



BOSTON MAGAZINE'S  
TWO NIGHT FOOD FESTIVAL

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**BATTLE**  
*of the*  
**BURGER**

AUGUST 14-15, 2018 | CRUISEPORT BOSTON

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PROGRAM OVERVIEW

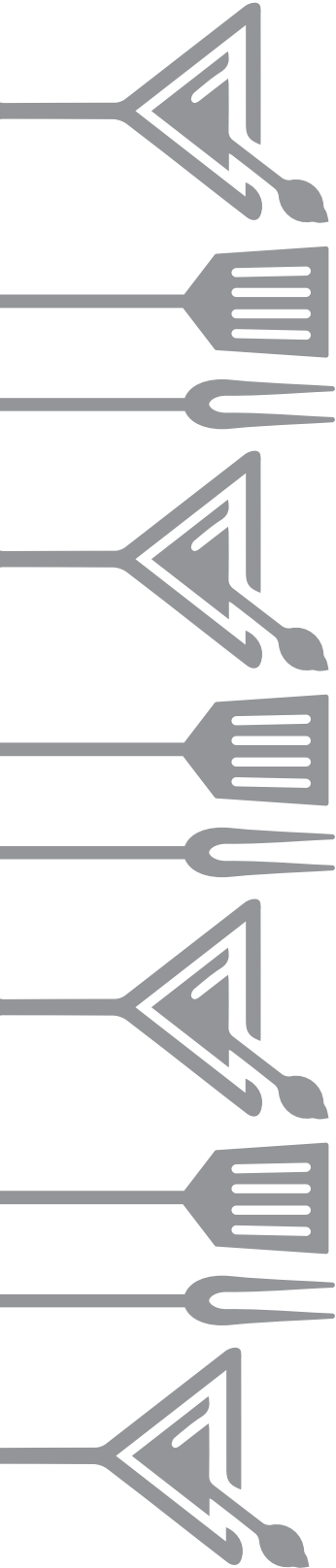




# PROGRAM OVERVIEW

## AUGUST 14-15, 2018

In 2018, *Boston* magazine will host our annual summer events showcasing the best eats and drinks the city has to offer. The two-day festival kicks off with our annual cocktail showcase featuring Boston's most acclaimed bartenders, as well as fabulous BBQ and summer food samples. Night two features the conclusion of our popular Battle of the Burger competition. The program will provide sponsors with a fully integrated program delivering extended exposure with a multi-media marketing campaign connecting brands with a desired audience of affluent and influential foodies.



### NIGHT 1 THE CUE: 5TH ANNUAL

DATE/TIME: AUGUST 14, 2018 6-9PM  
LOCATION: CRUISEPORT BOSTON  
EST. GUESTS: 1,000  
TICKETED EVENT: VIP: \$85; GA: \$55



### NIGHT 2 BATTLE OF THE BURGER: 7TH ANNUAL

DATE/TIME: AUGUST 15, 2018 6-10PM  
LOCATION: CRUISEPORT BOSTON  
EST. GUESTS: 2,000  
TICKETED EVENT: VIP: \$120; GA: \$75

 CHECK OUT THE 2017 EVENT VIDEOS ON YOUTUBE:  
The Cue: <http://bit.ly/TheCueVideo2017> • Battle of the Burger: <http://bit.ly/BurgerBattleVideo2017>



# THE ULTIMATE SPONSORSHIP

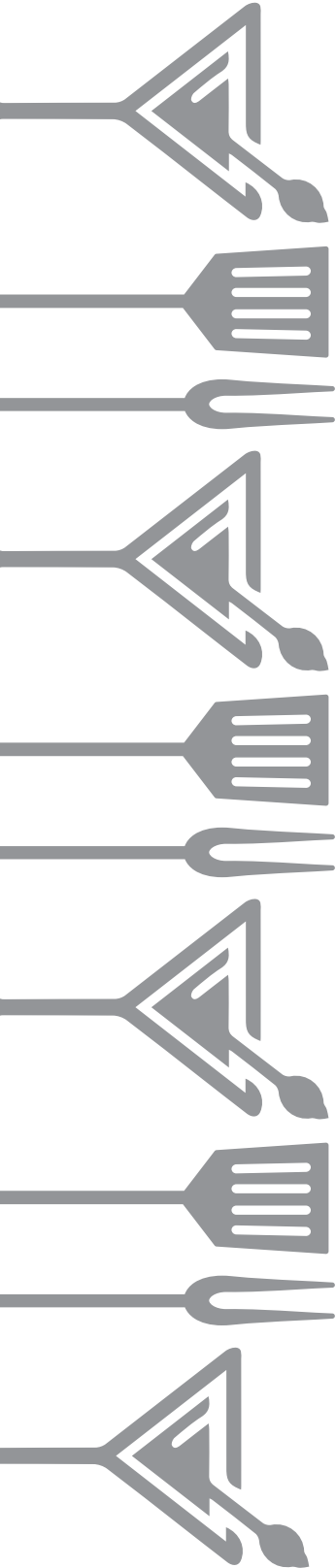


Over two days we will play host to 3,000 guests, including over 1,500 affluent, philanthropic, and sophisticated VIP food lovers from the Boston area and beyond. The two-night event will attract a young, hip, and savvy audience ranging from mid-20's to 40's.

Sponsors of the program will be featured in promotional ads in the April through August issues of *Boston* magazine, and in a 2-page event recap scheduled for the October 2018 issue. These highly designed promos will provide a lineup of participating restaurants and vendors, urge readers to purchase tickets, and share information about our nonprofit beneficiaries.

Sponsors of the two-night event will receive creative on-site exposure at the main event through signage, sampling opportunities, and more. In addition, two-night sponsors will be promoted through the following marketing channels including:

- Web banners and e-newsletters promoting the program during April - August
- Logo inclusion on the event website
- Logo inclusion on consistent print messaging reaching 500,000+ readers with each issue: Promotion includes April, May, June, July, August ads plus October event recap
- Dynamic social media campaign promoting the program with inclusion of sponsor handles where appropriate
- Inclusion in post event photo gallery on Facebook
- Consistent on-site exposure over two nights
- Exposure to all restaurant competitors





# AUDIENCE



Over 3.8 million affluent and epicurean minded consumers look to *Boston* magazine for inspiration, ideas, and local news about restaurants and chefs in Boston each month. *Boston* magazine Media is a trusted and established brand providing our readers with the best local resources.

With this program, you will reach affluent adults invested in food, drink and the overall epicurean lifestyle with the discretionary income to enjoy your services.

## A SNAP SHOT OF *BOSTON* MAGAZINE'S AUDIENCE

### GENDER

Female **54%** Male **46%**

### HOUSEHOLD INCOME

Average HHI **\$216,600**  
Average Net Worth **\$1.6 million**

### HOMEOWNERS

- **84%** Own Primary Residence
- Avg. Value Primary Residence **\$495,000**

### ENGAGEMENT

- **98%** of our audience turns to *Boston* magazine as an authority on restaurants/ dining
- **96%** take action as a result of reading the magazine
- Our readers are **130%** more likely than the average Bostonian to have dined at a restaurant **3 times** in the last **two weeks**
- **60%** of our readers drink at least 6 alcoholic beverages each week
- Our readers are **3 times** more likely than the average Bostonian to have had 3 or more glasses of wine within the last 2 weeks

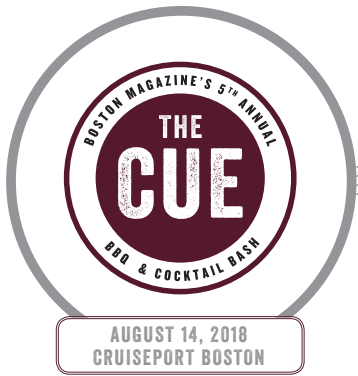
**BOSTON MAGAZINE'S 5<sup>TH</sup> ANNUAL**

**THE CUE**

**BBQ & COCKTAIL BASH**

**AUGUST 14, 2018  
CRUISEPORT BOSTON**

**PROGRAM OVERVIEW**



## OVERVIEW

### THE CUE: 5TH ANNUAL

**DATE/TIME:** AUGUST 14, 2018 6-9PM  
**LOCATION:** CRUISEPORT BOSTON  
**EST. GUESTS:** 1,000  
**TICKETED EVENT:** VIP: \$85; GA: \$55

This classy event is a cocktail connoisseur's dream, bringing the best bartenders and BBQ pit masters in the city together.

### PROGRAM OVERVIEW

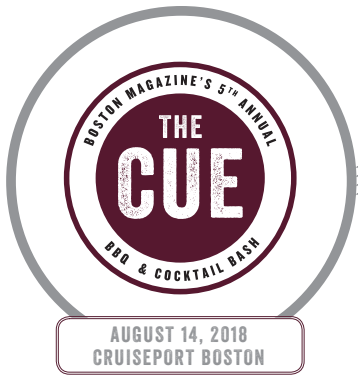
In its fifth year, this fully integrated print/digital/on-site program will provide sponsors 6 months of extended exposure with a multi-media marketing campaign, wrapping up with on-site promotion through custom integration at the event.



**GET YOUR APPETITE GOING.  
WATCH LAST YEAR'S EVENT VIDEO:**

<http://bit.ly/TheCueVideo2017>

To become part of this exciting program, please contact your Account Executive or Leah Palone at 617.275.2021 or [lpalone@bostonmagazine.com](mailto:lpalone@bostonmagazine.com).



# OVERVIEW

## TESTIMONIALS

### NEW PARTNER EXPERIENCE:

*“This year was a test for our brand and we were blown away!”*

HUGH POWERS  
ANHEUSER-BUSCH

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### SPONSOR EXPERIENCE:

*“We loved working with you and loved the event. We talked to a lot of consumers and were impressed with the targeted audience.”*

TONI MACDONALD  
KIND SNACKS

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### HOST PRAISE:

*“I just wanted to say thank you for having me host The Cue. It was an amazing event and you did a fantastic job putting it together. I love working with you all, you are a super fun loving group and it was an absolute blast.”*

JOE GATTO  
FROM SCRATCH

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### RESTAURANT ACCOLADES:

*“You did such an amazing job yesterday! That was the most organized, well executed event I have ever been to. Hands down a stellar job! Thank you for letting us be a part of it.”*

KATIE ECONOMIDES  
BLACKSTRAP BBQ

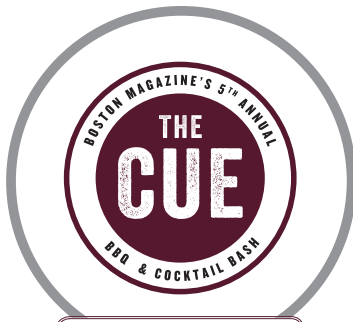
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### BARTENDER PROPS:

*“The event was fabulous and it was such a good experience to be a part of it all. I just wanted to say thank you again so much for everything and making it easy to participate. I look forward to seeing or possibly working with you in the future!”*

LEAH FAMULARO  
BURTONS GRILL

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AUGUST 14, 2018  
CRUISEPORT BOSTON

# OVERVIEW

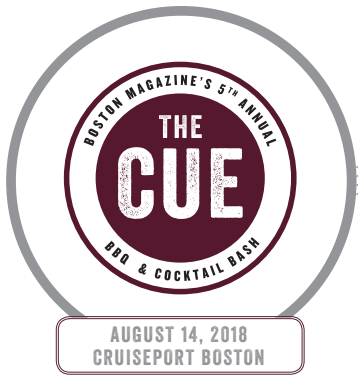
## 2017 EVENT PHOTOS



  
**FOR MORE PHOTOS, PLEASE VISIT:**  
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# OVERVIEW

## EVENT ACTIVATION

*Boston* magazine events can provide your brand with a customized on-site activation organically connecting our audience with your brand. The Cue 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 The Cue, 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
- Your logo on 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
- 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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BOSTON MAGAZINE'S

# BATTLE *of the* BURGER™

AUGUST 15, 2018  
CRUISEPORT BOSTON

PROGRAM OVERVIEW



AUGUST 15, 2018  
CRUISEPORT BOSTON

# OVERVIEW

## BATTLE OF THE BURGER: 6TH ANNUAL

**DATE/TIME:** AUGUST 15, 2018 6-10PM

**LOCATION:** CRUISEPORT BOSTON

**EST. GUESTS:** 2,000

**TICKETED EVENT:** VIP: \$125; GA: \$75

### PROGRAM OVERVIEW

In its seventh 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 multi-media marketing campaign, wrapping up with on-site promotion through custom integration at the event.

### 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](http://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:

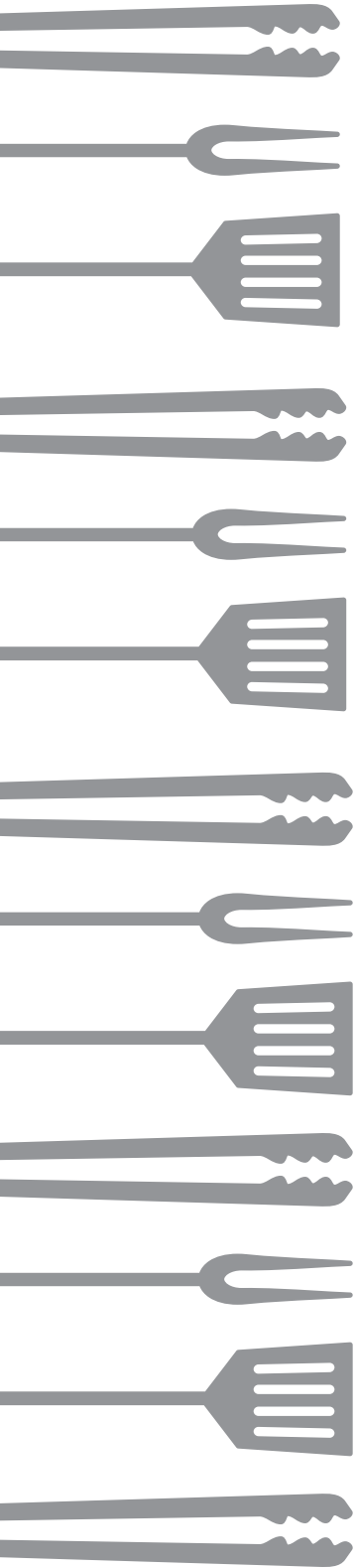
##### THE EVENT: THINGS HEAT UP!

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, a profile in *Boston* magazine, and a trip to a national burger competition in 2019 hosted in Miami.



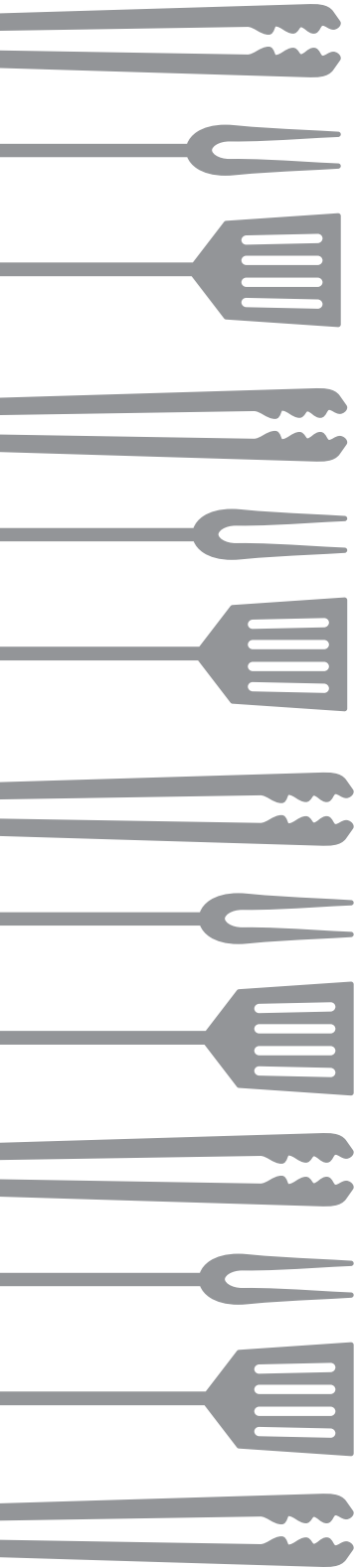
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AUGUST 15, 2018  
CRUISEPORT BOSTON



# OVERVIEW

## 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.”*

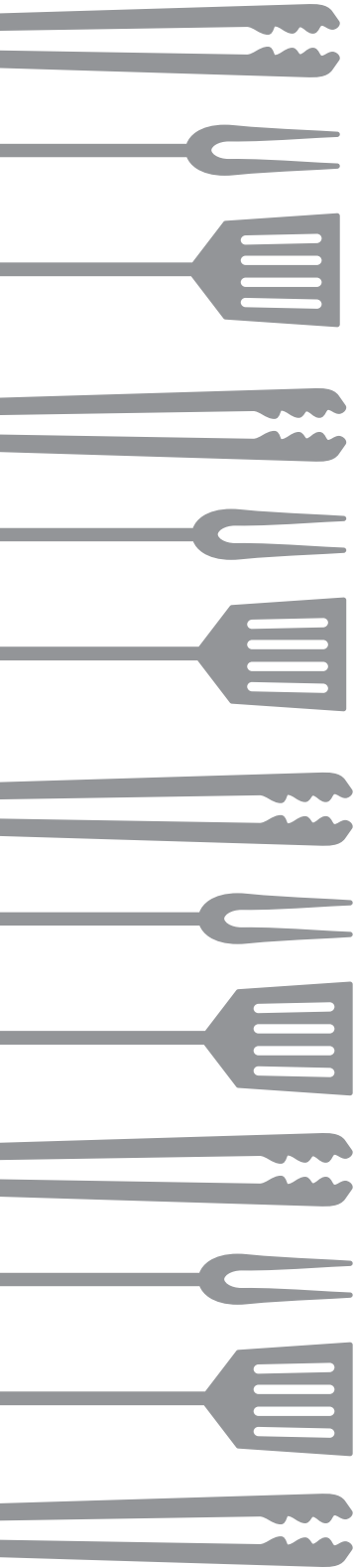
PATRICK MALONEY  
BLUE FIRE COFFEE ROASTERS



AUGUST 15, 2018  
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AUGUST 15, 2018  
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- We can brand anything!
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