



# RARE Entrepreneurial Development & Incubation (REDI) Initiative

*Equipping, Connecting, Enabling RARE Innovators*

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## 2022 Sponsorship Prospectus

[www.globalgenes.org](http://www.globalgenes.org)

**#CareAboutRARE**

# About the REDI Initiative

Rare patients, caregivers and advocates are increasingly taking matters into their own hands to not only fund research, but to form partnerships and companies to spur the advancement of therapeutic assets through clinical development and to market as well.

New types of collaborations and business models are emerging to support these “philanthrepreneurial” efforts, with the ultimate goal of increasing the number of therapies available to rare disease patients in urgent need of options.

Global Genes believes the incubation of rare disease entrepreneurs, ventures and partnerships (from translational to commercial stages) offers an important opportunity to address the lack of available therapies for most rare diseases. Given current market dynamics, this support and will be vital to continuing momentum in rare disease-focused drug development.

We envision the opportunity, through REDI, to increase the productivity and viability of drug development programs for ultra-rare and neglected rare diseases, as well as the expansion of opportunities for more diverse and globally dispersed innovators. We have built on current Global Genes partnerships, platforms and programs to create a continuum of events, content, mentoring, support, vetting and visibility opportunities for participants.

REDI will kick off at the Rare Disease Innovation and Partnering Summit in Boston, beginning with a kick-off Networking Reception on Monday, May 16, and will continue through a series of events and ongoing interactions and opportunities throughout the year - culminating with exclusive and non-exclusive opportunities REDI-prepared entrepreneurs to present to investors and potential partnering companies.

REDI program components will include regional REDI training, vetting and networking events tied to relevant meetings, tracks at existing Global Genes events, a dedicated REDI Summit in Q4 offering an exclusive opportunity for companies, investors and other REDI partners to review REDI-cultivated programs and assets, and culminating in a focused track of activities in conjunction with the Biotech Showcase and RARE in the Square in January 2023.

Sponsor opportunities include Champion Sponsors, with recognition and special opportunities to engage across events; Summit and Regional Event Sponsors, for those who may want to help host an event and foster entrepreneurs in their region; REDI Community Development Sponsors, who will support ongoing engagement and mentoring among REDI participants on the Global Genes RARE Portal; and REDI Partner and Catalyst Sponsorship Opportunities across events to encourage and enable emerging company and academic institutions to be actively involved.

A description of various sponsor levels, costs and benefits is included below.

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For more information please contact Kathy O'Connor at [kathyo@globalgenes.org](mailto:kathyo@globalgenes.org),  
Kristin Soto at [kristins@globalgenes.org](mailto:kristins@globalgenes.org) or Craig Martin at [craigm@globalgenes.org](mailto:craigm@globalgenes.org)

# Sponsorship Levels & Benefits

PARTNERSHIP / LEVEL	FUNDER BENEFITS
<p><b>REDI Champion</b> <i>Key Sponsor with recognition/speaking roles across all REDI events + relevant tracks at other GG events</i></p> <p><b>Champion Sponsor</b> (Limit 3 @ \$250k)</p>	<p><b>Champion Sponsor:</b> Premier sponsor with acknowledgment across all REDI-related materials, events, website, post-event videos and press releases; REDI Community on Portal, 3 speaking opportunities across REDI events and/or relevant tracks at other events (e.g., RDDS, REB, RITS), REDI Advisory Committee Chair position, 2 insight reports/year, first opportunities for partnering with REDI prospects; 6 full event passes for each REDI event; featured story in NEXT Report; 1 RARECast episode interview</p>
<p><b>REDI Summit</b></p> <p><b>Host</b> (Limit 3 @\$150k)</p> <p><b>Reception</b> (1 @ \$75k)</p> <p><b>Catalyst</b> (@ \$30k)</p> <p><b>Partner</b> (@ \$15k)</p>	<p><b>Host:</b> REDI Advisory Committee participant, acknowledgment on all event-related materials, website, post-event videos, press release; One presenting role (opening/closing remarks); 6 full event passes</p> <p><b>Reception Sponsor:</b> Featured sponsor of REDI Networking Reception; acknowledgment on all event-related materials, website, and press release; 4 full event passes</p> <p><b>Catalyst:</b> Acknowledgment on all event-related materials, website, post-event videos, press release; One moderator role; 3 full event passes</p> <p><b>Partner:</b> Emphasis on emerging biotech, tech transfer from academic institutions, external innovation units and pharma venture, Acknowledgment on all event-related materials, website, post-event videos, and press release; 2 full event passes</p>
<p><b>REDI Regional Event</b></p> <p><b>Host</b> (Limit 1 @ \$100k)</p> <p><b>Reception</b> (@\$50k)</p> <p><b>Catalyst</b> (@\$20k)</p> <p><b>Partner</b> (@\$10k)</p>	<p><b>Host:</b> REDI Advisory Committee participant, acknowledgment on all event-related materials, website, post-event videos and press release; Key presenting role (opening/closing remarks presenter); 6 full event passes; prominently featured in all signage and materials onsite (which could be at their facility)</p> <p><b>Reception Sponsor:</b> Acknowledgment on all event-related materials, website, and press release; sole sponsor of REDI Networking Reception; 4 full event passes</p> <p><b>Catalyst:</b> Acknowledgment on all event-related materials, website, post-event videos, and press release; One moderator role; 4 full event passes</p> <p><b>Partner:</b> Emphasis on emerging biotech, tech transfer from academic institutions, external innovation units and pharma venture, Acknowledgment on all event-related materials, website, post-event videos, and press release; 2 full event passes</p>
<p><b>REDI Community Development</b> <i>Support for distinct REDI community programming, mentoring, matchmaking on Global Genes' RARE Portal</i></p> <p><b>Host</b> (Limit 1 @ \$100k)</p> <p><b>Programming</b> (@\$35k)</p> <p><b>Events</b> (@\$15k/event)</p>	<p><b>Host:</b> REDI Advisory Committee participant, acknowledgment on REDI-related community portal programs, website, speaking role (2 virtual events), survey (1), receive insights reports (2/year); featured story in NEXT Report</p> <p><b>Programming:</b> Recognition in REDI content shared via Portal, moderator role (1 virtual event), 1 insight report/year</p> <p><b>Events:</b> Featured sponsor of 1 event (non-promotional) featuring KOL or expert/s via Portal, 1 insight report/year</p>

# Sponsorship Payment & Cancellation Terms

Payment is due upon receipt of agreement. Sponsor benefits will not be executed until payment has been received.

Global Genes must receive payment at least 30 days prior to the event. If not received, sponsorship may be cancelled, agreement will be considered void, and sponsor benefits will not be executed.

Sponsors may cancel per the following schedule:

- From date of signed agreement to 120 days from event, 90% refund
- 120-90 days prior to the event, 50% refund
- After 90 days prior to the event, no refunds

*Cancellation notice must be sent to the events team at [events@globalgenes.org](mailto:events@globalgenes.org).*

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## **Cancellation of an Event**

It is mutually agreed that in the event Global Genes cancels an event due to disaster, strike, labor dispute, governmental intervention, malicious damage, acts of war, or other causes which would prevent its scheduled opening or continuance, then and thereupon the agreement will be terminated and Global Genes shall determine an equitable basis for the refund of such portion of the exhibit fee as is possible, after due consideration of expenditures and commitments already made.



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