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**MetroWest
Visitors Bureau**

Visibility Through Sponsorships

2016

About the MetroWest Visitors Bureau: For four years, we have been engaging, energizing, and connecting businesses—for-profit and nonprofit—throughout MetroWest’s 19 towns and many surrounding communities as we work to fulfill our nonprofit mission to stimulate economic activity by marketing the region’s assets to visitors, potential visitors, and residents. Our products and services—developed in consultation with our 300+ members—are designed to 1) attract visitors to MetroWest; 2) spur MetroWest residents to patronize local services, shops, businesses, nonprofits, and other attractions; 3) support corporations’ efforts to recruit and support employees. We invite you to join our efforts in 2016.

As a sponsor of a MetroWest Visitors Bureau event or publication, your business will be included in all related marketing materials, including advertising, print and electronic mailings, our professionally designed print and on-line publications, and through our frequently viewed website and broad social media network. **You will receive extensive, sustained visibility with an important audience of potential consumers and numerous opportunities for meaningful, direct contact with representatives from businesses and non-profit organizations across sectors all while supporting the work of the MetroWest Visitors Bureau.**

Want to reach consumers? Want to connect with other businesses? **You can do BOTH through a MetroWest Visitors Bureau event or publication!** Pick and choose to meet your business needs and goals!

Event/Opportunity	Primary Audience	Sponsorship Range*
1. Premiere Annual Sponsor*	Consumers and business (for-profit and nonprofit) at all events and in all materials noted below; more than 100,000+	\$10,000
2. MetroBest 2016: Annual Celebration Breakfast	Businesses (for-profit and nonprofit); 200+	\$2000, \$1000, \$500
3. Quarterly Cultural Convening – Arts and Culture Groups	Arts and Culture – for-profit and nonprofit; 40-60/ gathering	\$1000, \$500
4. Semi-Annual Ambassador Workshops	Businesses, all sectors; 60+/ workshop	\$600/workshop; \$1000 to sponsor both
5. MetroFest (click for full details)	Consumers, local and regional; 7000–9000 projected audience	\$10,000–\$1000
6. Summer Open House	Businesses, all sectors; 150+	\$2000; \$1000; \$500
7. Tile advertising on www.metrowestvisitors.org (click for full details)	Consumers; In 2015, 46,000 sessions and 125,000 pageviews generated from more than 35,000 unique visitors	\$2500 sponsorship – tile ads also available \$1250 - \$300*, 1-year, 6-month, 3-month, single or multiple pages offered
8. Guide to MetroWest 2017	Visitors, residents, businesses; 60,000 printed and distributed in the region, state and beyond, digital version downloadable from website	\$5000 includes full-page ad, other advertising available \$3675-\$575*

Look at this special offer! Join us as a sponsor at the \$5,000 level or higher and select an additional sponsorship opportunity (or two) valued at up to \$1,000!



1. Premiere Annual Sponsorship of the MWVB: \$10,000

A 12-month designation that provides visibility in all products and activities of MWVB, including our print and digital publications and all public and member events. Limited to two businesses.

Benefits:

- Premier visibility in all MWVB products for 12 months, including a full-page ad (value: \$2100) in our *Guide to MetroWest 2017*
- Opportunity to address guests at all events and have a table, where applicable
- Banner displayed and promotional materials included in attendees' gift bags at events
- Premiere booth location and banner placement at MetroFest 2016 (June 25), as well as all the benefits afforded to a \$2500 sponsor of the event
- Logo on all MWVB printed event materials and marketing products
- Clickable logo on all electronic materials and products including website homepage.

*Member rates noted.

2. MetroBest: Annual Celebration Breakfast (February 26): \$2000, \$500

This annual gathering brings together 200 of the region's business, nonprofit, and municipal leaders, as well as elected officials to celebrate the best of MetroWest and the strength of our region's economy.

Benefits: Lead Sponsor: \$2,000 – Premiere logo placement in event marketing materials (print and digital), invitation, and program; onsite presence includes welcome address, tabling opportunities, banner, 5 complimentary tickets.

Benefits: Supporting Sponsor: \$1,000 – Logo placement in all event marketing materials (print and digital) and program; onsite presence including tabling opportunities, corporate banner placement and give-aways, 3 complimentary tickets.

Benefits: Friend Sponsor: \$500 – Name in event marketing materials and program; onsite presence including corporate banner placement; 2 complimentary tickets.

3. Quarterly Cultural Convenings: \$250/ workshops (minimum of 2)

These educational and fun events bring together representatives of nonprofit and for-profit entities in the arts and culture sector from across the region to gain knowledge, build capacity, and make new connections for future collaboration across sectors and across communities. Event formats include professional development training, facilitated brainstorming, and mixers for cultural and hotel reps, to name a few. Events are hosted at various cultural venues; a sponsor may suggest a venue that is most aligned with their work, goals, and partnerships.

Benefits: Lead Sponsor: \$500 (min. of 2 at \$250 each) — Logo placed in event marketing materials (print and digital); onsite presence including welcome address, tabling opportunities, corporate banner placement and give-aways.

4. Semi-Annual Ambassador Workshops: \$600/workshop; \$1000 for both

This fun, 90-minute training offered for employees on the front lines (realtors, hotel staff, human resource specialists, arts/culture venues' front-office staff, municipal employees) presents information about the character, attractions, and hidden gems of the region, with the goal of drawing more visitors and residents to MetroWest venues. The sponsor can choose from a variety of possible locations or offer their own location. We are also happy to present a special ambassador workshop just for your employees!

Benefits: Lead Sponsor: \$1,000 – Logo placement in all event marketing materials (print and digital) and program; onsite presence including welcome address, tabling opportunities, corporate banner placement and give-aways.

Benefits: Supporting Sponsor: \$600 – Name in all event marketing materials (print and digital) and program; onsite presence including corporate banner placement and give-aways.

5. MetroFest 2016 (June 25): \$10,000–\$1000

Our third annual arts, music, and food truck festival is moving to early summer, just before vacation begins! We're kicking off our planning for this incredible, regional event, which will be held at Bowditch Athletic & Cultural Complex in Framingham! Sponsors will have direct contact with 8,000 consumers on the day of MetroFest, and garner tremendous visibility through event marketing leading up to this not-to-be-missed event showcasing the richness and diversity of the region, with a wide range of activities appealing to all ages. Sponsorships offer a variety of benefits and naming opportunities to enhance your presence and meet your organizational goals. At all levels, sponsors receive one 10' x 10' space for your lead-generation activities, priority placement at the event, inclusion in event marketing activities, and onsite recognition through signage and the Main Stage.

Benefits: Click here for full sponsor levels and benefits for MetroFest 2016.

6. Mid-Summer 2016 Open House: \$2000–\$500

This gathering of Visitors Bureau members and partners to network and celebrate the region and our collective work historically draws 100–150 people from the arts, recreation, retail, hospitality, and service industries around the region. Hosted in the late-afternoon, this free event is open to MetroWest Visitors Bureau (MWVB) members and partners. Guest are encouraged to bring a friend and introduce them to the work of the MWVB! Lead Sponsor can select from a variety of venues available.

Benefits: Lead Sponsor: \$2000 – Premiere logo placement in all event marketing materials (print and digital) and program; onsite presence including welcome address, tabling opportunities, corporate banner placement.

Benefits: Supporting Sponsor: \$1000 – Logo placement in all event marketing materials (print and digital) and program; onsite presence including tabling opportunities, corporate banner placement.

Benefits: Friend Sponsor: \$500 – Name in all event marketing materials (print and digital) and program; onsite presence including corporate banner placement.

7. www.metrowestvisitors.org Digital Package: \$2500 sponsorship

Tiles ads also available for \$1250–\$300* (member rates), 1-year, 6-month, 3-month, single or multiple pages offered.

We have a diverse demographic visiting our website, with representation across all age groups and among both genders that provides your organization with the opportunity to reach people of a wide variety of ages and interests.

Benefits: Lead Sponsor: \$2,500 — Logo with hyperlink on the main page and MetroFest page of the website for 12 months (the events page and MetroFest page are the most visited pages); 12-month tile ad on the main page and on three category pages of your choosing; logo on all marketing materials related to www.metrowestvisitors.org.

Benefits: Tile ads: Click here for more information about tile ads/ pricing.

8. Guide to MetroWest 2017: \$5,000

At the MetroWest Visitors Bureau, our job is to research and compile all the tremendous assets of MetroWest—places to go and things to do—so that we can bring business to YOUR business. And it's all in the *Guide to MetroWest*. Our second annual edition will be a keepsake that readers refer to over and over for a FULL YEAR! Its colorful editorial, photographs, and listings will provide visitors and residents alike with hundreds of opportunities for shopping, dining, lodging, cultural and recreational activities, and services. Sponsors of this exciting publication will receive the highest visibility in this high-quality publication that is distributed throughout the year to 60,000 visitors and residents through 150+ sites in MetroWest and hundreds of additional locations in Massachusetts, Rhode Island, and beyond.

Benefits: Lead Sponsor: \$5,000 — Logo on the cover of the *Guide*; full-page, four-color ad on back page of publication; free premiere listing inside the publication; clickable logo on all electronic materials related to the *Guide*; clickable tile ad on our web homepage for 12 months; up to 5,000 copies to distribute to customers, colleagues and friends.



We encourage our sponsors to publicize their work with the MetroWest Visitors Bureau by sending event listings and other information about the partnership to their constituents, supporters and friends. Amplify your presence in all channels by sharing information about your work with the MWVB!