

# DINE OUT BOSTON

August 2023

Sponsorship Proposal



Presented by **MB** Meet  
BOSTON

**DINE** OUT  
**BOSTON**  
SINCE 2001  
DINEOUTBOSTON.COM

# ABOUT MEET BOSTON

## OUR MISSION

The Meet Boston mission is to elevate Boston's vibrant neighborhoods and diverse people, amplifying their stories and sharing them locally and across the globe. We deliver exciting and inclusive programs and services that drive our local economy by unifying an eclectic range of community stakeholders around the opportunities, experiences and energy that define our destination and enhance our industry.

## MARKETING PROGRAMS

Meet Boston partners benefit from our vast network of B2B and B2C connections. We offer our partners numerous opportunities to reach convention groups and visitors, while helping them to foster fruitful relationships with other partner companies.



**MB** Meet  
BOSTON



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*Senior Manager, Brand & Content  
Marketing*

# DINE OUT BOSTON

**AUGUST 6-19, 2023**



**Special prix fixe lunch and dinner menus**

**LUNCH: \$22 | \$27 | \$32**

**DINNER: \$36 | \$41 | \$46**

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# ABOUT DINE OUT BOSTON

## ORIGIN

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

## 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.

## OPEN TABLE

Online reservation partner Open Table provides analytics and historical trends.

## DINE OUT BOSTON AUCTION

For each Dine Out Boston program, 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.

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# STRATEGIC PARTNERS



# CHARITABLE PARTNERS

BOSTON  
BLACK  
HOSPITALITY COALITION



EST 2008

FUTURE CHEFS



*the Old North Church*  
& HISTORIC SITE



ZUMiX



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# PROMOTION

## DIGITAL ADVERTISING

- Social Media: Paid/Organic
- Social Media Influencers
- Local media : Boston Magazine/  
Boston.com/ WCVB.com/ArtsBoston
- Search Engine Ads: Google and Bing Ads
- YouTube
- Website

## BROADCAST

- Beasley Radio : Hot 96.9/WROR 105.7
- iheart Media: Kiss 108/WJMN 94.5

## OUTDOOR

- Billboards / Digital Boards

## TRADITIONAL

- Local, weekly neighborhood papers



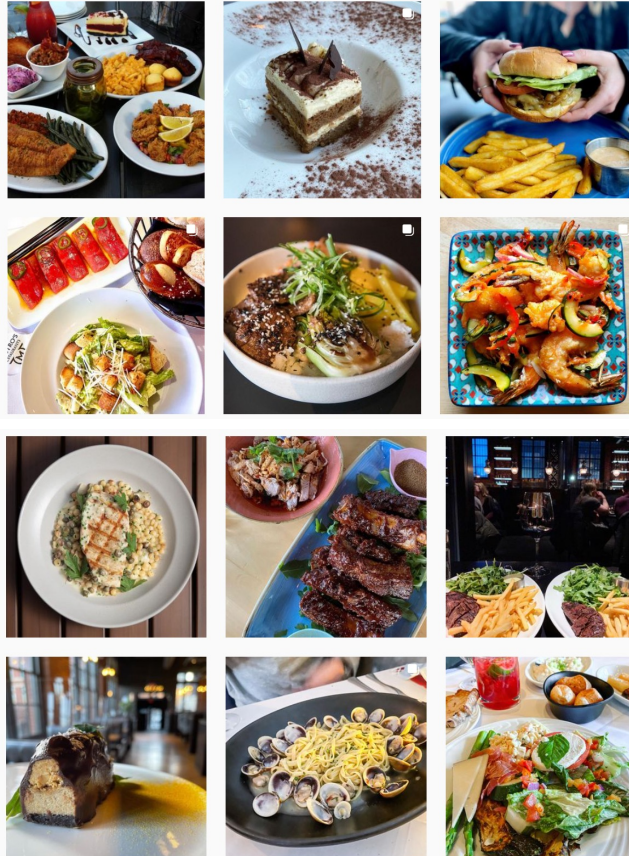
## PUBLIC RELATIONS

- Broadcast media, digital and traditional placements

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# SOCIAL MEDIA



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

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# DIGITAL ADS



- Digital Banners
- E-blasts
- E-newsletter Banners
- YouTube Advertising
- Meet Boston Website



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# OUTDOOR



- Moxy Hotel
- Boston Convention & Exhibition Center
- Highway Billboards
- City Hall
- Boston Common Visitor Center



# AUGUST 2022 RESULTS



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# AUGUST 2022 RESULTS

## WEB RESULTS

**495,893**

Page Views

**4.49**

Pages per session

**4:43**

Avg. Session Duration

## DIGITAL ADS

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

**2,590,766**

Impressions

**103,142**

Clicks

**3.9%**

Click Through Rate\*

\*Industry average is .05%

## DIGITAL MARKETING

### EMAIL MARKETING

**52%**

Open Rate for Email Campaign

**13%**

Click through to open ratio for Email Campaign

### SOCIAL MEDIA MARKETING

**27.8K+**

Social Media Followers

**1.4M**

Social Media Influencer Followers

**1.4M**

Social Media Impressions

**51.5K**

Social Media Engagements



# AUGUST 2022 RESULTS

## YOUTUBE

**10K**

Video Views

## OPEN TABLE RESULTS

**87%**

Reservations via Open Table were referred by [DineOutBoston.com](https://DineOutBoston.com)

## TRADITIONAL MARKETING

OUTDOOR BILLBOARDS

**3,494,388**

Impressions

BROADCAST RADIO

**2,567,195**

Impressions

**239**

30-second spots

**157**

High Impact Promotions

# Sponsorship Opportunities

# Full Course Sponsorship

**\$ 50,000**

- Logo Placement on the following:
  - Dine Out Boston Website
  - All Printed Material:
    - Outdoor Billboards and Displays
    - Local Newspapers
    - Restaurant Postcards
  - 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 Meet Boston USA accounts (Facebook, Instagram, Twitter, Pinterest, LinkedIn)
- Curated messaging as a presenting sponsor on key Dine Out Boston landing pages
- Visitor and Member E-newsletter features
- Spotlight ad on MeetBoston.com and Dine Out Boston pages for 6 months
- Hero Image Ad within the Hub Partner extranet
- Option to display an offer for Dine Out audience

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# Chef's Special Sponsorship

**\$ 25,000**

- Logo Placement on the following:
  - Dine Out Boston Website
  - All Printed Material:
    - Outdoor Billboards and Displays
    - Local Newspapers
    - Restaurant Postcards
  - All Digital advertisements:
    - Online/Banner Ads
    - Dine Out Boston E-Blasts (In-house & Partner deployed)
- Social Media exposure across all Dine Out Boston & Meet Boston USA accounts (Facebook, Instagram, Twitter, Pinterest, LinkedIn)
- Visitor and Member E-newsletter features
- Spotlight ad on MeetBoston.com and Dine Out pages for 6 months
- Option to display an offer for Dine Out audience

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# Entrée

**\$ 15,000**

- Logo Placement on the following:
  - Dine Out Boston website
  - All printed material:
    - Outdoor Billboards & Displays
    - Local Newspapers
    - Restaurant Postcards
  - E-blasts
    - Dine Out Boston E-Blasts (In-house and Partner deployed)
- Social Media exposure across all Dine Out Boston & Meet Boston USA accounts (Facebook, Instagram, Twitter, Pinterest, LinkedIn)
- Option to display an offer for Dine Out audience
- Spotlight ad on MeetBoston.com and Dine Out pages for 6 months

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# Appetizer

**\$10,000**

- 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 Meet Boston USA accounts (Facebook, Instagram, Twitter, Pinterest, LinkedIn)
- Spotlight ad on MeetBoston.com and Dine Out pages for 6 months
- Option to display an offer for Dine Out audience

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# Apperitif

**\$ 5,000**

- Logo placement on the Dine Out Boston Website
- Social Media exposure across all Dine Out Boston and Meet Boston USA accounts (Facebook, Instagram, Twitter, Pinterest, LinkedIn)
- Spotlight ad on MeetBoston.com and Dine Out pages for 3 months
- Option to display an offer for Dine Out audience

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**Thank you**

