

DINE OUT BOSTON

March 2023

Sponsorship Proposal



Presented by **MB** Meet
BOSTON

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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



Hilina D. Ajakaiye
Executive Vice President



Lindsay Milne
Director of Marketing



Glenn McGibbon
Director of Web & Digital Marketing



Sarah Dale
*Advertising Sales and Membership
Development Manager*



David O'Donnell
*Vice President, Strategic
Communications*



Diane DiNunzio
*Vice President, Leisure Destination
Services & Operations*



Cassandra Lee
Marketing Manager

DINE OUT BOSTON

MARCH 12-25, 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



EST 2008

FUTURE CHEFS



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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 : Country 102.5/Hot 96.9
- iheart Media: 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

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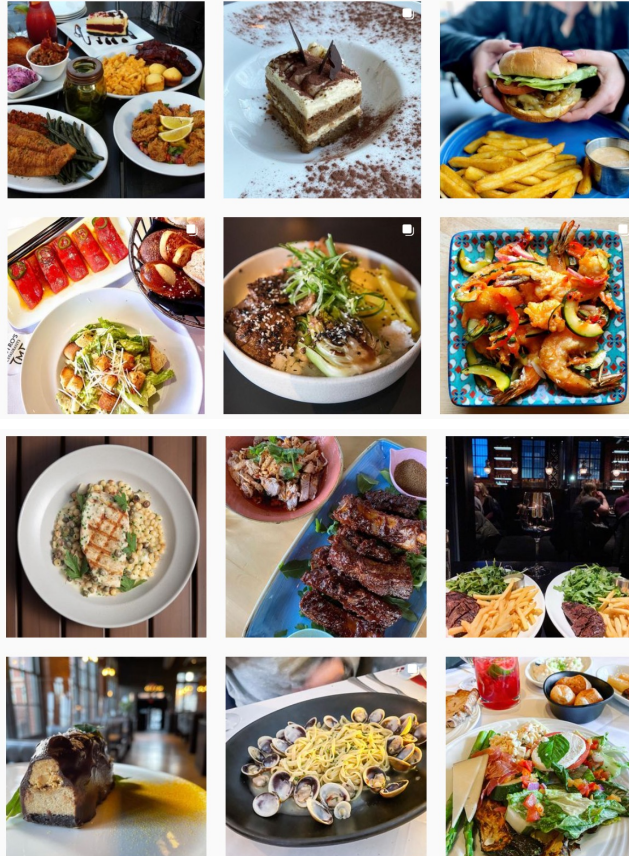
GIVEAWAY

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



- 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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DEAFER BOSTON
CONVENTION & VISITORS BUREAU

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VISITMA.COM

OpenTable
part of Booking.com

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VISITMA.COM
OpenTable
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OUTDOOR



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

MARCH 2022 RESULTS



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MARCH 2022 RESULTS

WEB RESULTS

603,747

Page Views

4.89

Pages per session

5:15

Avg. Session Duration

DIGITAL ADS

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

2,689,878

Impressions

77,668

Clicks

2.9%

Click Through Rate*

*Industry average is .05%

DIGITAL MARKETING

EMAIL MARKETING

48%

Open Rate for Email Campaign

15%

Click through to open ratio for Email Campaign

SOCIAL MEDIA MARKETING

25.1K+

Social Media Followers

539K

Social Media Influencer Followers

1.5M

Social Media Impressions

50.5K

Social Media Engagements



@DINEOUTBOSTON



@DINEOUTBOS

MARCH 2022 RESULTS

YOUTUBE

9K+

Video Views

OPEN TABLE RESULTS

89%

Reservations via Open Table were
referred by **DineOutBoston.com**

TRADITIONAL MARKETING

BROADCAST RADIO

2,551,200

Impressions

286

30-second spots

135 qty

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

