



# BIMA

a program of  Greater Boston  
Chamber of Commerce

*presents the 22<sup>nd</sup> Annual*

# HOLIDAY GALA

**2024 SPONSORSHIP OPPORTUNITIES**

PRESENTED BY LAUREN COHEN & ANGELICA MEDINA

# THE DETAILS

On December 5, the **22nd Annual BIMA Holiday Gala** will light up the Boston Marriott Copley Place with an evening designed for hundreds of media and marketing professionals to celebrate the end of the year in style. This year's theme, Hollywood glamour, invites attendees to step into the spotlight and enjoy a night of glitz, networking, and fun. Guests enjoy an open bar, delicious apps, and plenty of fun activations. This will be a can't miss event to wrap up 2024!



## PEOPLE

500-600

## PROFILE

JUNIOR TO SENIOR-LEVEL MEDIA &  
MARKETING PROFESSIONALS  
25% BRAND, 50% AGENCY, 25% ADTECH

## TIME / PLACE

6:30PM - 9:30PM | BOSTON MARRIOTT COPLEY PLACE



# SPONSORING THE EVENT

REACH KEY DECISION MAKERS AT SCALE ★ DEEPEN BRAND PRESENCE IN BOSTON MARKET

As a sponsor, you'll gain unparalleled visibility in front of Boston's top media and marketing professionals while creating memorable brand connections in an ambiance of classic, Hollywood-inspired elegance. This is more than an event—it's an opportunity to showcase your brand and end the year on a high note with a night everyone will remember.

## INVESTMENT:

\$ 7 K - \$ 2 5 K





# BRAND AWARENESS PACKAGE

*This brand awareness package includes:*

- 5 tickets to the event (to share with colleagues or clients)
- Logo placement on event website and all social media and email marketing communications
- Branded digital invitation to send to guests
- 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)
- Opportunity to provide branded swag at the event and/or branded badges (cost not included)



TOTAL:  
**\$7K**





# BRAND ACTIVATION PACKAGE

*This brand activation package includes:*

- 10 tickets to the event (to share with colleagues or clients)
- One branded activation of your choice at the event (examples: photo booth, signature cocktail, casino game, VIP lounge, and more. See page 8 for additional details).
- Logo placement on event website and all social media and email marketing communications
- Branded digital invitation to send to guests
- 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)
- Opportunity to provide branded swag at the event and/or branded badges (cost not included)



TOTAL:  
**\$12K\***

\*additional costs may apply  
pending activation selection





# PLATINUM PACKAGE

*This platinum package includes:*

- 20 tickets to the event (to share with colleagues or clients)
- One branded activation of your choice at the event (examples: photo booth, signature cocktail, casino game, VIP lounge, and more. See page 8 for additional details).
- Logo placement on event website and all social media and email marketing communications
- Branded digital invitation to send to guests
- Google My Business Placement before event
- One dedicated email blast to the BIMA & Chamber community (10K)
- Attendee list (name & company)
- Opportunity to provide branded swag at the event and/or branded badges (cost not included)
- Promotion as the platinum sponsor of the event with a greater logo presence on all event signage & collateral
- One advertisement placed in BIMA newsletter
- Opportunity to write a guest blog to be featured on BIMA and Chamber webpages
- Opportunity to distribute corporate giveaway leading up to or after the program via email to all registered guests



TOTAL: **\$25K**





*Included in all packages:*

# BRANDED SWAG TABLE

## *Details:*

Your sponsorship includes the opportunity to bring branded swag of your choice to be displayed on a table at the event.

The cost of the swag itself is not included in your sponsorship and is up to your discretion.

A 6'x6' table and black tablecloth will be provided by BIMA. You have the option to bring your own branded table cloth if desired.







**BRAND  
ACTIVATION  
OPTIONS**

# BLACK & WHITE PHOTO BOOTH

## Details:

Transport attendees to the golden age of cinema with a chic Black & White Photo Booth that captures the evening's most glamorous moments.

Each photo will feature your logo, giving attendees a memorable keepsake that puts your brand in the spotlight.

### Package includes:

- Delivery, setup, teardown
- On-site attendant
- Smooth White Backdrop
- Option for GIF/Boomerang
- Gallery + INSTANT Sharing (SMS/Airdrop/email/QR code)
- Custom Photo Template
- Unlimited Prints + Album

ADDITIONAL  
COST:

**\$1.5K**





# DJ SPONSOR

## *Details:*

Help set the tone for an unforgettable night as the Official DJ Sponsor!

With your brand leading the soundtrack to the evening, you'll bring the energy of Hollywood's top events straight to the dance floor.

Your logo will be displayed prominently near the DJ booth.

ADDITIONAL  
COST:

**\$1K**







# BAR / SIGNATURE COCKTAIL SPONSOR

## Details:

As the official bar sponsor, your brand will get visibility via signage placed around the bar during the event.

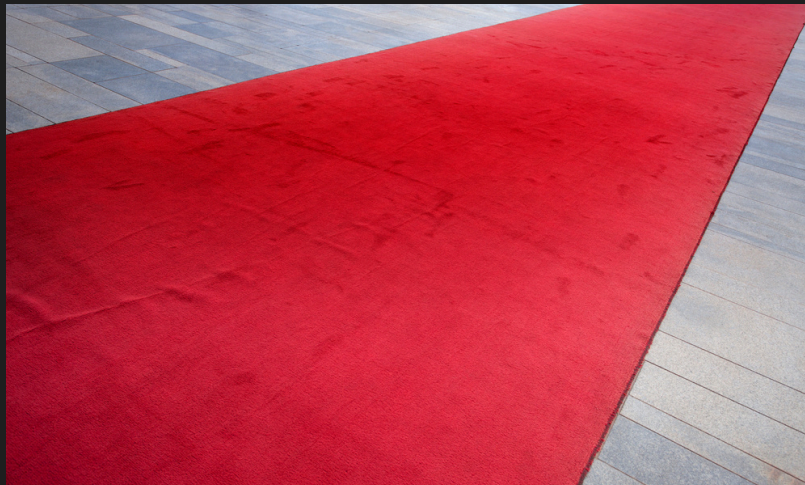
You also have the option to create an immersive, unique experience by sponsoring the signature cocktail of the evening, promoted before + during the event.\* (\*Options dependent on ingredient availability)

Additionally, there is the opportunity to have branded cocktail napkins or koozies accompanying the bar area.

ADDITIONAL COST:

**\$2K-5K\***

\*cost dependent on drink selection and quantity



# RED CARPET STEP & REPEAT

## *Details:*

Be the name behind every photo moment as the Red Carpet Step & Repeat Sponsor.

As guests strike a pose on the red carpet, they'll capture unforgettable memories with your logo in the backdrop.

This activation ensures your brand is featured in every glam photo, giving you maximum visibility across attendee and social media posts throughout the night.

ADDITIONAL  
COST:

**\$1K-3K\***

\*cost dependent on step & repeat chosen.





# VIP LOUNGE

## *Details:*

Be the host of the exclusive VIP Lounge, where media and marketing professionals will gather to relax, network, and celebrate in a comfortable space, decked out with your company's branding.

With branded signage, custom seating, and elegant accents, your sponsorship will provide a premier experience, aligning your brand with style and unforgettable connections.

ADDITIONAL  
COST:

**\$2K-3K\***

\*cost dependent on desired lounge items.







# INTERESTED?

Connect with us today!

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