BIMA

a program of Greater Boston Chamber of Commerce

presents the 24th Annual

HOLIDAY GALA

Carnival of Wonders

2026 SPONSORSHIP OPPORTUNITIES

PRESENTED BY LAUREN GOODWIN & VANESSA DESMARAIS



THE DETAILS

On December 17, the 24th Annual BIMA Holiday Gala will transform the Fairmont Copley Plaza into a scene of timeless elegance for an unforgettable evening of celebration. This year's theme, Carnival of Wonders, invites guests to step into a world where sophistication meets enchantment and thoughtfully curated experiences—from interactive attractions to photo-worthy surprises around every corner—delight the senses and bring together whimsy of the bygone era with the energy of Boston's digital and creative community. Attendees will enjoy an open bar, hors d'oeuvres, immersive experiences, and plenty of opportunities to connect and celebrate. Don't miss this extraordinary close to 2026!

PEOPLE	500-600
PROFILE	JUNIOR TO SENIOR-LEVEL MEDIA & MARKETING PROFESSIONALS 25% BRAND, 50% AGENCY, 25% ADTECH & PUBLISHER
TIME / PLACE	6:30PM - 9:30PM | FAIRMONT BOSTON COPLEY

BIMA

SPONSORING THE EVENT

REACH KEY DECISION MAKERS AT SCALE

DEEPEN BRAND PRESENCE IN BOSTON MARKET

As a sponsor, you'll gain unparalleled visibility in front of Boston's top media and marketing professionals while creating memorable brand connections in a celebratory setting. This is more than an event. It's an opportunity to showcase your brand and end the year on a high note with a night everyone will remember.

INVESTMENT:

$7K-$25K

BIMA





This

PLATINUM PACKAGE

includes:

- 20 tickets to the event (to share with colleagues or clients) + 25% discount on additional tickets
- One branded activation of your choice at the event (examples: photo booth, signature cocktail, carnival game, VIP lounge, and more. See page 8 for additional details).
- Logo placement on event website and all social media and email marketing communications
- Branded digital invitation to send to guests
- Google My Business Placement before event
- One dedicated email blast to the BIMA & Chamber community (10K)
- Final attendee list (name & company)
- Opportunity to provide branded swag at the event and/or branded badges (cost not included)
- Promotion as the platinum sponsor of the event with a greater logo presence on all event signage & collateral
- One advertisement placed in BIMA newsletter
- Opportunity to write a guest blog to be featured on BIMA and Chamber webpages
- Opportunity to distribute corporate giveaway leading up to or after the program via email to all registered guests

TOTAL: $25K

BIMA





This

BRAND ACTIVATION PACKAGE

includes:

- 10 tickets to the event (to share with colleagues or clients) + 25% discount on additional tickets
- One branded activation of your choice at the event (See pages 8-14 for activation options).
- Logo placement on event website and all social media and email marketing communications
- Branded digital invitation to send to guests
- Google My Business Placement before event
- Acknowledgement during the event via logo placement on signage around the venue
- One dedicated email blast to the BIMA & Chamber community (10K) or to event attendees pre or post event
- Opportunity to provide branded swag at the event (cost not included)
- Final attendee list (name and company)

TOTAL: $12K*

*additional costs may apply pending activation selection





This

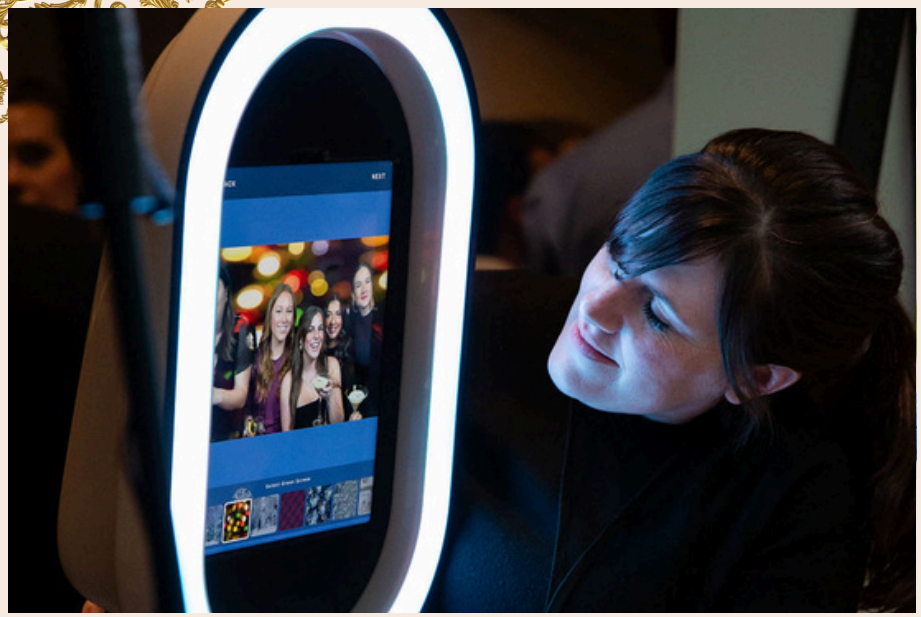
BRAND AWARENESS PACKAGE

includes:

- 5 tickets to the event (to share with colleagues or clients) + 25% discount on additional tickets
- Logo placement on event website and all social media and email marketing communications
- Branded digital invitation to send to guests
- Google My Business Placement before event
- Sponsor acknowledged during the event via logo placement on signage around the venue
- One dedicated email blast to the BIMA & Chamber community (10K) or to event attendees
- Opportunity to provide branded swag at the event (cost not included)
- Final attendee list (name and company)

TOTAL: $7K

BRAND ACTIVATION SPONSOR OPTIONS





CAPTURED AT THE CARNIVAL

Photo Booth

Capture the magic of the evening with an elevated photo experience inspired by the glamour and spectacle of a vintage carnival.

Guests will snap fun and wonderous portraits in this immersive photo booth. Your logo will be featured on each photo as a keepsake from the night.

ADDITIONAL COST:

$2K





THE VELVET PARLOUR

Luxury Lounge

Guests can step away from the bustle and into a lavish retreat of velvet furnishings, rich textures, and timeless elegance offering the perfect setting to sip, mingle, and soak in the wonder of the evening.

You also have the option to provide branded items of your choice (pillows, fans, etc.) to further elevate the space.

ADDITIONAL COST:

$2K

*cost dependent on desired lounge items





A SPARKLING SPECTACLE

Champagne

Add a touch of spectacle and sophistication with a roaming champagne experience inspired by the grandeur of Europe's most elegant carnivals. Adorned in a stunning champagne skirt, the performer glides through the crowd offering guests a celebratory pour, creating spontaneous moments of delight, conversation, and photo-worthy encounters throughout the evening.

ADDITIONAL COST:

$3K





THE MIDWAY MERCANTILE

Sweets & Treats

Capture the nostalgic charm of vintage European carnivals with an elevated confectionery experience featuring gourmet popcorn, peanuts, cotton candy, artisanal sweets, and beautifully displayed treats.

ADDITIONAL COST:

$2K





MARVELS OF THE MIDWAY

Live Performances

Cultivate surprise, artistry, and delight with a collection of roaming circus performers such as acrobats, jugglers, magicians, and more. These interactive entertainers bring energy and wonder to every corner of the event, creating unforgettable guest experiences and countless photo opportunities.

ADDITIONAL COST:

$3K





THE PAVILION OF PLAY

Carnival Games

Bring out guests' playful side with a collection of elevated carnival games. From classic tests of skill to whimsical challenges, this interactive experience encourages friendly competition and creates memorable moments throughout the evening.

ADDITIONAL COST:

$2K





THE SKETCH STUDIO

Guest Caricatures

Bring the timeless charm of the carnival artist's studio to life with live caricature sketches created throughout the evening. Equal parts entertainment and keepsake, this interactive activation provides guests with a personalized portrait inspired by the whimsy and artistry of vintage European fairgrounds.

ADDITIONAL COST:

$3K





THE PORTRAIT ATELIER

Guest Paintings

Guests receive custom watercolor portraits created live by a professional artist, offering a unique keepsake inspired by the elegance of vintage European fairs.

This highly engaging, photo-worthy activation provides premium brand visibility and a lasting connection between attendees and your organization.

ADDITIONAL COST:

$3K





BOUND IN BRILLIANCE

Permanent Jewelry

Align your brand with one of the evening's most sought-after experiences: a luxury permanent jewelry station where guests receive a custom-fitted keepsake.

ADDITIONAL COST:

$3-5K





THE GILDED PEN

Calligraphy Station

Bring the artistry of old-world carnival traditions to life with a live calligraphy experience where guests receive beautifully hand-lettered keepsakes, names, quotes, or personalized mementos.

Your logo will be featured on the stationery or custom wax seals and signage at the station.

ADDITIONAL COST:

$2K


INTERESTED?
connect with us
EMAIL MARKETING@BOSTONCHAMBER.COM
BIMA