

# Partnership Opportunity

Partnership Benefits: Overview, Details and Examples

BioMelbourne Network  
Wilam | Life Sciences Industry Community  
BioResource Hub



**BioMelbourne  
Network**  
Progressing BioIndustry



**Wilam**  
Life Sciences Industry Community

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# Partnership Packages

Package A is included in all partnership agreements. Combine this with other packages to suit your organisation's needs.

**Package A**  
Marketing and Branding

**Package B**  
Market Intelligence

**Package C**  
Personalised community engagement

**Package D**  
BioMelbourne Network event participation or sponsorship

**Package E**  
BioResource Hub sponsorship and/or personalised lab

# Partnership Benefits Overview

Use this table to indicate benefits/services you are interested in.

Package A Marketing and Branding	Logo on Wilam public-facing homepage	Logo on Wilam member homepage carousel	Logo on Wilam electronic mailings
	Partner recognition communications	Logo on BioMelbourne Network communications	Listing on Wilam partner's page
Package B Market Intelligence	Targeted mapping of Australia's life sciences sector	Reporting on engagement and activity on Wilam	Targeted communications to sector (emails, polls)
Package C Personalised Community Engagement	Branding within a specific community	Creation of community for partner organisation	Creation of independent library
Package D BioMelbourne Network Events	Speaking opportunity at BioMelbourne Network events	Sponsorship of BioMelbourne Network event/s	Development and hosting of personalised webinars/events
Package E BioResource Hub	Branding on BioResource Hub	Personalised area in BioResource Hub for resources	Discounted views of recorded events

# Partnership Benefits Details

Benefit Category	Specific Benefit	Details	Outcomes
Package A Marketing and Branding	Logo on Wilam public-facing homepage	<ul style="list-style-type: none"> <li>- Partnership logo stack</li> <li>- Link to Wilam Partner's page</li> <li>- Example placement: Figure 1A/B</li> </ul>	<p>Align brand with a new initiative to benefit and advance Australia's life sciences industry</p> <p>Increase brand awareness with existing and new audiences</p>
	Logo on Wilam member homepage carousel	<ul style="list-style-type: none"> <li>- Rotating carousel</li> <li>- Clickable link to partner's website</li> <li>- Example placement: Figure 1C</li> </ul>	
	Logo on Wilam electronic mailings	<ul style="list-style-type: none"> <li>- Logo stack in Wilam emails</li> <li>- Distribution to &gt;6500 recipients</li> <li>- Example placement: Figure 1D</li> </ul>	
	Partner recognition communications	<ul style="list-style-type: none"> <li>- Logo</li> <li>- Contact details and links</li> <li>- Description</li> </ul>	
	Logo on BioMelbourne Network communications	<ul style="list-style-type: none"> <li>- Recognition in BioMelbourne Network communications</li> <li>- Logo stack</li> </ul>	
	Listing on Wilam partners' page	<ul style="list-style-type: none"> <li>- Emails and social media posts highlighting partners</li> <li>- Targeted emails sent on behalf of partner organisation</li> </ul>	
Package B Market Intelligence	Targeted mapping of Australia's capabilities in life sciences	<ul style="list-style-type: none"> <li>- Organisations, locations, stage, size, capabilities.</li> <li>- Targeted or general</li> </ul>	<p>Facilitated business development</p> <p>Gain deep insights about the capabilities of Australia's life sciences sector</p> <p>Discover what the industry is talking about and interested in</p>
	Reporting on engagement and activity on Wilam	<ul style="list-style-type: none"> <li>- Quarterly/monthly</li> <li>- Top discussions, library entries, page views, search terms, and more</li> </ul>	
	Targeted communications to sector (emails, polls)	<ul style="list-style-type: none"> <li>- Targeted emails to specific groups</li> <li>- Polls presented on Wilam</li> </ul>	

# Partnership Benefits Details

Benefit Category	Specific Benefit	Details	Outcomes
Package C Personalised Community Engagement	Branding within a specific community	<ul style="list-style-type: none"> <li>- Specific community – e.g. manufacturing</li> <li>- Logo on community home</li> </ul>	<p>Build relationships and engage with a relevant, specific community and audience</p> <p>Showcase resources and product information to the life sciences industry</p>
	Creation of community for partner organisation	<ul style="list-style-type: none"> <li>- Personalised community</li> <li>- Administered by Wilam team</li> <li>- Features: discussion board, library and events calendar</li> </ul>	
	Creation of an independent library	<ul style="list-style-type: none"> <li>- Branded space to share resources</li> <li>- Hosts documents, videos, webinars, slides</li> </ul>	
Package D BioMelbourne Network Event Opportunities	Speaking opportunity at a BioMelbourne Network event	<ul style="list-style-type: none"> <li>- Opportunity for a representative from partner organisation</li> <li>- Event of partner's choice</li> </ul>	<p>Increase brand/product awareness</p> <p>Reach out to both new and existing audiences</p> <p>Align brand with events that are important to your organisation</p>
	Sponsorship of BioMelbourne Network event/s	<ul style="list-style-type: none"> <li>- Ask about our detailed event sponsorship package</li> </ul>	
	Development and hosting of personalised webinars/events	<ul style="list-style-type: none"> <li>- Online or in-person event</li> <li>- Leveraging Wilam and BioMelbourne Network contacts</li> </ul>	
Package E BioResource Hub	Branding on BioResource Hub	<ul style="list-style-type: none"> <li>- Logo on BioResource Hub</li> <li>- Recognition as partner</li> </ul>	<p>Increase brand/product awareness</p> <p>Facilitate training and learning</p> <p>Allow events/resources to continue to be profitable.</p>
	Personalised BioResource Hub for resource sharing	<ul style="list-style-type: none"> <li>- Hosts resources (videos, podcasts) on the platform with a specific channel/site</li> </ul>	
	Discounted views of recorded events, to use or share	<ul style="list-style-type: none"> <li>- Bundled access to some BioMelbourne Network resources</li> </ul>	

# Examples – Logo Placement



Figure 1. Examples of branding on Wilam website and electronic mailings.

# Example – Market Intelligence

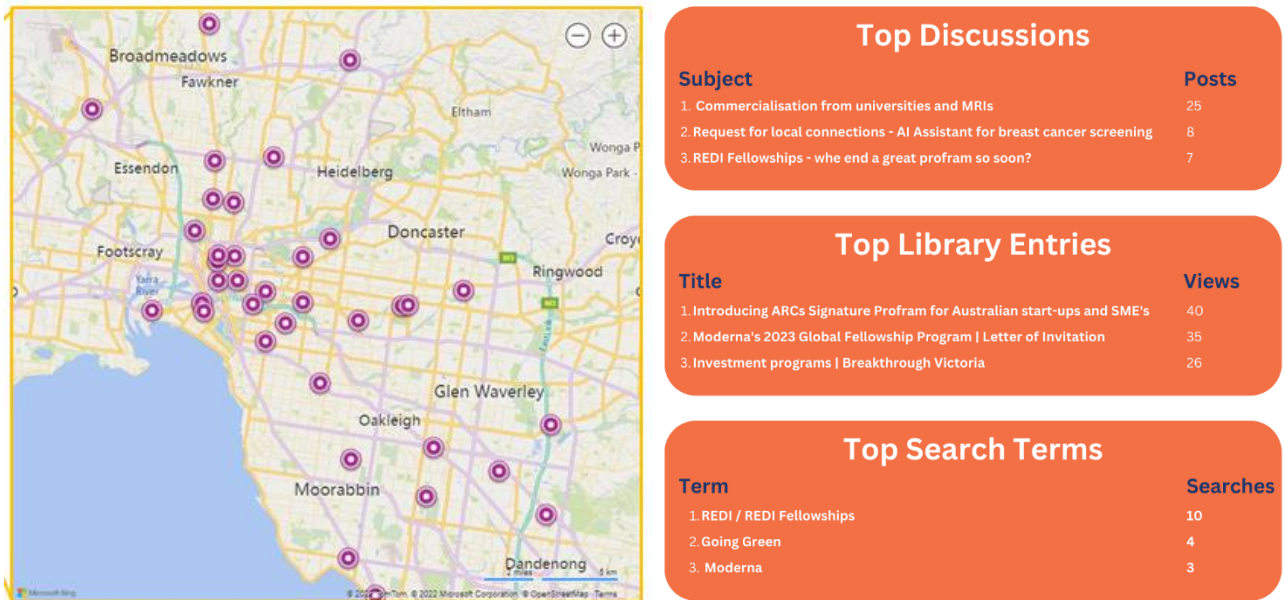


Figure 2. Examples of market intelligence.

**Left: Targeted capability mapping.**

Wilam allows organisations to find and be found by others. Therefore, Wilam can map the capabilities of Australia's life sciences industry. Mapping can be targeted to a particular sector, size or capability. Following mapping, organisations can be contacted through Wilam or introductions made by the Wilam/BioMelbourne Network team.

**Right: Example of reporting from Wilam engagement.**

Reports can be tailored to suit the interests of partner organisations.



# Partner Organisation Responsibilities

In return for the agreed services and deliverables, we ask partner organisations to:

- Promote Wilam through your communications, activities and discussions.
- Encourage start-ups, research and STEM, manufacturers and service providers to connect on Wilam.
- Provide information and publish posts on Wilam, answering questions and responding to posts in line with the partner organisation's priorities and activities.
- Lead a conversation before or after the event that you participate in or sponsor, to discuss and further develop the ideas presented in the event.
- Promote the BioResource Hub and its content to the industry.