

BOSTON TATTOO CONVENTION 2016 SPONSORSHIP PACKET



PUTTING BOSTON ON THE MAP FOR TATTOO CULTURE AND
LIFESTYLE FOR OVER A DECADE

For over a decade, the Boston Tattoo Convention has brought body artists and vendors from all over the world together with over 8,000 art lovers to share in the spectacle of creation in the unique atmosphere of Boston's historic Back Bay. Held in the heart of the city's arts community, the Hynes Convention Center is surrounded by sidewalk cafes, shops, and galleries. Inside, 140+ booths of tattooing and vending, a gallery of tattoo inspired artwork, a bar and lounge, and live performances keep it lively and interesting throughout the long weekend.

This exclusive event has become an alternative cultural phenomenon, and is eagerly anticipated by thousands across New England and throughout the country. This landmark show gets bigger and better each year, and as it grows so does the value of your sponsorship.

CONVENTION DATES/TIMES:

Friday, April 8th, 4:00pm-12:00am
Saturday, April 9th, 12:00pm-12:00am
Sunday, April 10th, 12:00pm-9:00pm

LOCATION:

Hynes Convention Center

EXPECTED ATTENDANCE:

8,000-10,000

TARGET DEMOGRAPHIC:

Age 18-50
55% Female, 45% Male

ADMISSION:

Single Day: \$25 Advance/\$30 at the Door
3-Day Pass: \$45 Advance/\$55 at the Door
VIP (3-Day Pass, T-Shirt, Poster):
\$55 Advance, \$70 at the Door





SELECTED PREVIOUS SPONSORS

- Best Buy
- Scion
- Tataway
- Inked Magazine
- Jagermeister
- Monster Energy Drinks
- Rockstar Energy Drinks
- Pabst Brewing Company
- Dewars
- Miller High Life
- Sailor Jerry
- Lubriderm
- Fine Art Clothing
- Veritas Cigars
- TatSoul
- Tat-Stat Tattoo Supplies
- Boston's Weekly Dig
- WAAF
- WBCN
- Red Rocket Records



TATTOO DEMOGRAPHICS

Approximately 21% of adults aged 18 and up have at least one tattoo – that is an estimated 64 million Americans! Around 14% have two tattoos or more.

The most tattooed demographic is women aged 30-39 at about 40%.

In 2014 the tattoo industry grossed a total of 3 billion dollars.

“Tattoo” has been the #1 searched beauty term since 2003.



MARKETING REACH

- The Boston Tattoo Convention Facebook page has over 27,000 followers and reaches several thousand people per week. We also have a growing following of almost 3,000 on Instagram.
- Email campaigns to over 50,000 recipients.
- Web presence on all major tattoo search engines.

- www.bostontattooconvention.com averages 8,000 users per month with about 30,000 page views and an average session duration of more than 2 minutes.
- Clear Channel billboards in Boston run for 4 weeks prior to the convention, reaching over 100,000 people per week.
- The Boston Tattoo Convention Street Team will distribute 100,000 flyers at New England music and art events up until the convention begins, on April 8th.
- BTC publicity reaches every tattoo and body piercing shop in the New England area. BTC posters, flyers, and banner exchanges dominate the body art marketing scene during the entire promotion and significantly beyond throughout the year.
- Additionally, each year we receive requests for live, print, and video articles and interviews both prior to and during the convention. This has included publications such as CBS Boston, Boston.com, The Boston Globe, The Boston Metro, The Boston Herald, Stuff Boston, Tattoo'd Lifestyle Magazine, Inked Magazine, WAAF, and WZLX.



BTC 2016 SPONSORSHIP LEVELS

FULL BODY SUIT - \$15,000

- Two (2) 8x10' booths in the main exhibition hall.
- Naming rights for Miss Boston Ink Contest or Tattoo of the Day Contest.
- Company logo printed on all posters, flyers, handbills, and street marking tools.
- Point of entry and main stage banner placement.
- Company logo projected on the main exhibition hall.
- Banner ad on the BTC homepage for 4 months.
- Multiple promotional posts on BTC Facebook and Instagram pages.
- Ad and logo in event guide.
- Sponsor page on the BTC website.
- Twenty (20) three-day passes.

BACKPIECE - \$10,000

- Two (2) 8x10' booths in the main exhibition hall.
- Company logo projected on the main exhibition hall.
- Company logo printed on all posters, flyers, handbills, and street marketing tools.
- Point of entry and main venue banner placement.
- Banner ad on BTC homepage for 4 months.
- Multiple promotional posts on BTC Facebook and Instagram pages.
- Ad and logo in event guide.
- Sponsor page on the BTC website.
- Twenty (20) three-day passes.

FULL SLEEVE - \$6,000

- Two (2) 8x10' booths in the main exhibition hall.
- Point of entry and main venue banner placement.
- Banner ad on the BTC homepage for 4 months.
- Sponsor page on the BTC website.
- Multiple promotional posts on BTC Facebook and Instagram pages.
- Logo in event guide.
- Inclusion of logo on event poster and flyer.
- Ten (10) three-day passes.

HALF SLEEVE - \$3,500

Two (2) 8x10' booths in the main exhibition hall.
Point of entry banner placement.
Logo and banner ad on the BTC website for 4 months.
Sponsor page on the BTC website.
Three (3) promotional posts on the BTC Facebook and Instagram pages.
Logo in event guidebook.
Five (5) three-day passes.

TRAMP STAMP - \$2,000

One (1) 8x10' booth in the main exhibition hall.
Three (3) three-day passes.
Two (2) promotional posts on BTC Facebook and Instagram pages.
Logo on BTC website for 4 months.
Sponsor page on the BTC website.

KNUCKLE ROCKERS - \$1,000

Three (3) three-day passes.
Logo on BTC website for 4 months.
Sponsor page on the BTC website.

Additionally, submissions of sponsorship offers of any kind are welcomed.
Contact: **K Lenore Siner / 781-366-4924 / info@bostontattooconvention.com**
Production, Sponsorship, Entertainment.