



Bons Event

2017

WHITE COURT ESTATE
SWAMPSCOTT, MA
AUGUST 24, 2017
5:00-10:00 PM

BONSEVENT.com



[northshoreMAGAZINE](#)

Best of the North Shore



Reach Your Target Market...and have fun doing it!

A PROVEN TRACK RECORD

2017 marks the 12th anniversary of Northshore Magazine's Best of the Northshore (BONS) awards. Over that time BONS has become synonymous with quality, community and excellence.

This highly anticipated celebration of this year's winners will deliver the luxurious life North of Boston that our winners embody. It is THE *not-to-be-missed* event of the season.

Event Features:

- Wine & spirits tasting
- Beer sampling
- Extensive selection of gourmet specialty foods
- Unique food trucks and food concessions
- Live music and other activities

THE AUDIENCE YOU WANT TO REACH

Sponsoring the Best of the Northshore event affords your company a unique opportunity to build brand awareness and connect with your ideal clientele in an exciting and enjoyable atmosphere. Our event draws attendance from throughout the Northshore, including the greater Boston area as well as western Massachusetts, southern New Hampshire and northern Rhode Island.

BONS reaches qualified and engaged attendees who lead affluent lifestyles and have the buying power to invest in high-end goods and services. The educated, discerning consumer that attends our event provides a multitude of marketing opportunities for sponsors. BONS has been host to many sponsors for product launches, client entertainment opportunities and extended brand exposure.

Take advantage of BONS Sponsorships to:

- Expose your brand with signage and cobranded advertising before, during and after the event
- Launch a new product or service with sampling and demonstrations
- Reward clients with VIP access to the Northshore's premier food and drink event
- Reward employees and clients with BONS tickets





BONS Event 2017

A SOLID PR STRATEGY

We invest in a relationship with our Sponsors to deliver top-notch results.

Our Strategy includes:

- Daily posts to Facebook, Twitter and Instagram accounts
- Email marketing
- Ongoing cross-promotion of our sponsors and BONS winners on social media
- Partnerships with local chamber and businesses to promote the event
- Ongoing media relations and blogger outreach
- Radio interviews
- A press release leading up to the event
- Street team delivery of BONS awards to winners promoted on nshore.tv and through our social media platforms

Trust us, your company wants to be aligned with this unique event. Become a sponsor, and enjoy the benefits of this publicity too.

BROAD MEDIA COVERAGE

Our Media strategy covers print, outdoor advertising, radio, digital, email and social media.

Media Impressions:

- Print: 135,000 Northshore Magazine Audience
- Email: 40,000 Northshore magazine e-mail subscribers
- Web: 35,000 monthly unique nshoremag.com visitors (6/1/2016-5/31/2017) with over 50,000 during July and August with announcement of BONS Winners

Social:



14,300+ fans



14,100+ followers



10,100+ followers

AUDIENCE REACH BY THE NUMBERS

55%
FEMALE

45%
MALE

\$500,000
MINIMUM HOME VALUE

82%
MARRIED

18%
SINGLE

\$120,000
MINIMUM HOUSEHOLD INCOME

35-64
MEDIAN AGE





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PRESENTING SPONSOR—\$20,000 (\$44,525 value)

Own the event with prominent sponsor recognition in all BONS-related marketing and promotional activity. You will also be provided with exclusive benefits for your clientele.

EVENT

- Inclusion in radio promotional spots
- Logo inclusion on all BONS event signage and promotional material
- Exclusive main stage signage
- Prominent logo placement on step and repeat banner
- Display/selling booth at the event to display products, services or marketing collateral (chairs, linens included.)
- VIP Lanyard - Attendees “wear” your logo all-night long promoting your brand!
- Sponsor-provided flags placed at the entrance of the event
- Logo displayed via gobo lights throughout venue
- VIP check-in - logo branded signage along with Northshore Magazine
- Custom on-site activation
- Complimentary beverages and hors d’oeuvres
- Product inclusion in 350 VIP bags
- 32 General Admission tickets
- 8 VIP tickets

DIGITAL

- Mention as Presenting Sponsor in all event emails
- 5 shared emails to 25,000 opt-in subscribers prior to the event
- Brand inclusion in all BONS event e-newsletters
- 6 dedicated social media post/tweets on Facebook, Instagram & Twitter
- Presenting sponsor recognition and link on the BONS event and sponsor pages
- Presenting sponsor display banner advertising on nshoremag.com (725x90 and 300x250)
- Dedicated brand banner advertisements with a total of 80,000 impressions on nshoremag.com

POST EVENT

- Inclusion in NorthshoreTV’s coverage of the event
- 1 exclusive Northshore TV Video
- Post-event digital coverage
- 1 exclusive email and 5 shared emails to Northshore’s 25,000 opt-in subscribers
- Access to BONS event image stills

Accepted for Sponsor: _____ Date: _____

Accepted for Northshore Magazine: _____ Date: _____



BONS Event 2017

CORPORATE SPONSOR—\$12,500 (\$36,675 value)

Prominent display of company name and logo with a comprehensive, high-impact presence leading up to, throughout, and following the big event.

EVENT

- Inclusion in radio promotional spots
- Prominent logo placement on step and repeat banner
- Display/selling booth at the event to display products, services or marketing collateral (chairs, linens included.)
- VIP Lanyard - Small logo placement
- Custom on-site activation
- Complimentary beverages and hors d'oeuvres
- Product inclusion in 350 VIP bags
- Sponsorship of charity silent auction signage and materials
- 24 General Admission tickets
- 6 VIP tickets

DIGITAL

- 4 shared pre-event emails
- Brand inclusion in BONS event e-newsletters
- 4 dedicated social media post/tweets on Facebook, Instagram & Twitter
- Sponsor recognition and link on the BONS event and sponsor pages
- Display banner advertising on nshoremag.com with a total of 60,000 impressions (725x90 and 300x200)

POST EVENT

- Inclusion in NorthshoreTV's coverage of the event
- 1 exclusive Northshore TV Video
- Post-event digital coverage
- 1 exclusive email and 4 shared emails to Northshore's 25,000 opt-in subscribers
- Access to BONS event image stills

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Accepted for Northshore Magazine: _____ Date: _____



BONS Event

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PLATINUM SPONSOR—\$10,000 (\$19,375 value)

Increase visibility and spotlight your brand. Company name and logo listed as a Platinum Sponsor in select digital, event materials and email newsletters.

EVENT

- Logo inclusion on BONS event promotional material
- Display/selling booth at the event to display products, services or marketing collateral (chairs, linens included.)
- Custom on-site activation
- Complimentary beverages and hors d'oeuvres
- Product inclusion in 350 VIP bags
- 16 General Admission tickets
- 4 VIP tickets

DIGITAL

- 3 shared pre-event emails
- Brand inclusion in BONS event e-newsletters
- 3 dedicated social media post/tweets on Facebook, Instagram & Twitter
- Sponsor recognition and link on the BONS event and sponsor pages
- Display banner advertising on nshoremag.com with a total of 40,00 impressions (725x90 and 300x250)

POST EVENT

- Inclusion in NorthshoreTV's coverage of the event
- 1 exclusive Northshore TV Video
- Post-event digital coverage
- 1 exclusive email and 3 shared emails to Northshore's 25,000 opt-in subscribers
- Access to BONS event image stills

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Bons Event 2017

PLATINUM SPONSOR (CHARGING STATIONS) – \$7,000 (\$ 16,275 value)

Be the exclusive sponsor of four (4) strategically placed charging station stations and be recognized as a Platinum Sponsor. There is no question that attendees rely heavily on their mobile devices. Whether it's to snap a picture with friends or that framing that perfect social post of their food & drink, a low battery has attendees looking for a charge. Offer them the opportunity to charge their mobile devices while not missing any of the action compliments of your mobile charging station. Charge up your branding and connect with the BONS attendees by sponsoring the charging stations.

EVENT

- Four (4) charging stations branded with your logo
- Logo included in pre- and onsite materials everywhere the charging stations are mentioned
- Multiple devices can be charged at the same time
- Lounge furniture placed around charging stations
- Logo inclusion on BONS event promotional material
- Product inclusion in 350 VIP bags
- 8 General Admission tickets
- 2 VIP tickets

DIGITAL

- 2 shared pre-event emails
- Brand inclusion in BONS event e-newsletters
- 2 dedicated social media post/tweets on Facebook, Instagram & Twitter
- Sponsor recognition and link on the BONS event and sponsor pages

POST EVENT

- Post-event digital coverage
- 2 shared emails to Northshore's 25,000 opt-in subscribers
- Access to BONS event image still

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GOLD SPONSOR—\$4,000 (\$9,600 value)

Gold Sponsors are significant sponsor of the event and will be included in most aspects of the BONS promotion.

EVENT

- Logo inclusion on BONS event promotional material
- Display/selling booth at the event to display products, services or marketing collateral (chairs, linens included.)
- Custom on-site activation
- Complimentary beverages and hors d'oeuvres
- Product inclusion in 350 VIP bags
- 8 General Admission tickets
- 2 VIP tickets

DIGITAL

- 2 shared pre-event emails
- Brand inclusion in BONS event e-newsletters
- 2 dedicated social media post/tweets on Facebook, Instagram & Twitter
- Sponsor recognition and link on the BONS event and sponsor pages
- Display banner advertising on nshoremag.com with a total of 20,000 impressions (725x90 and 300x250)

POST EVENT

- Post-event digital coverage
- 2 shared emails to Northshore's 25,000 opt-in subscribers
- Access to BONS event image stills

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GOLD SPONSOR (BOTTLED WATER) – \$4,000

Be the exclusive still water bottle sponsor by keeping attendees hydrated throughout the night and be recognized as a Gold Sponsor. The water bottles are a refreshing way to quench thirsts as attendees drink from water bottles labeled with your company's logo.

EVENT

- Water bottles available in key areas of the venue
- Your branding on the label of the water bottles (artwork to be provided by the sponsor)
- Logo inclusion on BONS event promotional material
- Product inclusion in 350 VIP bags
- 8 General Admission tickets
- 2 VIP tickets

DIGITAL

- 2 shared pre-event emails
- Brand inclusion in BONS event e-newsletters
- 2 dedicated social media post/tweets on Facebook, Instagram & Twitter
- Sponsor recognition and link on the BONS event and sponsor pages

POST EVENT

- Post-event digital coverage
- 2 shared emails to Northshore's 25,000 opt-in subscribers
- Access to BONS event image stills

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SILVER SPONSOR — \$2,000 (\$5,600 value)

On-site activations coupled with our multi-channel marketing strategy target a high profile audience to provide you with maximum exposure and prominent branding.

EVENT

- Logo inclusion on BONS event promotional material
- Display/selling booth at the event to display products, services or marketing collateral (chairs, linens included.)
- Custom on-site activation
- Complimentary beverages and hors d'oeuvres
- Product inclusion in 350 VIP bags
- 4 General Admission tickets

DIGITAL

- 1 shared pre-event email
- Brand inclusion in BONS event e-newsletters
- 1 dedicated social media post/tweets on Facebook, Instagram & Twitter
- Sponsor recognition and link on the BONS Event page and sponsor page
- Display banner advertising on nshoremag.com with a total of 10,000 impressions (725x90 and 300x250)

POST EVENT

- Post-event digital coverage
- 1 shared email to Northshore's 25,000 opt-in subscribers
- Access to BONS event image stills

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A PLAN MADE FOR YOU

Any of our Sponsorship packages can be customized to fit your specific needs and budget. We market the event through all media channels: print, radio, online, outdoor media and social media. We draw an audience from across the area that has plenty of disposable income and appreciates wine, food and the finer things in life. We consider our Sponsors our partners and your success is our success.

Contact us today to collaborate on how to best develop a customized sponsorship to ensure your brand's objectives are accomplished and create the look, feel and experiences BONS guests have come to love.

FOR MORE INFORMATION

RMS Media Group
300 Brickstone Square
Andover, MA 01810

Phone: (978) 623-8020
Email: sponsorships@rmsmg.com

Connect with us on Social Media:



[facebook.com/nshoremagazine](https://www.facebook.com/nshoremagazine)



twitter.com/northshoremag



[instagram.com/northshoremag](https://www.instagram.com/northshoremag)

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SPONSORSHIP FORM

CONTACT INFORMATION

Company Name	Contact Name
Contact E-Mail Address	Contact Phone Number
Address	City/State/Zip

SPONSORSHIP PACKAGE

\$20,000 Presenting Sponsor	<input type="checkbox"/> Please send me an invoice
\$12,500 Corporate Sponsor	<input type="checkbox"/> I have enclosed a check made payable to RMS Media Group Inc.
\$10,000 Platinum Sponsor	<input type="checkbox"/> Please charge my credit card
\$7,000 Platinum Sponsor (charging station)	Card Type: Visa / MC / AmEx / Discover
\$4,000 Gold Sponsor	Card Number
\$4,000 Gold Sponsor (bottled water)	Expiration Date
\$2,000 Silver Sponsor	Security code

Total Sponsorship Cost

Signature

Date

Thank You For Supporting the Best of the Northshore 2017.

Once we receive your completed sponsorship form, someone on our events staff will contact you to discuss arrangements, sponsorship benefits and recognition. Please send your high resolution color and black & white logos (.EPS or .AI preferred) and any related style guide to vendors@rmsmg.com along with your preferred website URL for linking. We will contact you for ad copy and all printed materials will be sent to you for approval prior to printing.