



Boston Aquarium Society  
*Established 1916*

BostonAquariumSociety.org

## Boston Aquarium Society Sponsorship Program

Founded in 1916 the Boston Aquarium Society is the oldest continuously running Tropical Fish Society in the world. With a membership of over 200 avid aquarists in the greater Boston area, the BAS offers several unique advertising opportunities for our sponsors.

**\*Note: All Donations listed below may be in cash, gift certificates, or merchandise unless otherwise indicated. All Merchandise is valued by published MSRP. Sponsorship opportunities are offered on a first come first serve basis.**

### **BAS Member Discounts:**

Sponsors that offer a discount to Boston Aquarium Society members receive a premium listing in the "Friends of the BAS" directory on our website with a link to Sponsors website. The discount offered by your business will also be listed on our member benefits listing on our website as well as our membership benefits flyer distributed to all new and renewing members as well as to prospective members as part of our club recruiting activities. It will also be announced at our monthly meeting and in our monthly email. If your business is web based BAS can make special arrangements for members to be given a temporary promo code to order on-line. Special promotions and time sensitive discounts are also accepted.

**Requirements.** - Discount should be confirmed with the BAS president. Discount must also require that the individual present a BAS membership card in order to receive the discount. Sponsors must also make BAS membership applications available to all of their customers.

### **Boston Aquarium News Sponsorship**

The Boston Aquarium News is broadcast on the first Monday of each month on BlogtalkRadio.com. The show averages over 1700 listens per month. The Boston Aquarium News features a recap of the most recent meeting of the club, highlights of the upcoming meeting, interviews with people from the hobby and a review of other items of interest to New England aquarists. Some recent guests on the show include, Scott Dowd of the New England Aquarium, Gary Jones of MarsFishCare, Klaus Steinhaus of C.A.R.E.S. Preservation Program, & aquarium hobby legend Alan Fletcher formerly of Innes Publishing Company. Sponsorship includes a 30 second promo. Sponsors are also encouraged to participate as a guest on the show.

**Requirements** - \$40 donation per episode. (Cash only)

### **Internet Forum**

Internet forum sponsors get a dedicated forum on the BAS forums at BostonAquariumSociety.org to use for promotions for their organization or business.

**Requirements** - \$100 donation per year

### **Monthly Bowl Show Sponsorship**

The sponsor of our monthly bowl show receives an 8 X 11 sign placed above the bowl show table / stand at our monthly meetings. The sign is displayed prominently in photos of the bowl show display featured on the bowl show section of the BAS website. The sponsor is also listed with a link to their website on the page listing that month's results.

**Requirements** - \$30 donation.

### **Bowl Show Season Sponsorship**

Sponsor receives monthly bowl show sponsor benefits for 12 months plus a banner displayed at the top of all the bowl show pages on the BAS website.

**Requirements** - \$120 dollar donation.

### **Meeting Sponsorship**

The sponsor of a BAS meeting is announced at the beginning of each meeting as well as a message from the sponsor. The sponsor's name also listed on the events page for the meeting that appears on the BAS home page for the month prior to the meeting. The sponsor's logo is also displayed via video projector or sign at the beginning of the meeting.

**Requirements:** \$120 donation.

**Store Visit Meetings**

Host the BAS members for a meeting at your store. The visit must be on the third Monday of the month between 8 & 10 PM. Sponsor is required to provide refreshments. Arrangements must be made 3 months in advance so that we can make sure all of our members aware of the meeting location.

**Daphnian Sponsorship**

Sponsor receives business advertisement in the Boston Aquarium Societies famous award winning quarterly newsletter "The Daphnian".

***Requirements:***

Business card size or web banner size ad - \$25 donation in cash, merchandise, or gift certificates

Half page ad - \$50 donation

Full page ad - \$100 donation

**Monthly Email Sponsorship**

Sponsor receives a banner ad or 100 word paragraph in our monthly marketing email sent to over 150 aquarists all over New England. Our monthly email is sent out on the second Monday of every month prior to our monthly meetings.

***Requirements:***

\$50 donation / month

\$200 donation / 6 months

\$300 donation / 1 year.

**Club Tee Shirt Sponsorship**

This is an excellent way to get your organizations name out to a large number of aquarists. Our members wear their club shirts at aquarium events all over the east coast. Display your logo on the back of club T-shirts. The front of the shirt includes the BAS logo and an aquatic image. The back of the shirt says "Boston Aquarium Society sponsored by" with your logo underneath.

***Requirements:*** Design & Quantity must be confirmed with a BAS officer prior to printing.