

BOSTON MAGAZINE'S

BATTLE *of the* BURGER™

AUGUST 2019
CRUISEPORT BOSTON

PROGRAM OVERVIEW



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BATTLE OF THE BURGER: 8TH ANNUAL

DATE/TIME: AUGUST, 2019 6-10PM
LOCATION: CRUISEPORT BOSTON
EST. GUESTS: 2,000
TICKETED EVENT: VIP: \$125; GA: \$75

PROGRAM OVERVIEW

In its eighth year, this fully integrated print/digital/on-site program will invite chefs from around Boston to face off in an epic food fight. Only one winner will triumph as the best burger in Boston as voted by the people!

This six month program provides sponsors extended exposure with a multimedia marketing campaign, wrapping up with on-site promotion through custom integration at the event.



**GET YOUR APPETITE GOING.
WATCH THE 2017 EVENT VIDEO:**

<http://bit.ly/BurgerVideo2017>

HOW DOES THE PROGRAM WORK?

PHASE 1:

PRE-PROMOTION

During the month of April, *Boston* magazine runs a restaurant media blitz, inviting chefs/restaurants to sign up for the program. While doing so, we will start pre-promotion for the program through print, digital, and social media efforts.

PHASE 2:

VOTING: THE BATTLE BEGINS

Starting in May and running through the July 4th weekend, the public will vote for the best burger on bostonmagazine.com. Participants are invited to vote once a day and check the rankings in real time! Plus, home grillers are invited to compete online for a chance to attend and compete at the Battle!

PHASE 3:

THE EVENT: THINGS HEAT UP!

Voting ends in early July and the top 25 vote getters have one month to get battle ready! The epic final cook off features samples of the burgers from each competitor. At the end of the night, the winner of the hard-fought battle is awarded the trophy, and a trip to a national burger competition in 2020 hosted in Miami.

To become part of this exciting program, please contact your Account Executive or Leah Palone at 617-275-2021 or lpalone@bostonmagazine.com.



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TESTIMONIALS

SPONSOR SUCCESS:

“ The battle this year was over and above in terms of execution and promotion. Once again, you completely impressed us with your organizational skills. Our partnership was seamless. ”

REV CIANCIO
SCHWEID & SON

MARKET LEADING EVENTS:

“ I just wanted to let you know how amazing I thought last night’s Battle of the Burger event went. Having worked large events I know how tough that can be to coordinate and execute, but with all the moving parts it was came across like there wasn’t an issue... A big thank you to Boston magazine’s staff. You should all be proud of the job you did. I was honored to have emceed the big show. ”

JASON ROSSI
RADIO 92.9

EXCEEDING EXPECTATIONS:

“ I had really high expectations for Battle of the Burger and have been talking it up internally for some time. I have been asked to provide a recap as it will be featured as a National Win of the week here at Heineken USA. The online voting and the actual event itself blew away even my expectations. ”

ROB HAMILTON
HEINEKEN USA

NONPROFIT PRAISE:

“ We absolutely adore you all! Feeling so lucky to be a part of your incredible events. You are such pros! You really know how to throw a party! Thank you for including Family Reach! ”

CARLA TARDIF
FAMILY REACH

SMOOTH PLANNING:

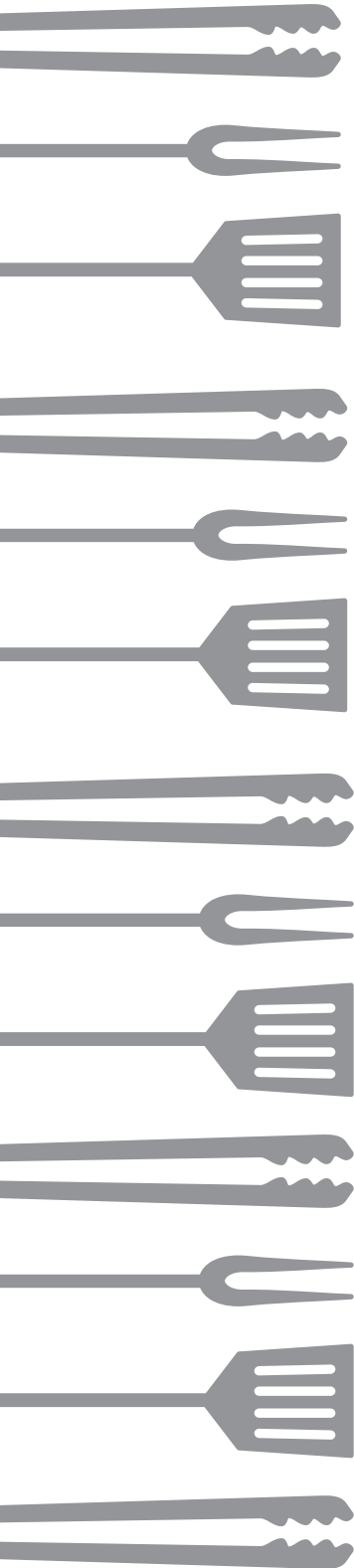
“ We had a great time at the Battle of the Burger! Thank you for all of your help during the event. I wanted to let you know that we had a great experience being a sponsor and everyone did an excellent job! We were really impressed with how organized and how smooth the event went. ”

STACIE O’BRIEN
KENYON INTERNATIONAL, INC.

CLIENT PRAISE:

“ I wanted to send an initial thank you to both you and Boston magazine for the last two nights. They were fantastic. You just tell me where and when and I will commit to you guys anytime. ”

PATRICK MALONEY
BLUE FIRE COFFEE ROASTERS



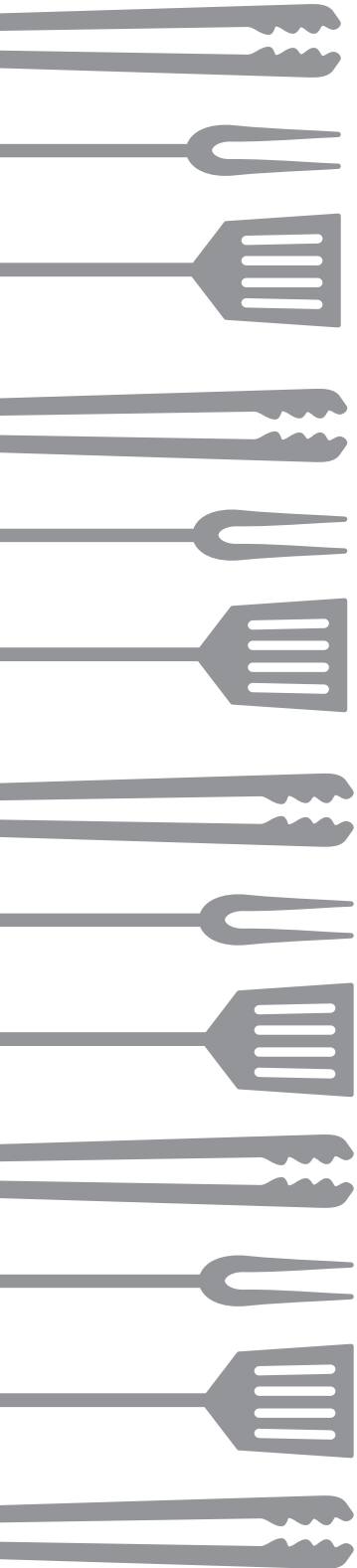


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2018 EVENT PHOTOS



 FOR MORE PHOTOS, PLEASE VISIT: [FACEBOOK.COM/BOSTONMAGEVENTS](https://www.facebook.com/BostonMagEvents)

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EVENT ACTIVATION

Boston magazine events can provide your brand with a customized on-site activation organically connecting our audience with your brand. Battle of the Burger can serve as your platform to test new products, collect data, and get in front of our valuable audience.

Examples of successful past on-site activations include customized lounge experiences, photo booths with social share technology, sweepstakes, and playful tastings such as ice cream bars, coffee bars, and candy bars.

As a sponsor of Battle of the Burger, we can feature your brand in any of the following outside of the box ideas that would tie in seamlessly with the event and engage guests:

- Summer lawn games such as ping pong and corn hole on artificial turf
- We can brand anything!
- Roving performers
- Sweepstakes with a prize to visit the competition winner's restaurant or bar
- Branded picnic tables
- Branded buckets with wet wipes throughout venue
- "Juice Bar" charging station for cell phones
- Spice Bar featuring product for guests to collect and take home
- Mint dispensers
- Customized entry banners
- Path on the floor guiding guests to an activation
- Branded microphone for event emcee
- Branded bar with lemonade and refreshing non-alcoholic drinks or water
- Italian ice or popsicle station
- Balloon drop in front of stage after winner is announced
- Carnival games
- Branded station to pick up antacids as guests depart (tongue in cheek!)

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