

Presented by Lauren Cohen & Angelica Medina

# 2025

## Sponsorship Opportunities

[bostonchamber.com/bima](https://bostonchamber.com/bima)



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## ABOUT

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 400k webpage visits a year.**

Combined followers across all Greater Boston Chamber of Commerce brands (including BIMA) **averages 42K.** All BIMA events would be promoted across all Chamber channels.

There are **more than 14K 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 **5k visits a year.**



Investment: \$6K - \$25K

Events Quarterly



# THOUGHT LEADERSHIP

EDUCATIONAL CONTENT & NETWORKING

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 company's expertise and reaching key decision makers. *Past topics include:* The Future of Data & Targeting; Unlocking CTV's Potential; Diversifying Your Media Spend; AI: Accelerating Intelligence; and more.

## # OF PEOPLE

50 - 100

## AUDIENCE

Mid to Senior-level  
marketing and media  
professionals

## TIME

5:30PM - 7:30PM

*Hour of networking followed  
by panel discussion and Q&A*



# THOUGHT LEADERSHIP OPTIONS

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## BRAND AWARENESS \$6K

*Per event*

*This brand awareness package includes:*

- Ten tickets to the event (to share with colleagues or clients)
- Logo placement on event website 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 \$15K

*Per event*

*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 event website 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 \$25K *(discounted bundle)*

*Includes two events*

*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 Chamber website
- Opportunity to distribute corporate giveaway leading up to or after the program via email to all registered guests



Investment: \$6K - \$25K

August 2025

**BIMA**

# SUMMER SIZZLER

NETWORKING EVENT

This beloved, annual networking event brings together hundreds of professionals from the agency, publisher, and provider community for an evening of summer entertainment. Attendees enjoy an outside venue, with open bar and plenty of fun activations.

## # OF PEOPLE

350 - 450

## AUDIENCE

Junior to Senior-level  
marketing and media  
professionals

## TIME

6:00PM - 9:00PM



# SUMMER SIZZLER OPTIONS

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## BRAND AWARENESS

\$6K

*This brand awareness package includes:*

- Five tickets to the event (to share with colleagues or clients)
- Logo placement on event website 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:*

- Ten tickets to the event (to share with colleagues or clients)
- One branded activation or gaming section at the event
- Logo placement on event website 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

\$20K including cost of activation

*This package gives your company all of the above benefits plus:*

- Five additional tickets to the event
- Promotion as the **platinum sponsor** of the event with prominent 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

Investment: \$10K

NEW FOR 2025



# ACTIVITY-BASED NETWORKING

NETWORKING EVENT

Position your company as a supporter of professional development and community building by sponsoring an exclusive, intimate BIMA networking event. These smaller-scale, activity-driven gatherings—such as a pickleball night, trivia challenge, karaoke session, or a volunteer day—foster meaningful relationships in a relaxed, fun environment. As a sponsor, you'll gain brand visibility and direct engagement with influential professionals in a casual setting.

## # OF PEOPLE

30-50

## AUDIENCE

Junior to Mid-level  
marketing and media  
professionals

## TIME

FLEXIBLE



# BENEFITS INCLUDED

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EXCLUSIVE SPONSOR

\$10K

*This brand activation package includes:*

- Five tickets to the event (to share with colleagues or clients)
- Ability to work with BIMA team to decide on activity portion of the event
- Presented as the Exclusive Sponsor for the event across all promotions
- Logo placement on event website 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)

Investment: \$7K - \$25K

December 2025

**BIMA**

# HOLIDAY GALA

NETWORKING EVENT

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 2025!

## # OF PEOPLE

500 - 600

## AUDIENCE

Junior to Senior-level  
marketing and media  
professionals

## TIME

6:30PM - 9:30PM



# HOLIDAY GALA OPTIONS

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## BRAND AWARENESS \$7K

*This brand awareness package includes:*

- Five tickets to the event (to share with colleagues or clients)
- Logo placement on event website 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:*

- Ten tickets to the event (to share with colleagues or clients)
- One branded activation of your choice at the event
- Logo placement on event website 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 benefits plus:*

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

# Sponsorship Bundles

Sign on to multiple events for steeply discounted rates.

## NETWORKING-ONLY | SIZZLER + GALA

**BRAND AWARENESS** \$10K

## NETWORKING-ONLY | SIZZLER + GALA

**BRAND ACTIVATION** \$16K + *cost of activations*

## 1 NETWORKING + 1 THOUGHT LEADERSHIP EVENT

**AWARENESS + SPEAKING OPP** \$18K

## 1 NETWORKING + 1 THOUGHT LEADERSHIP EVENT

**ACTIVATION + SPEAKING OPP** \$21K + *cost of activations*

## 2 NETWORKING + 1 THOUGHT LEADERSHIP EVENT

**ACTIVATION + SPEAKING OPP** \$25K + *cost of activations*



Investment: \$5K

Bi-monthly



# NEWSLETTER SPONSOR

VISIBILITY OPPORTUNITY

Gain visibility with top professionals in the media and marketing industry by sponsoring the BIMA Buzz, our bi-monthly newsletter reaching 2,500 engaged subscribers. Sent directly to decision-makers and thought leaders, the BIMA Buzz keeps the community informed on industry trends, upcoming events, key insights, and job openings. As a sponsor, your brand will be front and center in a highly targeted communication, positioning you as a key player and supporter of innovation within this dynamic industry.

## Benefits include:

- Prominent logo visibility in newsletter with trackable link to sponsor website
- Quarterly report on email engagement & key metrics
- Ability to feature latest sponsor whitepapers, case studies, blogs, or announcements

TOTAL COST: \$5K



Tickets for the can't-miss, sell-out event of the summer are available at **early bird prices** for a limited time!

Don't miss the chance to join your digital marketing and media peers on the Sam Deck at Fenway Park for an unforgettable evening complete with delicious food and drinks, a live DJ, fun activations, networking, and more.

Forge new connections and create lasting memories at the 2024 BIMA Summer Sizzler!

GET YOUR TICKETS

Interested in BIMA sponsorship opportunities?

Explore 2024 sponsorship opportunities with BIMA [here](#).



### The Rise of Bot-Driven Buyers: Brand Building in the Age of AI

Brands who aren't currently leveraging AI agents place themselves at a future disadvantage, as some competitors already use AI to drive brand preferences among these new bot-driven buyers. But it's not too late. According to [Diginas](#), smart brands can stay ahead of this evolution by focusing on impactful areas.

[DIVE IN](#)



# THANK YOU

Interested? Reach out to  
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