

# Sponsorship Opportunities

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# Introduction

As a **not-for-profit membership** organisation, sponsorship is a valuable element that enables One Nucleus to provide support to our members and the wider sector. At the same time, we recognise it is very important to ensure that our sponsorship delivers value for money to each individual sponsor. We want to maintain our successful track record by continuing to work with sponsors that can add real value to our core mission of helping the Life Science sector bring innovative healthcare solutions to patients.

The following sections of this document set out all the sponsorship opportunities we currently have available. We would be pleased to discuss how these opportunities can meet our mutual goals in the coming year as well as explore any new ideas you may have.

We thank you for your continued support of One Nucleus.

## About One Nucleus

Established in 1997, One Nucleus is a not-for-profit Life Sciences & Healthcare membership organisation centred on the Greater London-Cambridge-East of England corridor. Headquartered in Cambridge, at the heart of Europe's largest Life Sciences cluster, we support those institutions, companies and individuals undertaking activity in or with the above region.

Through providing local, UK-wide and international connectivity, One Nucleus seeks to enable our members to maximise their performance. This support helping them achieve, or better still exceed, the goals they have set for themselves. Biomedical and Healthcare R&D have always been impactful in driving social and economic progress. In an increasingly outsourced, collaborative, and multi-disciplinary sector, bringing the best people together is key to translating great innovation into great products that markedly improve patient outcomes and drive economic development. Attracting and enabling the best people to engage with is at the heart of the One Nucleus team ethos and what we continually strive to deliver.

# Why Sponsor One Nucleus?

At One Nucleus we appreciate the need to ensure that sponsorship delivers value for money to every sponsor. Moreover, we want to work with sponsors who can add real value to our core activities of enabling the Life Sciences sector to maximise their collective success. In addition to membership, you can become involved with One Nucleus as a Corporate Sponsor, Partner or by sponsoring one of our events.

We have a successful track record in providing a platform for people from all parts of the Life Sciences community to meet and interact. We achieve this by hosting a wide range of events in Cambridge and London, digital events, exhibiting at national and international events, hosting delegations from overseas, publishing newsletters and maintaining a content-rich website. Our mailing list currently includes over 9,000 contacts working in the global Life Sciences sector and our social media reaching a similar number.

## Sponsorship Benefits

- Raising your company profile in one of the top cluster communities in the world
- Aligning your organisation with the leading Life Sciences network in Europe
- Maximising your engagement with the One Nucleus members
- Promoting your company via One Nucleus, not just to the Cambridge and London community, but to the global industry
- **Corporate Sponsorship attracts all Gold Member benefits**
- One ticket to One Nucleus' Genesis and ON Helix conferences (depending upon sponsorship level)

We are grateful to the following companies for their continued support:

Corporate Patron:



Corporate Sponsors:



## Corporate Sponsorship

£10,150 + VAT per Annum

In addition to the sponsorship benefits listed on page 4, Corporate Sponsorship benefits include:

### One Nucleus Correspondence

- Your company name on the One Nucleus digital letterhead

### eNewsletters

- Your logo on our monthly eNews, People Pathways and Dates for Your Diary eNewsletters

### One Nucleus Promotional Materials

- Your logo on our corporate PowerPoint Presentation
- Your logo on relevant promotional flyers
- One Nucleus logo on your communications subject to mutual agreement
- First refusal on further sponsorship opportunities e.g. networking meetings
- Your logo included in ON employees' email signatures

### Events and Conferences

- Promotion of your alignment with and support of One Nucleus at international events where One Nucleus is present and may include: BIO, BioEurope Spring and BioEurope, Biotech Showcase, NLSDays and BioPharm America.
- Promotion of your alignment with and, support of, One Nucleus at key UK events where One Nucleus is present and may include: BIA Bioscience Forum, BioTrinity and BioCap
- Enhanced profile at One Nucleus events such as ON Helix, Genesis, Building Life Science Adventures, and Innovation Seminars.

If you would like to support One Nucleus as a Corporate Sponsor, please contact [tony@onucleus.com](mailto:tony@onucleus.com).

## Event Sponsorship

### ON Helix (July): Cambridge

[www.onhelix.com](http://www.onhelix.com)

Sponsor packages start from £2,000 + VAT



Our annual Cambridge conference ON Helix brings our network together to present and discuss the main innovation and technology trends in biomedical research and development. The impact of new science and the challenges faced in translating them into new healthcare products is debated through a mix of plenary sessions, parallel workshops, 1-2-1 partnering and networking.

The one and a half-day event mixes an in-person Keynote programme, exhibition and networking with online Innovation Workshops dedicated to some current scientific and business challenges on the surrounding days. Delivered via a conference app which also includes on-demand content and 1-2-1 partnering functionality there will be plenty of opportunity for sponsors to engage the delegates attending.

#### What to expect from the conference:

- Keynote Speakers
- Interactive Panel Debates
- Innovation Workshops
- Over 200 in-person delegates and at least as many digital delegates
- Online 1-2-1 partnering
- Online Innovation Workshops
- Exhibition reserved for sponsors only

### Genesis Conference (December): London

[www.genesisconference.com](http://www.genesisconference.com)

Sponsor packages start from £1,000 + VAT



Our annual London conference Genesis continues to be one of the 'must attend' events in the Life Sciences calendar. The event assembles thought leaders and stakeholders from across the spectrum of the sector to debate key challenges, highlight current trends and celebrate successes.

Genesis is an intensive one-day event mixing in-person Keynote programme, exhibition and networking with online Innovation Workshops dedicated to some current scientific and business challenges on the surrounding days. Delivered via a conference app which includes on-demand content and 1-2-1 partnering functionality, there will be plenty of opportunity for sponsors to engage the delegates attending.

Satellite seminars and networking opportunities may be added to the Innovation Workshops to form the Genesis Fringe, providing additional return on investment for those staying in London either side of the main event.

#### What to expect:

- Keynote Speakers
- Interactive Panel Debates
- Innovation Workshops
- Online 1-2-1 partnering open to all
- Over 200 in-person delegates and at least as many digital delegates
- Online Innovation Workshops
- Genesis BioNewsRound Award
- Genesis Fringe
- Drinks Reception
- Exhibition reserved for sponsors only

## Building Life Science Adventures (March) : Digital



**Sponsor packages start from £1000 + VAT**

Creating careers not just jobs is a two-way process between those seeking to build their adventures in science and those seeking to employ them with academia a critical enabler.

This two-day free to attend digital careers conference will be a chance to fill knowledge gaps, debate best practice, and connect to enable success. Not your standard job fair, this will be an event bringing panels of students, early career seekers, employers, and universities together to engage in eight lively one-hour discussions. The event will be delivered via the conference App which includes on-demand content and the opportunity to network.

### What to expect:

- Interactive Panel Debates
- Online 1-2-1 Meetings
- On-demand content
- Complementary pass to attend the BioWednesday event on 2 March 2022.

## BioWednesday Webinars

**Sponsor packages from £500 + VAT**

We run these monthly online sessions, typically 60-90 mins in duration which involve one or more of presentations, panel discussions and open Q&A. on a topic important to the sector. Attendance ranges between 40 and 750 delegates and the sessions are recorded for further dissemination to our network post event via our YouTube channel.

We encourage our members to circulate invitations to all their members of staff as the events are an ideal opportunity for people to update their knowledge in topics they may not be directly involved in, but nevertheless may affect the growth of their company.

We welcome enquiries from potential sponsors who have ideas for topics they believe will be of interest to our members.

## Innovation Seminars

**Sponsor packages from £250 + VAT for members, £1,000 for non-members**

- From 1 hour to a full day in length
- Provides sponsors with the opportunity to tailor the agenda to their needs
- May be therapeutic area, enabling technology or business intelligence focussed
- Option for sponsors to gain exclusivity over competitor attendees
- Can be in-person or online

We welcome enquiries from potential sponsors who have ideas for topics they believe will be of interest to our members. For further information please contact [alicia@onenucleus.com](mailto:alicia@onenucleus.com).

## Thematic Interest Groups

**£4,000 + VAT and includes all Gold member benefits**

We run a range of such groups focussed on the operational roles within companies including HR, Marketing and Skills. Special Interest Groups

The aim of these groups is to provide a platform for personnel doing similar jobs in different companies to get together informally and discuss the issues that affect their particular roles. Meetings typically involve a presentation or talk on a relevant topic followed by discussion and networking. Feedback from our members suggests that they gain significant benefits by attending these special interest groups.

We welcome enquiries from companies interested in sponsoring any of the groups, or indeed creating new ones where they feel they have leadership and insight to add value.

## eNews Sponsorship

**£500 + VAT for members, £800 + VAT for non-members**

Each month we send a e-newsletter to over 9,000 contacts. This newsletter includes information on member news, DIT update, upcoming events and more. Members and non-members can sponsor a one-page advert. For more information on sponsoring our next eNews and getting your advert seen by thousands, please email [natalie@onenucleus.com](mailto:natalie@onenucleus.com)

## Annual Review

**Sponsor packages from £1,000 + VAT for members, £1,200 + VAT for non-members**

The Annual Review is a digital and printed publication which features an A-Z list of One Nucleus members, details of how we support our members and contributed articles from our network, The digital version resides on the Membership page on our website and we also promote it via our eNews and social media channels. The physical version travels nationally and internationally to all the conferences we exhibit at. There is the option to sponsor a one page advert to showcase your company. For more information on sponsoring our Annual Review, please email [natalie@onenucleus.com](mailto:natalie@onenucleus.com).



# Contact Your One Nucleus Team

## Department enquiries

<b>General</b>	<a href="mailto:info@onenucleus.com">info@onenucleus.com</a>
<b>Accounts</b>	<a href="mailto:accounts@onenucleus.com">accounts@onenucleus.com</a>
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## The Team

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