



# down:2:earth

## Thematic Sponsorships

Your company can achieve a higher profile at D2E through sponsorship of one of the signature events that were so well-received at D2E 2008. Thematic sponsorships associate you with the elements of D2E that draw crowds. They give you a forum for establishing that deeper connection with customers so essential to engendering brand loyalty. We can work with you to activate this partnership with D2E so that you can build programs to enhance sales and offer customized benefits to your patrons.

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



## Benefits of Thematic Sponsorships

- Stage recognition on slide presentation at event as D2E partner
- Exclusive recognition for sponsored event activity at D2E
- Logo placement on signage for sponsored event activity
- Logo placement in printed and electronic communication materials referencing event activity
- Logo placement on Boylston Street banner, outside of the Hynes
- Logo visible on every page of the website ([www.d2eboston.com](http://www.d2eboston.com)) with link to your site
- Company description and link to your site on the Sponsor page of the website
- One dedicated 10' x 10' exhibit space
- Sponsor credited in all press releases regarding sponsored activity
- Opportunity to develop proprietary activation programs in conjunction with sponsored event activity

## Thematic Sponsorship Options

- Green Home Pavilion Sponsorship
- Cooking Fresh Stage Sponsorship
- On the Runway Sponsorship
- Kids' Block Sponsorship
- Video Project Sponsorship

Thematic Sponsorship Investment: \$15,000.00

