

January, 2012

Dear Supporter,

At Life Science Association of Manitoba (LSAM), it is our vision for the Life Science Industry in Manitoba to realize local and global success in innovation and commercialization. We are striving to achieve this by connecting people, information and ideas, supporting the development of Manitoba's human resource capacity through training and to strengthen the business environment for members by providing a voice for the life science industry in Manitoba.

LSAM's activities are member driven; highlights from last year's projects included:

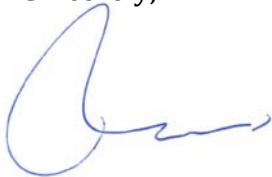
- The Manitoba Innovation Breakfast
- Targeted Training Events
- Trade Missions
- LSAM Annual Awards Gala
- The launch of the new LSAM website.

I am excited to present the new and more flexible sponsorship package for 2012. LSAM Sponsorship will elevate your organization's profile and set you apart as a leader in the life science industry in Manitoba.

For more information or to discuss sponsorship opportunities please contact Stephen Szczerba at sszczerba@lsam.ca or by phone at (204) 272-5094 or Kristina Braun at kbraun@lsam.ca at (204) 272-4590.

I look forward to your support and working with you to determine projects which will be of greatest interest to your organization.

Sincerely,



Tracey Maconachie
President, LSAM

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ASSOCIATION SPONSORSHIP

- Platinum Association Sponsor** (two available) \$25,000
- LSAM membership
 - Inclusion throughout the website and on the LSAM newsletter as Platinum Association Sponsor
 - Your choice of two options from list A
 - Your choice of one option from list B
 - Your choice of one option from list C
 - Company profile and logo included in a newsletter publication
- Gold Association Sponsor** (three available) \$15,000
- LSAM membership
 - Inclusion throughout the website and on the LSAM newsletter as Gold Association Sponsor
 - Your choice of two options from list B
 - Your choice of one option from list C
- Silver Association Sponsor** (three available) \$10,000
- LSAM membership
 - Inclusion throughout the website and on the LSAM newsletter as Silver Association Sponsor
 - Your choice of one option from list B
 - Your choice of one option from list C
- Bronze Association Sponsor** (five available) \$7,500
- LSAM Membership
 - Choose 2 items from list C

ASSOCIATION SPONSORSHIP CHOICE LIST

List A:

- Gala Title (1)
- Golf Dinner Sponsor (1)
- National Biotechnology Week Title (1)
- Holiday Reception Title (1)
- Golf Tournament Title (1)

List B:

- Networking Reception Title (6)
- Training Title (6)
- Awards Gala Gold (Available for Gold Sponsors only) (2)
- Awards Gala Silver (2)
- Trade Mission Sponsor (2)
- Golf Cart Sponsor (1)
- Website Sponsor (5)

List C:

- Golf Hole Sponsor (15)
- Golf Reception Sponsor (1)
- National Biotechnology Week Supporting Sponsor (2)
- Gala Table Sponsor (14)

ACTIVITY SPONSORSHIP OPPORTUNITIES

NETWORKING EVENTS

Networking events are an opportunity to connect with fellow industry members, exchange information and ideas. Our events provide a comfortable forum for business exchange. Re-occurring approximately every two months

Title Sponsor - \$1,500

- The Title Sponsor will work closely with LSAM, providing input on the event, including guest list
- Logo on event website
- Logo on event signage, printed material and electronic communications
- Opportunity to provide opening remarks or introduce special guests
- Two complementary passes to the event
- Outcomes and feedback will be shared with our partner

Exhibitor - \$100

- Bring your display and printed material to an LSAM event

LSAM is actively engaged with provincial and federal departments to ensure that issues, such as taxes, venture capital, infrastructure, immigration and education are thoughtfully considered so that established companies can grow and small and medium enterprises will be successful. LSAM will coordinate events that bring together decision makers with our members to discuss challenges facing industry.

Public policy and communication are important for advocacy endeavors. Events focused around advocacy raise the public profile of the life science industry by identifying and promoting the importance of advances in the industry and the impacts that they have on their everyday lives.

Sponsor benefits: As an event sponsor your material will be displayed at the event and your logo will be at the forefront in all electronic communications, acknowledging your support. Your commitment as an event sponsor will elevate your profile and position your organization as a leader in the life science community.

TRAINING SESSIONS AND LSAM BUSINESS DEVELOPMENT SERIES

Training events are important for strengthening and growing companies in the life sciences. Training enables companies of all sizes to grow their businesses.

Training Sponsor - \$1,000 to \$2,500

- May provide input on the training topic and keynote speaker/presenter
- May sponsor a scheduled business series event
- Logo on training session webpage
- Logo on session signage, printed material and electronic communications, including cover page on the handouts
- Opportunity to provide opening remarks or introduce special guests
- Up to two participants in the training session
- Acknowledgement of contribution in the participant follow-up survey
- Outcomes and feedback will be shared with our partner

Sponsorship benefits: Your support of LSAM training events will show your commitment to providing a better business environment for companies in the industry and support growing companies. A demonstration of your organizations capabilities and strengths provides a unique opportunity to enhance your business relationship with a targeted group of industry members.

TRADE MISSION PARTNER

The Association embarks on a number of trade missions over the course of the year. Highlights from last year include:

- Quebec Trade Mission
- BioPartnering in Vancouver
- 2011 BIO International Convention
- Manitoba Biomass Business Bus Tour
- LifeScience Alley Conference

Trade Mission Sponsor: Cost TBD

- LSAM staff will work with you to determine if the right forum is available for your needs
- Opportunity to provide a presentation or information session
- Logo on event webpage on the LSAM website
- Acknowledgement of your support during the event
- Acknowledgement of contribution in the participant follow-up survey
- Outcomes and feedback will be shared with our partner

Sponsorship benefits: Your support of an LSAM trade mission gives you the opportunity to have the attention of a captive audience to showcase your organizations activities and strengths. This can enhance your business relationship with a targeted group of industry members.

ANNUAL LSAM GOLF TOURNAMENT

In 2011 LSAM partnered with the Biomedical Youth Program - Inner City Science Centre, which is dedicated to bringing youth in Winnipeg's inner city together with university professors, graduate students, and science enthusiasts. Based on the success of the tournament, we are proud to announce that a \$2,000 donation was made to the organization and we look forward to continuing to grow our relationship in 2012.

Title Sponsor: \$3,000

- Logo on event signage indicating your role as Title Sponsor
- Logo on promotional material for the event, including the LSAM Newsletter
- Logo on the 13th Annual LSAM Golf Tournament webpage
- Opportunity to set up and distribute promotional material at the event
- Recognition of your support at the dinner banquet
- Hole Sponsorship

Cart Sponsor: \$2,000

- Corporate name and logo will be displayed on each golf cart
- Logo on the 13th Annual LSAM Golf Tournament webpage
- Recognition of your support at the dinner banquet
- Hole Sponsorship

Hole Sponsor: \$1,200

- 4 complementary registration packages (golf, reception and dinner)
- Corporate signage at a designated hole
- Your own event/game or giveaway (if you choose) at the hole
- Recognition of your support at the dinner banquet

Dinner Sponsor: \$2,500

- Corporate name and logo on dinner banquet signage
- Logo on the 13th Annual LSAM Golf Tournament webpage
- Opportunity to bring opening remarks
- Opportunity to present an award
- Opportunity to set up and distribute promotional material at the event
- 2 complementary passes for golf and dinner banquet

Reception Sponsor: \$1,000

- Corporate name and logo will be displayed on the reception signage
- Opportunity to address participants
- Opportunity to set-up and distribute promotional material at the reception
- Recognition of your support at the dinner banquet
- 2 complementary passes for golf and dinner banquet

Sponsorship benefits: Your participation as a golf tournament sponsor will be a great opportunity to promote your organization by increasing visibility (signage) and face time with our tournament participants.

NATIONAL BIOTECHNOLOGY WEEK

National Biotechnology Week is an annual event to celebrate Canada's scientific ingenuity. The event involves every region of the country participating in this national program designed to inform Canadians and showcase Canadian excellence in life sciences.

In 2011, featured events included:

- A series of workshops at the Inner City Science Centre for elementary and middle school students
- Student tours of Cangene, The Richardson Centre for Functional Foods and Nutraceuticals, Industrial Technology Centre, Composites Innovation Centre and the University of Manitoba
- Business Leaders Reception featuring a keynote address from the Manitoba Health Research Council

Title Sponsor: \$3,000

- Your role as Title Sponsor will be clearly displayed on all signage and event material
- Organization name and logo on the National Biotechnology Week webpage on the LSAM website
- Acknowledged in opening and closing remarks at National Biotechnology Week events
- Opportunity to address the audience at the event of your choosing
- Opportunity to display and distribute your material at the event of your choosing

Supporting Sponsor: \$1,000

- Organization name and logo will be clearly displayed on all signage and promotional material
- Organization name and logo on the National Biotechnology Week webpage on the LSAM website
- Your role as Supporting Sponsor will be acknowledged in opening and closing remarks at National Biotechnology Week events
- Opportunity to display your material at a National Biotechnology Week event

Sponsorship Benefits: National Biotechnology Week is your chance to collaborate, enlarge your network, and build your brand by showing your commitment to building public understanding of the science – and business – of biotechnology. Demonstrate your organizations support of Manitoba education by supporting student engagement in the life sciences.

AWARDS GALA

The Awards Gala is a special opportunity to celebrate the successes of the life science industry in Manitoba.

Title Sponsor: \$7,500 (Available to Association Platinum Sponsors)

- Acknowledgment of your role as Title Sponsor on the event website
- Logo included on the event ticket
- Opportunity to present an award or introduce keynote
- Opportunity to deliver either opening or closing remarks
- Logo on event signage, printed material and electronic communications
- One corporate table with priority seating at the event
- Name and logo clearly displayed at corporate table

Gold Sponsor: \$5,000 (Available to Association Gold Sponsors)

- Acknowledgment of your role as Gold Sponsor on the event website
- Logo included on the event ticket
- Acknowledgement of your role as Gold Sponsor in opening/closing remarks
- Logo on event signage, printed material and electronic communications
- One corporate table with priority seating at the event
- Name and logo clearly displayed at corporate table

Silver Sponsor: \$3,000

- Acknowledgment of your role as Silver Sponsor on the event website
- Acknowledgement of your role as Gold Sponsor in opening/closing remarks
- Logo on event signage, printed material and electronic communications
- One corporate table at the event
- Name and logo clearly displayed at corporate table

Table Sponsor \$1,500

- One corporate table at the event
- Name and logo clearly displayed at corporate table
- Acknowledgement in the opening and closing remarks

Sponsorship Benefits: Sponsors can anticipate being part of one of the preeminent association events. Guests will have the opportunity to network with an influential business audience. Your sponsorship of this event demonstrates your support for innovation, collaboration and success in the life science industry in Manitoba.

LIFE SCIENCE SECTOR HOLIDAY RECEPTION

One of the most popular LSAM events, the Holiday Reception is an opportunity to bring the life science community together to celebrate the holiday season.

Title Sponsor: \$3,500

- Company logo on all event material, including signage
- Logo included on event webpage
- Opportunity to open the floor for either a 20 minute presentation or information session.
- Acknowledgement of your role in the opening and closing remarks
- Opportunity to bring and distribute corporate material to the event

WEBSITE SPONSORSHIP

LSAM is pleased to offer an opportunity to elevate the profile of our members by including your logo in strategic locations on the homepage of our website:

www.lsam.ca

Sponsorship rate:

2 Month Web Sponsor: \$500

5 Month Web Sponsor: \$800

You may choose either consecutive months or have it split up over the course of the year.

Sponsorship Benefits: The re-launch of the LSAM website has given us the opportunity to include current news stories, upcoming association events, archived newsletters and training sessions. As a result, traffic to the website has increased substantially in the last year. Website sponsorship will increase your organizations visibility to visitors of the LSAM website. A link to your organizations website through your logo on the LSAM website is available to drive traffic to your website directly.