

presents the 23<sup>rd</sup> Annual

## HOLIDAY GALA

Hilded Mair

2025 SPONSORSHIP OPPORTUNITIES

PRESENTED BY LAUREN COHEN & ANGELICA MEDINA

#### THE DETAILS

On December 10, the 23rd Annual BIMA Holiday Gala will transform the Fairmont Copley Plaza into a scene of timeless elegance for an unforgettable evening of celebration. This year's theme, A Gilded Affair, invites guests to step into a world of opulence and old-world charm—where painted ceilings, golden accents, and mirrored halls set the stage for Boston's most anticipated media and marketing gathering. Attendees will enjoy an open bar, hors d'oeuvres, immersive experiences, and plenty of opportunities to connect and celebrate. Don't miss this dazzling close to 2025!

**PEOPLE** 

500-600

**PROFILE** 

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

TIME / PLACE

6:30PM - 9:30PM | FAIRMONT BOSTON COPLEY



#### 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 a celebratory setting. 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:

\$7K-\$25K





#### 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





#### **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 (See pages 8-14 for activation options).
- 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 around the venue
- One dedicated email blast to the BIMA & Chamber community (10K) or to event attendees
- Opportunity to provide branded swag at the event (cost not included)
- Attendee list (name and company)

TOTAL: \$12K\*

\*additional costs may apply pending activation selection





#### **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 around the venue
- One dedicated email blast to the BIMA & Chamber community (10K) or to event attendees
- Opportunity to provide branded swag at the event (cost not included)
- Attendee list (name and company)

**\$7K** 









## Tecret Garden PHOTO OR VIDEO BOOTH

Step into a lush, whimsical garden scene complete with greenery and vintage props.

Guests will snap elegant portraits in this immersive photo booth, and your logo will be featured on each photo as a keepsake from the night.

ADDITIONAL COST:

\$2K





### TAROT CARD Peading Nook

Sponsor the opportunity for guests to visit a cozy, velvet-draped corner for a personalized tarot reading.

It's a fun, mystical experience that adds a touch of magic to the evening. Your brand will be featured on signage, with the option to add branded takeaway cards.

ADDITIONAL COST:

\$1K





# THE ROYAL ENSEMBLE Ming Quartet

Set the mood with live music from a string quartet performing throughout the evening.

Your sponsorship will be highlighted leading up to the event and on signage near the musicians.

ADDITIONAL COST:

\$1.5K





# "LETTERS FROM THE GALA" Calligraphy Italion

Guests can write notes to their future selves or friends on parchment paper, sealed with wax and personalized by a calligrapher.

Your logo will be featured on the stationery or custom wax seals and signage at the station.

ADDITIONAL COST:

\$2K





## Portraits of the Court

### GUEST PAINTINGS

A live artist will create quick, stylized portraits of guests—perfect for framing or sharing.

Each portrait will include your logo on the backing, giving attendees a unique and branded keepsake.

ADDITIONAL COST:

\$3K





# THE ROYAL

Sponsor an exclusive plush lounge area with velvet seating and golden accents that offers guests a place to relax and mingle.

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

You also have the option to provide branded items of your choice (pillows, fans, etc) to further elevate the space.

ADDITIONAL COST:

\$2K\*

\*cost dependent on desired lounge items.

