

Presented by Lauren Cohen & Angelica Medina

2025

Small Business Sponsorship Opportunities

bostonchamber.com/bima





ABOUT

BIMA, the Boston Interactive Media Association, is the Boston Chamber's hub for marketing and media professionals to interact and engage in on-going learning to stay agile in an ever-evolving industry. The BIMA community connects through networking, educational, and custom programs to keep the media and marketing community up to date on the latest trends and topics.

By sponsoring BIMA events, you'll increase your visibility and commitment to Massachusetts' thriving digital media industry, with opportunities for thought leadership recognition and to reach key decision makers at scale.



VISIBILITY


The Greater Boston Chamber of Commerce has **over 600k webpage visits a year.**

Combined followers across all Greater Boston Chamber of Commerce brands (including BIMA) **averages 49K.** All BIMA events would be promoted across all Chamber channels.

There are **more than 14K recipients** who will receive email campaigns for this event, with an average open rate of 24%.

The Greater Boston Chamber of Commerce thought leadership blog webpage has more than **5k visits a year.**





Investment: \$1.5K - \$2.5K

August 2025

BIMA

SUMMER SIZZLER

NETWORKING EVENT

This beloved, annual networking event brings together hundreds of professionals from the agency, publisher, and provider community for an evening of summer entertainment. Attendees enjoy an outside venue, with open bar and plenty of fun activations.

OF PEOPLE

350 - 450

AUDIENCE

Junior to Senior-level
marketing and media
professionals

TIME

6:00PM - 9:00PM

SUMMER SIZZLER OPTIONS

BRAND AWARENESS

\$1.5K

This brand awareness package includes:

- Three tickets to the event (to share with colleagues or clients)
- Logo placement on event website and all social media and email marketing communications
- Google My Business placement before event
- Sponsor acknowledged during the event via logo placement on signage
- One dedicated email blast to attendees pre or post event

BRAND ACTIVATION

\$2.5K + cost of activation

This brand activation package includes:

- Five tickets to the event (to share with colleagues or clients)
- One branded activation or gaming section at the event
- Logo placement on event website and all social media and email marketing communications
- Google My Business placement before event
- Acknowledgement during the event via logo placement on signage
- One dedicated email blast to the BIMA & Chamber community (10K) or to attendee list
- Opportunity to provide branded swag at the event and/or branded badges (cost not included)

Investment: \$1.5K - \$2.5K

December 2025

BIMA

HOLIDAY GALA

NETWORKING EVENT

The BIMA Holiday Gala is the industry event of the year, where professionals can celebrate the year's successes with your team in style and network with hundreds of digital media professionals. Guests enjoy an open bar, delicious apps, and plenty of fun activations. This will be a can't-miss event to wrap up 2025!

OF PEOPLE

500 - 600

AUDIENCE

Junior to Senior-level
marketing and media
professionals

TIME

6:30PM - 9:30PM

HOLIDAY GALA OPTIONS

BRAND AWARENESS

\$1.5K

This brand awareness package includes:

- Two tickets to the event (to share with colleagues or clients)
- Logo placement on event website and all social media and email marketing communications
- Google My Business placement before event
- Sponsor acknowledged during the event via logo placement on signage
- One dedicated email blast to attendees pre or post event

BRAND ACTIVATION

\$2.5K + cost of activation

This brand activation package includes:

- Four tickets to the event (to share with colleagues or clients)
- One branded activation or gaming section at the event
- Logo placement on event website and all social media and email marketing communications
- Google My Business placement before event
- Acknowledgement during the event via logo placement on signage
- One dedicated email blast to the BIMA & Chamber community (10K) or to attendee list
- Opportunity to provide branded swag at the event and/or branded badges (cost not included)

THANK YOU

Interested? Reach out to
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