



# down:2:earth

### Why sponsor?

Down:2:Earth is Boston's premier destination for the conscious consumer. It is a marketplace for eco-friendly products, a public stage for community initiatives, and an educational forum that addresses sustainability issues on the minds of us all.

Participation as a D2E exhibitor defines your company's commitment to these values; D2E sponsorship distinguishes you from the pack with the highest profile participation. By combining branding, primary booth location, and promotion, D2E sponsorship will elevate your presence at the event and increase your impact on this qualified audience. We will work with you to customize the sponsorship package to meet your marketing objectives and maximize your return on investment.

D2E 2009

### April 3-5, 2009

Fri, April 3 5:00pm - 9:00pm  
Sat, April 4 11:00am - 6:00pm  
Sun, April 5 11:00am - 5:00pm

### Hynes Convention Center

900 Boylston Street  
Boston, MA 02115

### 2008 Event Stats

- 8,000 attendees
- Average age of 35
- Average attendee spent 2.5 hours at the event
- 100+ exhibitors



### The Big Picture Sponsorship Package Includes

#### On-Site Visibility

- **Exhibit Space** - 10' x 20' exhibit space at D2E in a prime location
- **Complimentary tickets** - 50 complimentary tickets to D2E
- **Banner** - Sponsor logo featured prominently on marquee banner in front of Hynes Convention Center and on banner at entrance from inside Prudential Mall
- **Activation** - Opportunity to build an activation program around D2E to drive visits and sales at your retail location

#### Media

- **Print** - Name and logo on all advertising in *The Boston Metro*: minimum four quarter-page color ads; one half-page color ad; one inside pop-up; leaderboard and skyscraper ads on MetroBostonNews.com
- **Radio** - 10-second tag dedicated to The Big Picture Sponsor recognition on a minimum of 100 radio spots on commercial media
- **On-line Media** - Prominent logo placement on all on-line ads placed for D2E
- **Website** - Prominent logo placement and link to sponsor website on all pages of www.d2eboston.com
- **Email Campaign** - Prime placement as The Big Picture Sponsor of D2E on all email marketing correspondence to thousands of potential attendees prior to event date
- **Printed Collateral** - Company name and logo on posters and postcards for the event

#### Public Relations

- **Press Releases** - Primary positioning as The Big Picture Sponsor in all press releases and references to D2E
- **Dedicated Press Release** - Opportunity to include your company press release outlining your sustainable initiatives in D2E press package

The Big Picture Sponsorship Investment: \$25,000.00

