



**DINE^{OUT}
BOSTON**
SINCE 2001

AUGUST 2021

DINE OUT BOSTON

SPONSORSHIPS

MEET THE GBCVB TEAM

Boston
GREATER BOSTON
CONVENTION & VISITORS BUREAU



Hilina Ajakaiye
Executive Vice President



Diane DiNunzio
VP, Leisure Destination Services & Operations



David O'Donnell
VP, Strategic Communications



Glenn McGibbon
Director of Web & Digital Marketing



Kamilla D. Carmignani
Director of Membership Development



GBCVB: WHO WE ARE

OUR MISSION

The Greater Boston Convention & Visitors Bureau (GBCVB) is the official marketing and visitor service organization charged with the development of meetings, conventions and tourism-related business to enhance the economy of Boston, Cambridge and the metropolitan area.

MARKETING PROGRAMS

GBCVB members benefit from the Bureau's vast network of B2B and B2C connections. We offer our members numerous opportunities to reach convention groups and visitors, while helping them to foster fruitful relationships with other GBCVB member companies.



DINE OUT BOSTON

LUNCH: \$15 | \$20 | \$25 • DINNER: \$28 | \$33 | \$38

ORIGIN

Dine Out Boston® (formerly known as Restaurant Week Boston) was designed to drive business during traditionally slow periods for GBCVB Restaurant Members.

EVOLUTION

Initially started as a 5-day, once-a-year promotion with 36 restaurants, Dine Out Boston has evolved into a two-week, twice-a-year foodie event with over 150 restaurants.



DINE OUT BOSTON

OPEN TABLE

Online reservation partner provides analytics including source data and historical trends.

DINE OUT BOSTON AUCTION

For each Dine Out Boston, local charities are selected to benefit from the Dine Out Boston Auction. The 17-day online auction includes participating restaurant gift cards valued at \$100.

HOTEL DEALS

Web visitors extended their Dine Out Boston experience by booking nearcation deals.

DINE OUT BOSTON AUCTION

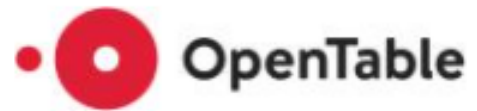
BID ON \$100 GIFT CARDS | AUGUST 9 - 25, 2021

BID NOW

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DINEOUTBOSTON.COM

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STRATEGIC PARTNERS



CITY of BOSTON

Mayor Kim Janey



ARTSBOSTON
TAKE YOURSELF TO A NEW PLACE



HANS JOHNSON
Composer + Filmmaker

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CHARITABLE PARTNERS



EST 2008

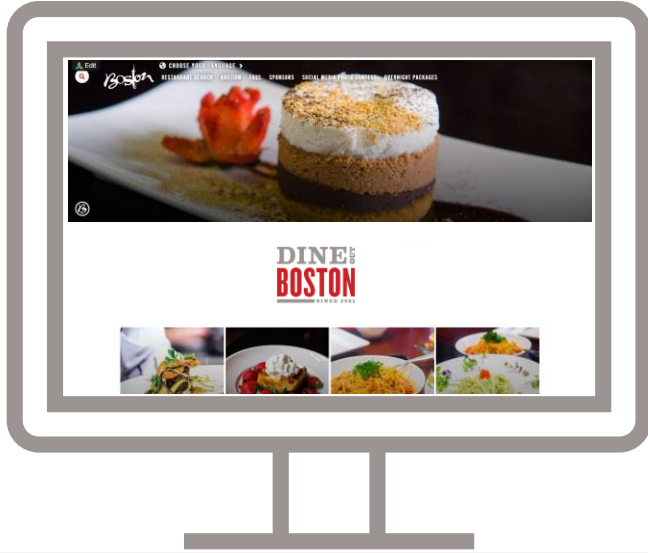
FUTURE CHEFS





MARCH 2021

RESULTS



WEB RESULTS

516,163

Page Views

4.72

Pages per session

4.51 Mins.

Avg. Session Duration

34%

Bounce Rate for
DineOutBoston.com*

*The percentage of visitors to DineOutBoston.com who navigate away from the site after viewing only one page. Low bounce rate indicates an engaged audience; **industry average is 48.24%**

**DINE OUT
OR TAKE OUT
MARCH 14 - 28, 2021**

**DINE OUT
BOSTON**
SINCE 2001
Boston MA MASSACHUSETTS
GRANDER BOSTON
COMMITMENT & VIBRANT FLAVORS
OpenTable



DIGITAL ADS

Digital ads were displayed on a number of local web platforms.

2,966,709

Impressions

82,109

Clicks

2.8%

Click Through Rate*

*Industry average is .05%

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DIGITAL MARKETING

EMAIL MARKETING

26%

Open Rate for Email Campaign

21%

Click through for Email Campaign

SOCIAL MEDIA MARKETING

21.7K+

Social Media Followers



@DINEOUTBOSTON



@DINEOUTBOS

2M

Social Media Impressions

39.4K

Social Media Click Throughs

GIVEAWAY

WIN A \$100
RESTAURANT GIFT CERTIFICATE!

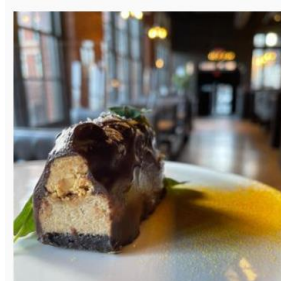
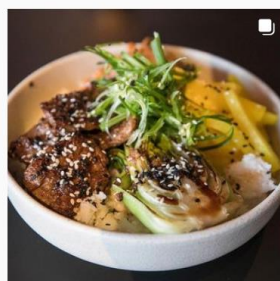
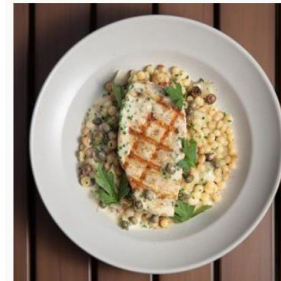
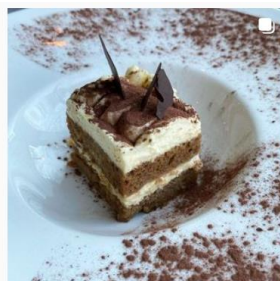
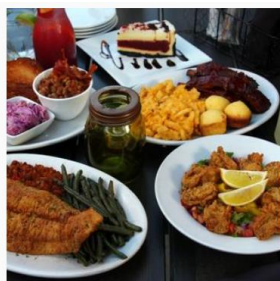
- Snap a picture to post on Instagram
- Tag it with **#DineOutBoston** and the **restaurant name**
- Follow **@DineOutBoston** and **@VisitBoston** on Instagram!

6 Winners will be chosen. The winners will be announced on **Monday, Wednesday & Friday** of each week.

Please see link in bio for terms and conditions

SOCIAL MEDIA

- 6 Social Media Giveaways
- Influencer Dining Campaigns
- Paid Social Media Advertising + Boosted Posts
- Facebook Events
- Social Media Shoutouts





**SPONSORSHIP
OPPORTUNITIES**



Preview participating restaurants, prices, menus, and make reservations at

DINEOUTBOSTON.COM

LUNCH: \$15, 20, 25

DINNER: \$28, 33, 38

Price per person excludes beverages, tax and gratuity. Purchases are not tax deductible.

Presented by



In Partnership With



Full Course

\$ 50,000

INCLUDES:

- Logo Placement on the following:
 - Dine Out Boston website
 - All printed material:
 - City Hall Banner
 - Local Newspapers
 - Restaurant Slims
 - All digital advertisements:
 - Online/banner ads
 - Dine Out Boston E-Blasts (In-house & Partner deployed)
 - Social Media Hero Image
- Social Media exposure across all Dine Out Boston and VisitBoston accounts (Facebook, Instagram, Twitter, Pinterest, LinkedIn)
- Curated messaging as a presenting sponsor on key Dine Out Boston landing pages
- Member E-newsletter feature
- Spotlight ad on BostonUSA.com for 3 months
- Option to display an offer for Dine Out audience



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SCAN ME:



DINE OUT
OR TAKE OUT

MARCH 14 - 28, 2021

Preview participating restaurants, prices,
menus, and make reservations.

DINEOUTBOSTON.COM

Chef's Special

\$ 25,000

INCLUDES:

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 - City Hall Banner
 - Local Newspapers
 - Restaurant Slims
 - All digital advertisements:
 - Online/banner ads
 - Dine Out Boston E-Blasts (In-house & Partner deployed)
- Social Media exposure across all Dine Out Boston & VisitBoston accounts (Facebook, Instagram, Twitter, Pinterest, LinkedIn)
- Spotlight ad on BostonUSA.com for 3 months
- Option to display an offer for Dine Out audience

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**DINE OUT
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MARCH 14 - 28, 2021

**Preview participating restaurants,
prices, menus, and make reservations.**

LEARN MORE



Entrée

\$ 15,000

INCLUDES:

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 - All printed material:
 - City Hall Banner
 - Local Newspapers
 - Restaurant Slims
 - E-blasts
 - Dine Out Boston E-Blasts (In-house and Partner deployed)
- Social Media exposure across all Dine Out Boston & VisitBoston accounts (Facebook, Instagram, Twitter, Pinterest, LinkedIn)
- Option to display an offer for Dine Out audience

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Preview participating restaurants,
prices, menus, and make reservations.

DINEOUTBOSTON.COM



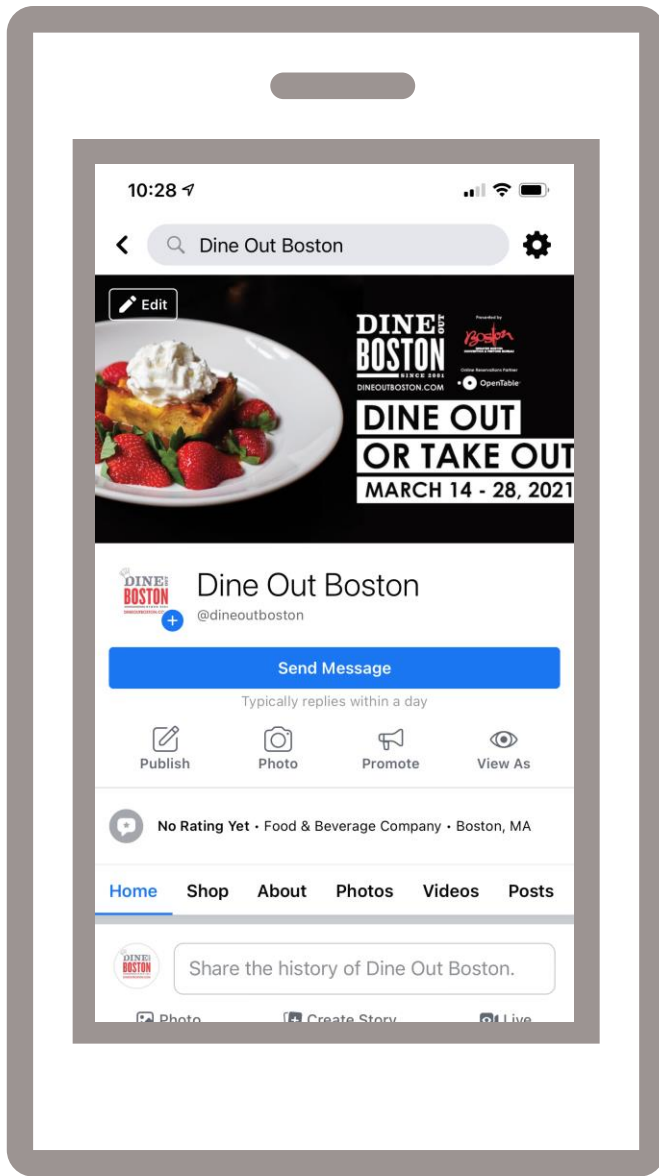
Appetizer

\$ 10,000

INCLUDES:

- Logo Placement on the following:
 - Dine Out Boston website
 - E-blasts
 - Dine Out Boston E-Blasts (In-house and Partner deployed)
- Social Media exposure across all Dine Out Boston and VisitBoston accounts (Facebook, Instagram, Twitter, Pinterest, LinkedIn)
- Option to display an offer for Dine Out audience





Aperitif

\$ 5,000

INCLUDES:

- Logo listed on the Dine Out Boston website
- Social Media exposure across all Dine Out Boston and VisitBoston accounts (Facebook, Instagram, Twitter, Pinterest, LinkedIn)
- Option to display an offer for Dine Out audience

BANNER ADVERTISEMENTS

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MASSACHUSETTS
VISITORS BUREAU



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MARCH 14 - 28, 2021



Preview participating restaurants,
prices, menus, and make reservations.

[LEARN MORE](#)



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LOCAL NEWSPAPERS



**DINE OUT
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  MASSACHUSETTS
 OpenTable®



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  MASSACHUSETTS
 OpenTable®

SCAN ME



Preview participating restaurants,
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DINEOUTBOSTON.COM

CITY HALL BANNER



Preview participating restaurants, prices, menus, and make reservations at

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DINNER: \$28, 33, 38

Price per person excludes beverages, tax and gratuity. Purchases are not tax deductible.

Presented by

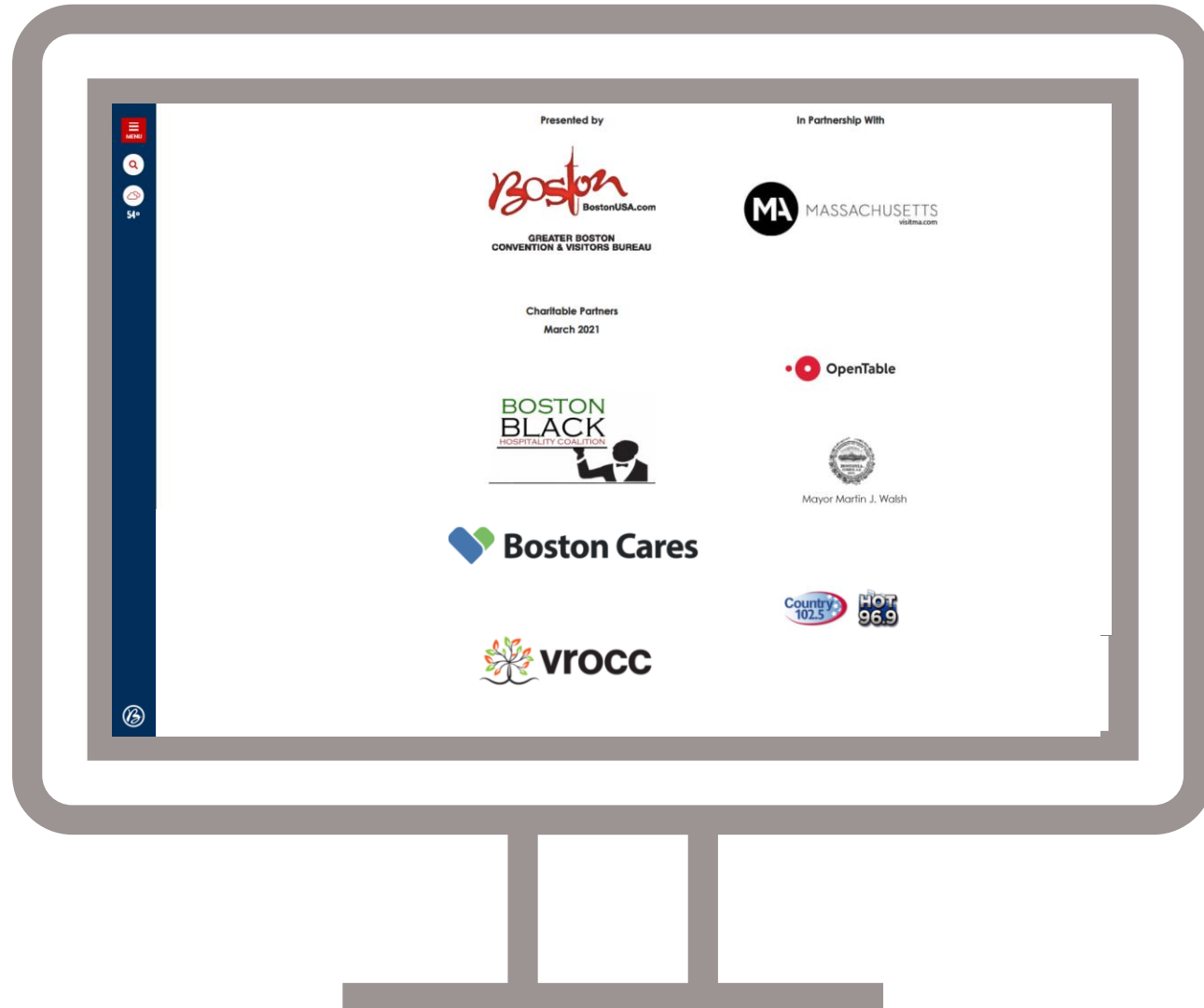


In Partnership With

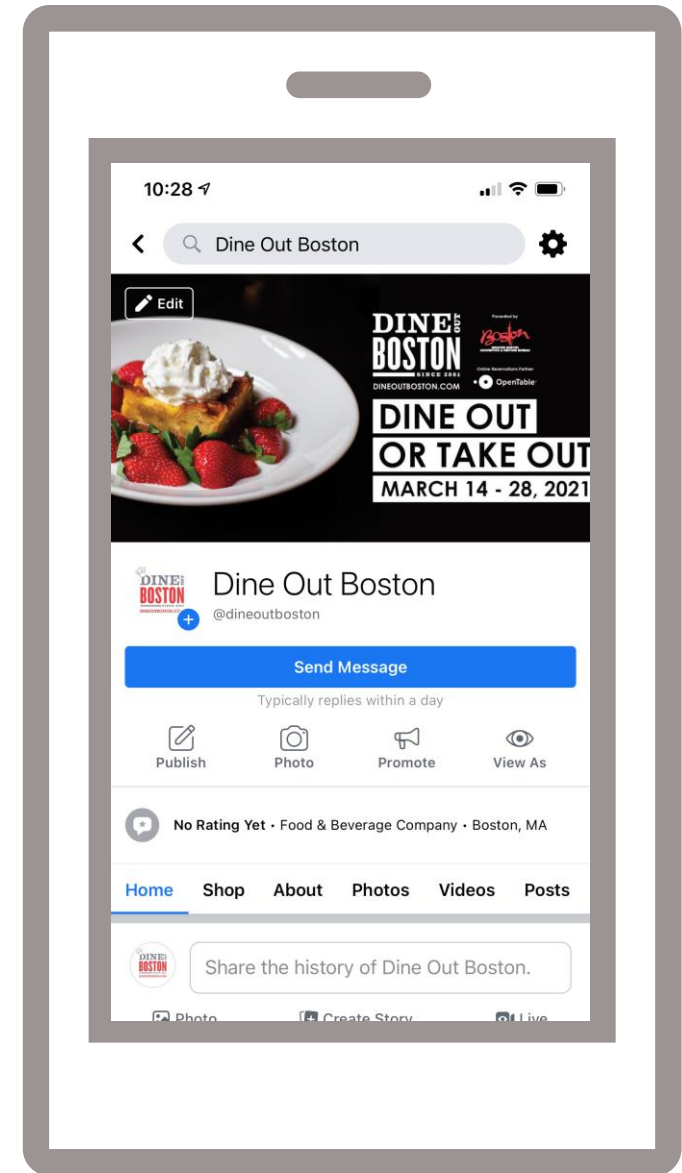
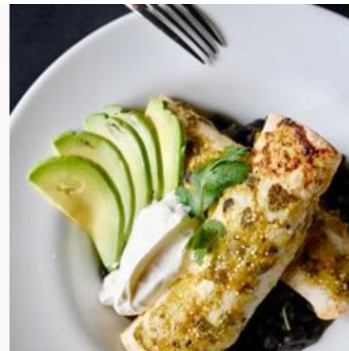


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WEBSITE PLACEMENT



SOCIAL MEDIA SHOUTOUT





THANK YOU

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