



Become a 2018 WMed Innovation Center Sponsor!

Lunch-and-Learn (\$500 per luncheon): A Lunch-and-Learn sponsor provides not only a cash sponsorship to pay for a luncheon, but also an educational presentation—the learning. This sponsorship allows a sponsoring organization to get in front of the Innovation Center clients and share valuable information that can help client companies prosper.

Benefit:

1. Sponsor name, logo, link, and session description posted on the Innovation Center's website calendar
2. Opportunity to present an informational session to the people working in the Innovation Center, and possibly guests from the WMU School of Medicine.

The Wall of Fame (\$500): An affordable sponsorship option for those who want to support the Innovation Center's work but have a limited budget. Wall of Fame sponsors receive recognition of their support as well as the opportunity to interact with the clients of the Innovation Center.

Benefits:

1. Sponsor name on a plaque in lobby
2. Sponsor name, logo, link on WMedIC website
3. Invitation to all Innovation Center events (such as client lunches, open houses, and networking events)

In-Kind Sponsors (\$0 cash; \$500 minimum of goods/services): In-kind sponsorships of good and services are always valuable as they help reduce the operational costs of the Innovation Center and provide value to the client companies. The WMed Innovation Center is a 501(c)3 nonprofit, so any in-kind donations are tax deductible. Some possible in-kind sponsorships might include scientific/technical equipment, office equipment, pro-bono services for legal, accounting, HR, marketing, web design, product development, or regulator consulting. Contact the WMed Innovation Center management to discuss details.

Benefits:

1. Sponsor name, logo, link on WMedIC website
2. Invitation to all Innovation Center events (such as client lunches, open houses, and networking events)

Name That Room (\$1,000): A high-profile sponsorship that gives a sponsor daily visibility to the clients and visitors of the Innovation Center. Room sponsors have their names and logos showcased on lovely plaques that are then placed on the door of a conference room or laboratory in the Innovation Center.

Benefits:

1. Sponsor name on a plaque on the door of one conference room or laboratory.
2. Sponsor name, logo, link on WMedIC website
3. Invitation to all Innovation Center events (such as client lunches, open houses, and networking events)

Friend of Launch MI Lab (\$1,000): Friends of Launch MI Lab provide funding to equip and operate the Launch MI Lab shared equipment area. Launch MI Lab houses many pieces of scientific and technical equipment that must be maintained, repaired, and eventually replaced. The sponsors of this program provide the capital to pay for preventative maintenance, repair of malfunctioning equipment, and the purchase of new equipment when pieces become obsolete.

Benefits:

1. Sponsor name on a plaque on the door of Launch MI Lab.
2. Sponsor name, logo, link on WMedIC website
3. Invitation to all Innovation Center events (such as client lunches, open houses, and networking events)

Friend of the Ideation Station (\$1,000): Friends of the Ideation Station provide funding to equip and operate the Ideation Station co-working space. The Ideation Station is furnished with desks, chairs, and comfortable seating that eventually must be replaced. In addition, the Ideation Station contains a printer that requires a constant diet of paper and ink cartridges. The sponsors of this program provide the money to purchase office supplies and furniture and maintain the space as a comfortable, collaborative place in which to develop new startup businesses.

Benefits:

1. Sponsor name on a plaque on the door of the Ideation Station.
2. Sponsor name, logo, link on WMedIC website
3. Invitation to all Innovation Center events (such as client lunches, open houses, and networking events)

Kalamazoo Venture Tuesday (\$2,500): These quarterly pitch events are part of the WMed Innovation Center's entrepreneurial training effort. Kalamazoo Venture Tuesday provides informal networking among entrepreneurs (and aspiring entrepreneurs), investors, and others interested in nurturing entrepreneurship in Michigan. Three technology companies present their business plans to the audience and a panel of three investors. Aspiring entrepreneurs will receive coaching from the investor panel and seasoned business development experts in the audience.

Benefits:

1. Sponsor name, logo, link on WMedIC website
2. Opportunity to place company promotional material at the KVT meetings
3. Opportunity to address the audience at the KVT meetings

Innovation Center Partner (\$10,000 - \$20,000): Partner sponsors are embedded into the everyday function of the Innovation Center, gaining valuable access to Innovation Center clients while clients get access to high quality professional services. Partner sponsorship is designed to allow a small group of service providers to interact with Innovation Center clients on an ongoing basis, providing discounted services to client companies while those companies are residents of the Innovation Center.

Benefits:

1. Exclusive use of one of two offices without a window (\$10,000 sponsorship per year)
2. Exclusive use of one of two offices with a window (\$15,000 sponsorship per year)
3. Exclusive use of the large office (without a window) that can accommodate 2 people (\$20,000 sponsorship per year)
4. Sponsor name, logo, link on WMedIC website
5. Invitation to all Innovation Center events (such as client lunches, open houses, and networking events)
6. Opportunity to put educational content in the monthly Innovation Center newsletter.

NOTE: All sponsor benefits are for one year only and must be renewed annually in order for benefits to continue