



**EVENTS 2019**

## OVERVIEW



*Boston* magazine is proposing to Coca-Cola an integrated marketing program that utilizes our full brand equity to create unique experiences reflective of Coca-Cola's brand for our affluent and influential audience.

### **Proposed opportunities**

- **Best of Boston**
- **Battle of the Burger**
- **Taste**
- **Health and Wellness**

## ABOUT BOSTON MAGAZINE EVENTS



**Did you know? “Events” is the #1 most searched term on [bostonmagazine.com](http://bostonmagazine.com).\***

### **Our attendees\*\***

#### Gender

- 55% female
- 43% male
- 2% other/prefer not to say

#### Location

- Boston: 39%

#### Ages

- 25-34: 51%
- 35-44: 21%
- 45-54: 14%
- 55-65: 6%

*\*Google Analytics 2018*

*\*\*Bizzabo Data from 2017 Events*

# 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
- Lawn 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!



## SIGNATURE EVENTS

**Our signature events occur on an annual basis and attract high end and loyal audiences that return each year.**



**July 2019**



**August 2019**



**November 2019**