



BOSTON MAGAZINE'S



taste

• 2016 •



In November, *Boston* magazine will host a fun filled Taste event to celebrate the November Dining issue featuring the local culinary scene and the talented chefs that proudly stand behind it. *Boston* magazine's 7th 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 the Greater Boston Food Bank (GBFB). A portion of the night's proceeds will benefit the GBFB and their endless fight to support hungry families in our region.

PROGRAM OVERVIEW





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RECAP OF TASTE 2015 EVENT & PROMOTION

Last year's Taste event marked the 6th 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.

Thirty chefs strutted their culinary stuff, complemented by cocktails from Boston's best mixologists. Sponsors benefitted from a high-impact media campaign, exposure in print, online and onsite, and the feel-good alignment with The Greater Boston Food Bank.

Participants of *Boston* magazine's Taste 2015 event included culinary heavy hitters such as Tim Maslow of Ribelle, Tiffani Faison of Tiger Mama, Chris Coombs of Deauxave, and Tony Maws of Kirkland Tap and Trotter, 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, and take home a very impressive VIP gift bag filled with gift certificates, sweet treats, and more.

Sponsors of Taste benefitted from an integrated marketing platform reaching consumers through print, digital, and on-site channels including exposure via:

✕ PRINT:

- Paging in the November Issue of *Boston* magazine
- Logo inclusion in promotional ads (September, October and November)
- Logo and product shot in the event recap (January)

✕ ONLINE:

- Logo inclusion on the Taste microsite
- Logo inclusion on promotional e-blasts
- Inclusion in social media promotion

✕ ONSITE:

- VIP and General Admission guests
- Custom integration at the event
- Signage throughout event space
- Logo on Taste Map
- VIP Gift bag inclusion

TASTE 2015 DELIVERED OVER 3.3 MILLION IMPRESSIONS.





ABOUT TASTE 2016

VENUE & AUDIENCE

✕ AUDIENCE

Boston magazine's Taste event will play host to up to 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. Ticket prices are \$150 VIP admission and \$95 general admission.

✕ 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 through marketing channels including:

- Web banners and newsletters promoting the program during September, October, and November
- Event specific website including information about sponsors and chefs
- Consistent print messaging reaching our growing audience of 700,000+ people (Promotion includes September, October, and November event promotional ads and a January event recap)
- Dynamic social media (Facebook and Twitter) campaign promoting the program for one month leading up to the event, with inclusion of sponsor handles where appropriate
- Event photo gallery on Facebook
- Outreach to The Greater Boston Food Bank's membership to promote the program





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ABOUT TASTE 2016 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 customized food tastings such as ice cream bars, coffee bars, and candy bars.

As presenting sponsor, the Emirates Airlines Experience helped launch their new Boston to Dubai service and featured the following elements:

- Customized lounge area
- Instaprint Technology
- Brand Ambassadors
- Product Specialists
- Sweepstakes for data collection
- Branded entry with step & repeat and photographer

As the exclusive automotive sponsor Infiniti connected with our audience through the following elements driving data collection and guests into the vehicles to experience the all-new Q50:

- Candy bar
- Two chef stations
- Sweepstakes for data collection
- Two vehicles
- Product specialists
- Brand ambassadors
- Customized lounge area
- Exclusive bar
- Branded gift bag



TASTE 2016 PROMO & NON PROFIT

PROMOTIONAL SCHEDULE & NONPROFIT PROMOTIONAL SCHEDULE

Sponsors of *Boston* magazine's Taste will be featured in promotional ads in the September, October and November issues of *Boston* magazine, and in a full event recap scheduled for the January 2017 issue. These highly designed promos will feature the lineup of participating chefs, drive ticket sales, and share information about our nonprofit beneficiary, the Greater Boston Food Bank. *Boston* magazine's Taste will also be promoted through social media, e-newsletters, and through an event microsite.

THE NONPROFIT BENEFICIARY

We are proud to partner with the Greater Boston Food Bank, the largest hunger-relief organization in New England and one of the largest food banks in the country. They distribute more than 34 million pounds of food and grocery products annually to a network of approximately 550 member hunger-relief agencies. As a trusted and efficient resource for these local food pantries, soup kitchens, homeless and residential shelters, youth programs, senior centers, and day-care centers, the Food Bank provides the food they need to feed the hungry.

