



EVENTS 2019



OVERVIEW

Boston magazine is proposing to Barilla an integrated marketing program that utilizes our full brand equity to create unique experiences reflective of Barilla brand for our affluent and influential audience.

Proposed opportunities

- Bwell Mind
- Bwell Body
- Breakfast Series

ABOUT BOSTON MAGAZINE EVENTS



Did you know? “Events” is the #1 most searched term on bostonmagazine.com.*

We produce over 30 events every year reaching an influential and social audience beyond our subscribers. Our marketing team produces high end, diverse events and brand experiences that are well known throughout the region with measurable results. [Watch our sponsorship video.](#)



EVENT SPONSORSHIP

Event sponsorship includes:

Access to our audience

- All events are ticketed and many are paid for, delivering a qualified audience to interact with your brand in a setting they choose

Dedicated *Boston* magazine event manager to

- Create an Activation Brief detailing your sponsorship components, what is needed from your team, and a timeline for event milestones
- Facilitate a kick-off call to discuss goals and ROI and how to best achieve through your sponsorship
- Plan the overall event and coordinate your activation, with regularly scheduled check-in calls on progress and next steps
- Create a comprehensive recap of impressions and creative

Promotional plan and custom creative

- Promotional ads, eblasts, digital ads and articles, social media and more as applicable to the event/level of sponsorship
- Signage designed in-house

ACTIVATION

Inviting experiences to engage guests

Every sponsor level includes dedicated space for the sponsor to activate their brand. For an additional fee, *Boston* magazine can work with you to create a custom activation, such as:

- Giveaways focused on data collection from your target audience
- Customized lounge area with branded furniture
- Branded games
- Screen printing on t-shirts or tote bags
- Photo experience with social sharing
- Brand ambassadors
- Doughnut wall
- Sweepstakes with data collection
- Branded entry with step & repeat and photographer
- Dessert bar
- Pairing with restaurant or cocktail
- And more!





SERIES EVENTS

Our series events range in size from 50-150 guests, each appealing to a very specific and qualified returning audience.

Boston
WELLNESS

Bwell Mind
4X/Year

Boston
WELLNESS

BWell Body
9X/Year

Boston
home

Breakfast Series
Quarterly 2019