



BOSTON MAGAZINE'S



taste

• 2019 •



Each November, *Boston* magazine hosts Taste to celebrate the November “Top Restaurants” issue featuring the local culinary scene. *Boston* magazine’s 9th annual Taste event will be a decadent evening of fine food, wine, beer, and custom cocktails. This event promises to wow partygoers while raising money for a local non-profit.

PROGRAM OVERVIEW



RECAP OF TASTE 2018 EVENT & PROMOTION

Last year's Taste event marked the 8th year of gathering the most talked about restaurants and executive chefs under one roof for an amazing dining event at the Boston Children's Museum in the bustling Fort Point neighborhood.

Over thirty-eight chefs strutted their culinary stuff, complemented by cocktails, wine, and beer. Sponsors benefitted from a high-impact media campaign with exposure in print, online, and onsite, with the feel-good alignment with The Greater Boston Food Bank.

Participants in *Boston* magazine's Taste 2018 event included culinary heavy hitters such as Andy Husbands of The Smoke Shop, Carl Dooley of the Table at Season to Taste, Chris Coombs of Deuxave and Boston Chops, and Chris Willis of Pammy's, as well as an inspiring lineup of new restaurants. As guests sampled their fill they also had the chance to enjoy sounds from DJ Ryan Brown, bid on exciting items at the silent auction hosted by The Greater Boston Food Bank.

TASTE 2018 DELIVERED OVER 5.4 MILLION IMPRESSIONS.



FOR MORE PHOTOS, AND VIDEOS PLEASE VISIT:
bostonmagazine.com/taste



ABOUT TASTE 2019

VENUE & AUDIENCE

DATE: November 12, 2019

TIME: VIP entry 6–9:30PM; GA entry 7–9:30PM

LOCATION: Boston Children's Museum

× AUDIENCE

Boston magazine's Taste 2019 will play host to over 1,000 affluent, philanthropic, and sophisticated VIP food and wine lovers from the Boston area and beyond. The event attracts a young, hip, and savvy audience ranging from mid 20's to 40's.

× EXPOSURE

Sponsors of *Boston* magazine's Taste will receive creative on-site exposure at the main event through signage, sampling opportunities, and more. *Boston* magazine's Taste will be promoted in print advertising and through marketing channels including:

- Web banners and e-newsletters promoting the program during September, October, and November
- Event specific website including information about sponsors and chefs
- Consistent print messaging reaching our audience of 480,000+ people (Promotion includes September, October, and November event promotional ads and a January event recap)
- Dynamic social media campaign promoting the program for one month leading up to the event with inclusion of sponsor handles where appropriate
- Post-event photo gallery on Facebook, event microsite, and bostonmagazine.com



ABOUT TASTE 2019 EVENT ACTIVATION

Boston magazine events can provide you with a customized on-site activation organically connecting our audience with your brand. Taste 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 creative food tastings.

AS A SPONSOR OF TASTE, 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:

- Customized lounge area
- Photo experience with social sharing
- Brand Ambassadors
- Product Specialists
- Sweepstakes for data collection
- Branded entry with step & repeat and photographer
- Dessert bar
- Chef station
- Exclusive bar