



JUNE 30–JULY 2, 2017



SPONSORSHIP OPPORTUNITIES



Boston Harborfest is a 36-year-old tradition celebrating Boston's harbor and history.

With hundreds of activities over Independence Day weekend at Boston's best landmarks, this family-friendly event is the country's largest Fourth of July festival. Activities include the annual opening ceremony at Faneuil Hall, historical reenactments, Freedom Trail walks, Boat Tours, live musical entertainment, fireworks and much more!

SPONSORED BY:



Mayor Martin J. Walsh



GREATER BOSTON
CONVENTION & VISITORS BUREAU





Boston Harborfest's Signature Events

Columbus Park Live Entertainment

Columbus park will host a variety of musical acts that will be free and open to the public. Focusing on local groups that highlight Boston's diversity, talented artists will take the stage to join the Arts at Harborfest programming during the day on Saturday, while bands will rock the night during a Saturday evening concert. These acts will showcase the "Harbor and History" themes.

The Boston Arts Festival at Harborfest

Calling local art buffs! On Saturday, July 1st, local artists will display and sell their work under the trellis, bringing back the beloved Boston Arts Festival tradition to Columbus Park. The Arts Festival will last until 6pm.

Fireworks

On Saturday evening of July 1st, live music on Columbus Park will lead up to the highly anticipated Harbor Fireworks. At 9pm, a fantastic show will take place in the inner Harbor and can be seen from any shoreline from Charlestown to the Seaport and East Boston!

Taste of Harborfest

Taste of Harborfest is ramping up for a Chowder Competition where the winner will be declared by votes of the public! On Sunday, July 2nd, from 1pm – 3pm, restaurants will line the trellis at Columbus Park serving those coveted chowder samples!

SPONSORSHIP OPPORTUNITIES

PRESENTING \$25,000

- “Boston Harborfest 2017 Fireworks Presented by (Company Name)”
- Presenting logo on event signage, banners and stage (if applicable), etc
- Company logo inclusion on all event collaterals, program book, printed and online promotions, advertising, media releases, and social media
- Company logo with link on Harborfest website

PATRON \$15,000

- Sponsored area presented by your company
Brand one of the following areas:
 - › Boston Arts Festival
 - › Taste of Harborfest
- Prominent logo inclusion on sponsored area event signage, banners and stage (if applicable), etc
- Company logo inclusion on all event collaterals, program book, printed and online promotions, advertising, media releases, and social media
- Company logo with link on Harborfest website

PARTNER \$10,000

- Prominent Logo inclusion on event signage and banners
- Company Logo/Name inclusion on event collaterals, program book, printed and online promotions, advertising, media releases and social media
- Company logo with link on Harborfest website

SUPPORT \$5,000

- Logo Inclusion on event signage and banners
- Company Logo/Name inclusion on event collaterals, program book, printed and on-line promotions, advertising, media releases and social media
- Company logo with link on Harborfest website

FRIEND \$2,500

- Listing in event program book
- Company logo with link on Harborfest website

Promotional Partner donation level available. Please inquire for details. Boston Harborfest can customize sponsorship packages of all shapes and sizes to the unique interests and needs of its corporate partners.

2016 MARKETING HIGHLIGHTS

Social Media

6,148,872

#BostonHarborfest Reach
(Max Potential)

200,411

Impressions

7,671

Engagements

2,086

URL clicks to
BostonHarborfest.com

5,167

Video Views

599

#BostonHarborfest
Mentions

363

Social Posts
Created

172

Images Used

4

Content Articles
Written

Media and Public Relations

- Over the course of the campaign, 35 different articles were published about Boston Harborfest.
- Conventures sent out 5 Press Releases, 3 Media Advisories and 10 event calendar notifications.
- One of the most exciting placements was in Globe Magazine "Weekend Fun Guide". This edition was seen by 271,424 households in Massachusetts. Boston Harborfest was mentioned as one of the 35 things to do in New England this summer. Boston Harborfest also got the biggest spots in that section of the magazine.

Partner Highlights

- *Paul Revere Memorial Association*
Population Total: 8,936 (July 1st - 1,793 and July 2nd- 2,511 a new daily record!)
- *Amazon Fresh*
Sold: 22,944 bananas, 9,500 postcards and 345 balloons
- *Good Humor Ice Cream*
Sold: 3,590 sweet treats

What Did We Accomplish?

1. Increased the maximum potential reach of Boston Harborfest content by 3,211,163 from previous year
2. Increased the positive sentiment in posts that mention Boston Harborfest by 43% compared to previous year
3. Created 4x more content than previous year



SPONSOR RESPONSE FORM

I/We are pleased to support the 2017 Boston Harborfest at the following level:

PRESENTING (\$25,000)

PATRON (\$15,000)

PARTNER (\$10,000)

SUPPORTER (\$5,000)

FRIEND (\$2,500)

OTHER (\$_____)

I/We would like to be listed as: _____

(Please list the name of the company or individual as it should appear in materials)

CONTACT INFORMATION

NAME: _____

TITLE: _____

COMPANY: _____

ADDRESS: _____

PHONE: _____ FAX: _____

EMAIL: _____

COMPANY LOGO

Please email in EPS format to info@bostonharborfest.com

PAYMENT INFORMATION

Method of Payment*:

Credit Card

NAME ON CARD: _____

CARD #: _____ EXP. DATE: _____ SECURITY CODE: _____ ZIP CODE: _____

Check *(payable to First Night, Inc. d/b/a Harborfest)*

Please send this form with payment to:

Boston Celebrations
c/o Conventures, Inc.
One Design Center Place
Boston, MA 02210

For questions:

call **617-439-7700**

email info@bostonharborfest.com

**501(c)(3) in formation*