



SPONSORSHIP OPPORTUNITIES 2023

Proposed by Lauren Cohen and Angelica Medina

GREATER BOSTON CHAMBER OF COMMERCE
WWW.BOSTONCHAMBER.COM



BIMA, the Boston Interactive Media Association, is the Boston Chamber's hub for marketing and media professionals to interact and engage in on-going learning to stay agile in an ever-evolving industry. The BIMA community connects through networking, educational, and custom programs to keep the media and marketing community up to date on the latest trends and topics.

By sponsoring BIMA events, you'll increase your visibility and commitment to Massachusetts' thriving digital media industry, with opportunities for thought leadership recognition and to reach key decision makers at scale.

VISIBILITY



The Greater Boston Chamber of Commerce has **over 230k webpage visits a year** with a 44% growth rate year over year.



Combined followers across all Greater Boston Chamber of Commerce brands (including BIMA and MITX) **averages 46K**. All BIMA events would be promoted across all Chamber channels.



There are **more than 10K recipients** who will receive email campaigns for this event, with an average open rate of 24%.



The Greater Boston Chamber of Commerce thought leadership blog webpage has more than **15k visits a year** with a 53% growth rate year over year. We've also recently launched a new blog on the BIMA site as well.

CONTENT & NETWORKING

Thought Leadership

FEB, MAY, SEPT, NOV

Establish your company's reputation in the Boston digital media community by sponsoring our thought leadership events.

BIMA events will further your brand visibility by showcasing your brand's expertise and reaching key decision makers.

PEOPLE

50-250

PROFILE

MID TO SENIOR-LEVEL
MARKETING & MEDIA
PROFESSIONALS

TIME

VARIES

Sponsorship Packages: \$5K - \$40K

THOUGHT LEADERSHIP OPTIONS

BRAND AWARENESS

Per event

\$5K

This brand awareness package includes:

- Ten tickets to the event (to share with colleagues or clients)
- Logo placement on program website, event websites, and all social media and email marketing communications
- Google My Business Placement before event
- Sponsor acknowledged during the event via logo placement on signage
- One dedicated email blast to the BIMA & Chamber community (10K) or to attendee list

THOUGHT LEADERSHIP

Per event

\$15K

This thought leadership package includes:

- Fifteen tickets to the event (to share with colleagues or clients)
- Speak on a panel or lead a presentation followed by Q&A with a brand or agency client
- Logo placement on program website, event websites, and all social media and email marketing communications
- Google My Business Placement before event
- Acknowledgement during the event via logo placement on signage or on live streaming video (PPT) and verbally by opening Chamber representative
- One dedicated email blast to the BIMA & Chamber community (10K) or to attendee list

SERIES SPONSOR

Includes four events

\$40K *(discounted bundle)*

This package gives your company all of the above plus:

- Promotion as the **exclusive sponsor** of the series - your company gets the full spotlight!
- Four advertisements placed in BIMA newsletter (to be used separately)
- Opportunity to write a guest blog to be featured on the BIMA and Chamber websites
- Opportunity to distribute corporate giveaway leading up to or after the program via email to all registered guests

NETWORKING-ONLY

Summer Sizzler

August 2023

This beloved networking event brings together hundreds of professionals from the agency, publisher, and provider community for an evening of summer entertainment.

PEOPLE

350-500

PROFILE

JUNIOR TO SENIOR-LEVEL
MARKETING & MEDIA
PROFESSIONALS

TIME

6:00PM - 9:00PM

Sponsorship Packages: \$5K - \$25K

SUMMER SIZZLER OPTIONS

BRAND AWARENESS \$5K

This brand awareness package includes:

- Ten tickets to the event (to share with colleagues or clients)
- Logo placement on program website, event websites, and all social media and email marketing communications
- Google My Business Placement before event
- Sponsor acknowledged during the event via logo placement on signage
- One dedicated email blast to attendees pre or post event

BRAND ACTIVATION \$7.5K + cost of activation

This brand activation package includes:

- Fifteen tickets to the event (to share with colleagues or clients)
- One branded activation or gaming section at the event
- Logo placement on program website, event websites, and all social media and email marketing communications
- Google My Business Placement before event
- Acknowledgement during the event via logo placement on signage
- One dedicated email blast to the BIMA & Chamber community (10K) or to attendee list
- Opportunity to provide branded swag at the event and/or branded badges (cost not included)

EXCLUSIVE SPONSOR \$25K

This package gives your company all of the above plus:

- Promotion as the **exclusive sponsor** of the event - your company gets the full spotlight!
- One advertisement placed in BIMA newsletter
- Opportunity to write a guest blog to be featured on the BIMA and Chamber websites
- Opportunity to distribute corporate giveaway leading up to or after the program via email to all registered guests

NETWORKING-ONLY

BIMA Holiday Gala

December 2023

The BIMA Holiday Gala is *the* industry event of the year, where professionals can celebrate the year's successes with your team in style and network with hundreds of digital media professionals.

Guests enjoy an open bar, delicious apps, and plenty of fun activations. This will be a can't miss event to wrap up 2023!

PEOPLE 500-600

PROFILE JUNIOR TO SENIOR-LEVEL
MARKETING & MEDIA
PROFESSIONALS

TIME 6:30PM - 9:30PM

Sponsorship Packages: \$7K - \$25K

HOLIDAY GALA OPTIONS

BRAND AWARENESS \$7K

This brand awareness package includes:

- Ten tickets to the event (to share with colleagues or clients)
- Logo placement on program website, event websites, and all social media and email marketing communications
- Google My Business Placement before event
- Sponsor acknowledged during the event via logo placement on signage
- One dedicated email blast pre or post event to attendee list

BRAND ACTIVATION \$12K + cost of activation

This brand activation package includes:

- Fifteen tickets to the event (to share with colleagues or clients)
- One branded activation of your choice at the event
- Logo placement on program website, event websites, and all social media and email marketing communications
- Google My Business Placement before event
- Acknowledgement during the event via logo placement on signage
- One dedicated email blast to the BIMA & Chamber community (10K) or to attendee list
- Opportunity to provide branded swag at the event and/or branded badges (cost not included)

PLATINUM SPONSOR \$25K including cost of activation

This package gives your company all of the above plus:

- Promotion as the **platinum sponsor** of the event with a greater logo presence
- One advertisement placed in BIMA newsletter
- Opportunity to write a guest blog to be featured on the BIMA and Chamber websites
- Opportunity to distribute corporate giveaway leading up to or after the program via email to all registered guests

THANK YOU!

INTERESTED?
EMAIL AMEDINA@BOSTONCHAMBER.COM

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