

# Sponsor Prospectus

## PLATINUM SPONSORSHIP

**\$15,000 USD yearly**

These sponsor funds will be used for in person FeMS events, and as part of a general FeMS Awards Fund.

Sponsor benefits include:

- Verbal acknowledgement of Sponsor at FeMS meetings and events
- Option to be 'sole sponsor' for one quarter 'Empowerment Awards'<sup>1</sup>
- Sponsor logo and link to sponsor website on FeMS website<sup>2</sup>
  - static image located on sidebar; displayed throughout entire site below FeMS twitter feed
  - maximum size 720x400 pixels
  - Sponsor logos will be placed in alphabetical order
  - duration: 1 year (for duration of sponsorship)
- Links to sponsor webpage included in FeMS email footer
- Sponsor banner and announcements in FeMS bi-monthly Newsletter<sup>3,4</sup>
  - Newsletter is sent to mailing list, archived on website, and posted on LinkedIn and Twitter<sup>5</sup>
  - One banner per sponsorship-year is included. Additional banners as per a-la-carte cost
- Twenty percent discount on a-la-carte options

## A-LA-CARTE OPTIONS

Sponsored FeMS Virtual Session | \$2500 USD

Sponsored FeMS Session at In Person Conference | Price upon request

Sponsor of FeMS Empowerment Awards | Any amount – \$2000 USD minimum

Sponsor announcement on FeMS website | \$500 USD

- conditional on FeMS board approval
- rotating banner on homepage below other FeMS announcements
- 1 month duration

Sponsor announcement in FeMS email blast and/or newsletter | \$1000 USD per announcement

Sponsor banner in FeMS Newsletter | \$1000 USD per banner<sup>6</sup>

### Notes

(1) <https://femalesinms.com/empowerment/>

(2) [www.femalesinms.com](http://www.femalesinms.com) website average 400 views/125 visitors per week (2021). Example placement attached.

(3) FeMS email list currently ~720 members

(4) Newsletter submission form via FeMS website submitted 2 weeks prior to posting. Sponsor banner on first page approx. 2.4 x 8.5". Sponsor announcement default font size 14 in a section approx. 2.4 x 8.5". The more text the smaller the font size used. See archived newsletters on FeMS website: <https://femalesinms.com/newsletter/>

(5) LinkedIn and Twitter posts will tag sponsor and will be shareable. FeMS LinkedIn group 1040 members. @Femalesms Twitter 3900+ followers.

(6) Limited quantities of banner spots

## SPECIFIC AWARDS

**\$2000 USD minimum**

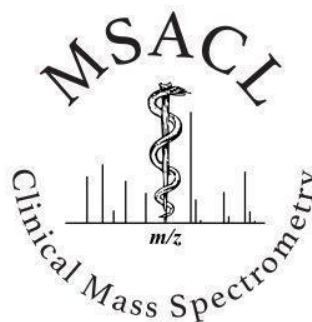
Sponsors are encouraged to work together with FeMS for specific vendor sponsored awards, such as the Agilent Darlene Solomon Award, and the Catherine E Costello Award by Avanti Polar Lipids. Awards can be one time, or recurring.

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**FeMS thanks our sponsors!**



**Agilent Technologies**

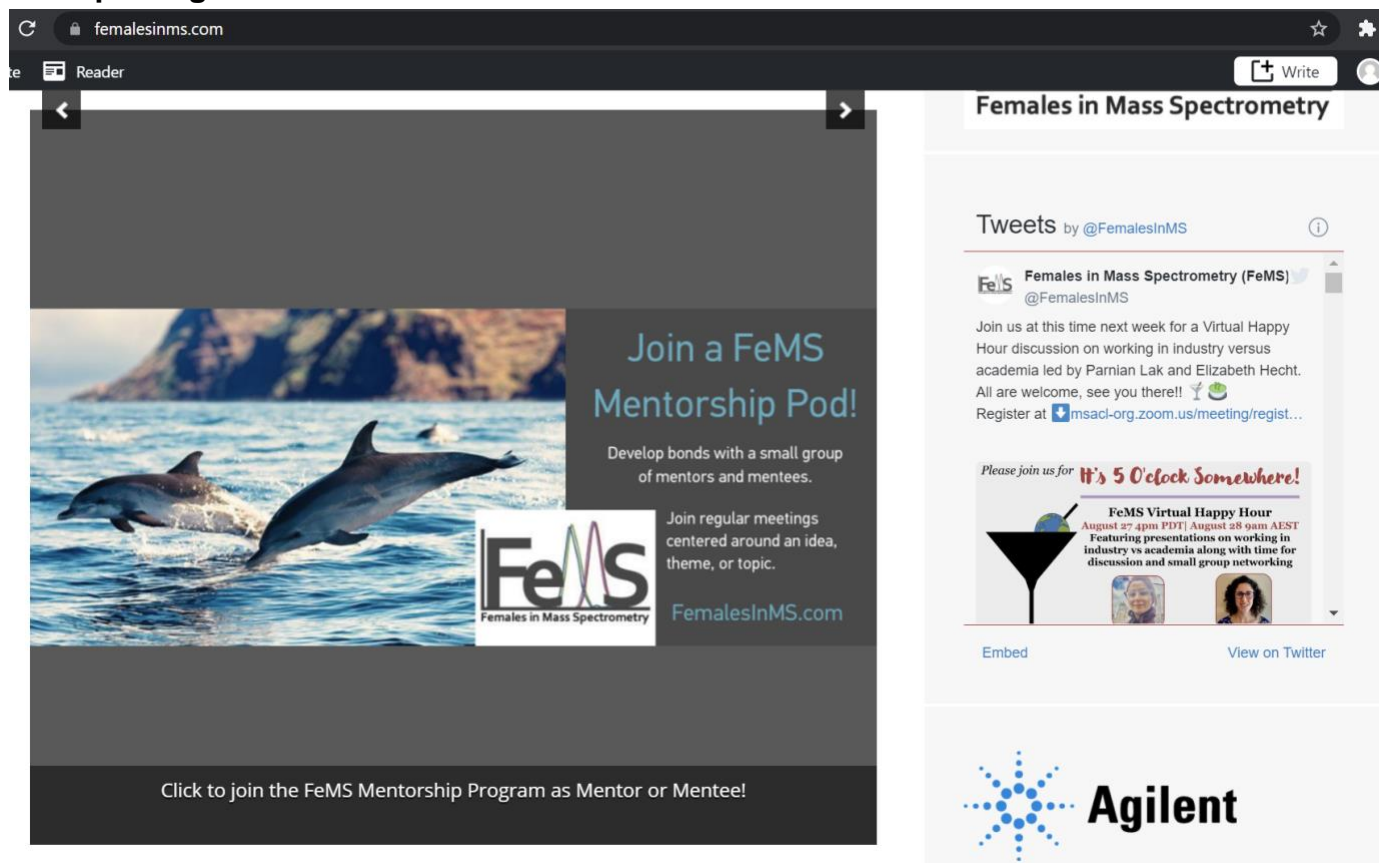


**Waters™**

Please contact any of our FeMS founders to discuss sponsorship opportunities:  
Anne K Bendt: [anne.bendt@nus.edu.sg](mailto:anne.bendt@nus.edu.sg) | Grace van der Gugten: [grace.v.mass.spec@gmail.com](mailto:grace.v.mass.spec@gmail.com)  
Amber Herold: [amber.herold@msacl.org](mailto:amber.herold@msacl.org)

FeMS Funds are currently managed through The Association for Mass Spectrometry: Applications to the Clinical Laboratory (MSACL), a registered 501c3 non-profit organization.

## Example Logo Placement on FeMS Website



The image shows a browser window displaying the website [femalesinms.com](http://femalesinms.com). The main content area features a large banner with a photograph of two dolphins leaping from the water. To the right of the image, the text reads: "Join a FeMS Mentorship Pod! Develop bonds with a small group of mentors and mentees. Join regular meetings centered around an idea, theme, or topic." Below this text is the FeMS logo, which consists of the letters "FeMS" in a stylized font with a mass spectrum waveform integrated into the "S", and the text "Females in Mass Spectrometry" underneath. The website URL "FemalesInMS.com" is also visible. At the bottom of the banner, there is a call to action: "Click to join the FeMS Mentorship Program as Mentor or Mentee!".

On the right side of the browser window, there is a social media feed for "Females in Mass Spectrometry". The feed shows a tweet from @FemalesInMS: "Join us at this time next week for a Virtual Happy Hour discussion on working in industry versus academia led by Parnian Lak and Elizabeth Hecht. All are welcome, see you there!! 🍹🌍 Register at [msacl-org.zoom.us/meeting/regist...](https://msacl-org.zoom.us/meeting/regist...)". Below the tweet is a promotional graphic for the "FeMS Virtual Happy Hour" on August 27th (4pm PDT / August 28th 9am AEST). The graphic features a martini glass with a globe as a garnish and the text "Please join us for It's 5 O'clock Somewhere!". Two small profile pictures of women are shown at the bottom of the graphic. Below the tweet and graphic are links for "Embed" and "View on Twitter".

At the bottom of the browser window, the Agilent logo is displayed, consisting of a blue starburst icon followed by the word "Agilent" in a bold, sans-serif font.