote it to our established and validated contact list before the event and provide onsite support to make your event a success.

“Meet with...” Benefits

Benefits include:

- High Impact Visibility via branding, online presence, and consistent outreach through e-marketing campaigns to 35,000 email subscribers.
- Unrivaled Access to high-growth potential emerging companies and industry executives.

Format

- Up to 45 attendees can be seated in the BioCenter’s state-of-art conference center.
- The “Meet with...” program is formatted to provide your company with the right opportunity that aligns with your investment and/or partnering strategy.
- The typical format is a presentation on organizational guidelines and funding procedures, followed by a segment for general Q&A and concluding with one-on-one meetings with companies.
- The schedule is totally customizable. You can devote more or less time to the presentation, you can choose to do something with slides or something more informal that includes Q&A all the way through, the private meetings are minimum 20 min long for each but can be as long as you want, we can go over 4pm if you want to meet with more companies... The number of companies you’ll meet with also depends of how many from your organization will be coming: you can decide to meet together or split to meet with several companies at the same time.

Attendees

- Companies apply to participate and an Executive Review Committee screens them for approval of a one-on-one meeting.
- We promote the program to our client companies and the public at large through a variety of marketing channels including our email subscriber list of 35,000, priding ourselves on bringing together the right mix of high growth potential entrepreneurs and great potential partners.

Marketing & Branding

- Promotion of your company and event to our data base of 35,000 qualified life science contacts.
- The event will be listed on www.sjbiocenter.com/events.html until the day of the event, then it will be listed under “past events” at www.sjbiocenter.com/ev_past.html.
- A separate webpage will be created for the event, with agenda, description, speaker’s bios, short description of your organization, logo, and website link. This page will be up as soon as the event is organized and will remain on the BioCenter website after the event is done.

Logistics

- You will meet with the BioCenter Staff to determine what companies you would like to meet with (focus, stage, etc.). The BioCenter Staff and Reviewing Committee will then recruit applicants and screen executive summaries for you.
- The BioCenter Staff takes care of all the on-site logistics, from printing materials for your meetings, to ordering catering for your lunch with the attendees.

“Lunch and Learn” – USD \$1,500

The San Jose BioCenter “Lunch and Learn” sponsorship is high profile cost-effective format targeting an audience of biotech decision makers from Silicon Valley and the San Francisco peninsula. Our team will promote your event to our established and validated contact list before the event and provide onsite support to make your event a success.

“Lunch and Learn” Benefits

Benefits include:

- High Impact Visibility via branding, online presence, speaker placement at first-rate programs and consistent outreach through e-marketing campaigns to 35,000 email subscribers.
- Unrivaled Access to high-growth potential emerging companies and industry executives.

Format

- Up to 45 attendees can be seated in the BioCenter’s state-of-art conference center.
- The Lunch and Learn program is formatted to provide education advice and best practice strategies to companies, universities, government organizations and investors from the Silicon Valley and Peninsula area and to the biotech incubator companies with laboratories and offices at the BioCenter.
- Lunch and learn sponsor companies may choose between a panel, workshop, presentation and/or open question and answer format. The topic of the presentation is chosen by the sponsoring company but must be approved by the staff of the BioCenter.

Attendees

- Most of our attendees are C-level executive from Bay Area emerging companies, venture capitalists, pharmaceutical companies, industry associations, consultants, and both domestic and international government representatives.

Marketing & Branding

- We promote the program to our client companies and the public at large through a variety of marketing channels including our email subscriber list of 35,000, priding ourselves on bringing together the right mix of high growth potential entrepreneurs and great potential partners.
- The event will be listed on www.sjbiocenter.com/events.html until the day of the event, then it will be listed under “past events” at www.sjbiocenter.com/ev_past.html.
- A separate webpage will be created for the event, with agenda, description, speaker’s bios, short description of the sponsoring organization, logo, and website link. This page will be up as soon as the event is organized and will remain on the BioCenter website after the event is done.
- The ability to distribute written materials and promotional items to event attendees.

Logistics

- The BioCenter Staff will update you regularly with the list of confirmed attendees, assist you in setting up for your event and distributing materials on site.
- The sponsoring company will be responsible for the cost of all food beverages. The BioCenter staff will be happy to help source and arrange delivery of food from the local vendor of your choice.

Expression of Interest

For additional information or to sponsor please fill in the form below and send to: **Erika Kula, Director, Business Development, San Jose BioCenter**, at erika@sjbiocenter.com or via fax at +1 408 960 3822.

- I would like to learn more about the BioCenter sponsorship opportunities, please contact me to set up a meeting.
- I would like to learn more about the "Meet with..." opportunities, please contact me to set up a meeting.
- I would like to learn more about the "Lunch and Learn" opportunities, please contact me to set up a meeting.
- I would like to make a donation, please contact me to set up a meeting.

Company Name: _____

Primary Contact Name: _____

E-mail: _____

Telephone #: _____ ext.: _____ Fax #: _____

Address: _____

City, State, ZIP: _____

The San Jose BioCenter is an economic initiative by



Managed by

