



MA Goes Digit**ALL** 2026

The Next Era of Connectivity

SPONSORSHIP PROSPECTUS



Tuesday, October 6
8:30 a.m. – 1:30 p.m.

Polar Park
Worcester, MA

Powered by:

MBI

MASSACHUSETTS
BROADBAND INSTITUTE



EVENT OVERVIEW

WHAT IS DIGITALL?

Connecting Technology, Opportunity and Community Across Massachusetts

DigitALL is the Massachusetts Broadband Institute's (MBI) annual celebration of the partnerships, programs and people working to achieve Internet for All to advance digital opportunity across the Commonwealth. MBI believes in digital access for ALL.

Each year, DigitALL brings together leaders from the public, private, nonprofit, healthcare, education and technology sectors to recognize progress toward a shared goal: ensuring every Massachusetts resident has the internet connectivity, devices, digital skills and support needed to participate fully in today's economy and society.

This half-day event serves as both a celebration and a convening – highlighting innovative work happening across Massachusetts, honoring outstanding leaders and organizations, and fostering the cross-sector collaboration needed to build a more connected and inclusive Commonwealth.

See photos and information about awardees from [DigitALL 2025 here](#).



EVENT OVERVIEW

WHY SPONSOR?

Digital access to the internet is foundational to economic opportunity, workforce development, educational attainment, healthcare access and civic and social participation. As technology, including the emergence of AI, continues to shape how people learn, work, access services, and connect with their communities, expanding digital access opportunity has become a shared priority across sectors.

By sponsoring DigitALL, your organization demonstrates its commitment to advancing Massachusetts' position as the most connected state while supporting one of the Commonwealth's leading convenings focused on technology, connectivity, economic opportunity and community impact.

DigitALL offers sponsors a unique opportunity to engage with leaders and decision-makers from government, healthcare, education, business, technology, philanthropy and community organizations. Sponsors receive meaningful visibility before, during and after the event while aligning their brand with a statewide effort that is improving outcomes for residents, communities and the economy alike.

Whether your organization is focused on innovation, workforce development, education, healthcare, economic growth, or community investment, DigitALL provides an opportunity to connect with partners who are helping shape the future of digital opportunity in Massachusetts.

EVENT OVERVIEW

THE AUDIENCE

DigitALL attracts a diverse audience of leaders and stakeholders from across Massachusetts including:

- Broadband providers and telecommunications leaders
- Business and industry associations
- Community-based organizations and nonprofit leaders, including the housing sector
- Digital equity practitioners and advocates
- Educators, librarians and higher education leaders
- Healthcare systems and providers
- Municipal and state government officials
- Philanthropic organizations and corporate citizenship team
- Technology and innovation companies
- Workforce development professionals

In prior years prior, DigitALL has attracted over 150 registrants.



THE VENUE

This year's DigitALL celebration will be held at Polar Park, home of the Worcester Red Sox and one of Massachusetts' premier destinations for community events and regional gatherings.

Located in the heart of the Commonwealth, Polar Park provides an energetic and accessible setting for bringing leaders together.

Hosted in Polar Park's DCU Club, DigitALL attendees will enjoy the unique event spaces overlooking the ballpark while connecting with colleagues, partners, and decision-makers from across the state. Polar Park's central location and modern amenities offers an ideal backdrop for celebrating progress, building new partnerships, and advancing a shared vision for a more connected Massachusetts.

EVENT OVERVIEW

THE DAY

DigitALL's half-day program is designed to celebrate progress in connectivity and generate additional momentum for the future of this collective work. The program will feature multiple keynotes, an awards ceremony and a fireside chat. The day will begin with a private VIP breakfast and end with an awardee luncheon.

Agenda

8:00 - 8:30 a.m.	VIP Breakfast Registration & Networking
8:30 - 9:30 a.m.	VIP Breakfast (Closed event, strategic convening with 25 - 30 industry and ecosystem leaders)
9:30 - 10:00 a.m.	General Registration & Light Bites
10:00 - 10:25 a.m.	Welcome Remarks & Keynote
10:25 - 10:45 a.m.	DigitALL 2026 Ecosystem Awards
10:45 - 11:05 a.m.	Broadband Investment Spotlights
11:05 - 11:35 a.m.	Fireside Chat
11:35 - 11:50 a.m.	Closing Industry Keynote
11:50 a.m. - 12 p.m.	Closing
12:20 - 1:30 p.m.	Awardee Luncheon (Closed event for DigitALL ecosystem award winners & presenters from 2024-2026), includes catered lunch and Polar Park mascot appearance

SPONSORSHIP OPPORTUNITIES

HALL OF FAME

\$5,000

One Sponsor

- Logo displayed on left field video board, the largest visual presence at Polar Park, as well as mobile screens in lobby and DCU Club
- Sponsorship of the VIP Breakfast, in an exclusive room with industry leaders, as well as three guaranteed seats
- Logo on event materials, including signage at VIP Breakfast and on main stage, event website, and select digital displays with priority placement
- Minimum of two social media mentions

HOME RUN

\$2,500

Two Sponsors

- Logo displayed on mobile screens in lobby and DCU Club
- Sponsorship of the DigitALL Awardee Luncheon, an invite-only “Picnic at the Park” themed lunch for DigitALL awardees from the past three years
- Sponsorship of Polar Park mascot, Smiley for one hour at the luncheon
- Logo on event materials including luncheon signage, event website and select digital
- Minimum of one social media mention

SPONSORSHIP OPPORTUNITIES

7th INNING STRETCH

\$1,000

One sponsor

- Sponsorship of expansive pretzel wall with variety of dipping sauces, presented as main mid-event snack
- Logo on printed signage, event website and select digital displays

MOST VALUABLE PLAYER (MVP)

\$1,000

One sponsor

- Sponsorship of refreshment station, present throughout the event
- Includes coffee, tea, juice, water and lemonade
- Logo on printed signage, event website and select digital displays

OPENING PITCH

\$500

Two Sponsors

- Sponsorship of registration table
- Logo on tabletop signage, event website and select digital outreach

HOW TO BECOME A SPONSOR



Have questions?

Reach out to broadband@masstech.org for answers and to learn more.

Already know what type of sponsorship you want?

Fill out this [interest form](#). A member of the MBI team will follow up with you shortly.

Stay up to date on all event information:

[Register for MBI's monthly e-newsletter](#)