



Best of Big D

EVENT SPONSORSHIP
OPPORTUNITIES 2023





Align with the best of the best.

The Best of Big D is *D Magazine's* guide to the best food, drinks, shops, culture, and entertainment in Dallas. Through editorial recommendations, the best are honored in the August issue of *D Magazine* and at the biggest party of the year.

And it's paid off for our advertisers in a big way. We promote Best of Big D through print, digital, and social platforms. The final event brings together hundreds of Dallas VIPs for a highly targeted engagement opportunity and blowout party of the year.

EVENT DETAILS

WHERE: Longhorn Ballroom

WHEN: Thursday, August 17, 2023

ATTENDANCE: 800+

"Our partnership with *D Magazine* opened up great opportunities for the Topo Chico brand. Being featured at The Best of Big D gave us brand recognition among the top influencers in Dallas-Fort Worth." **TOPO CHICO**

D MAGAZINE'S READER SUCCESS FACTORS

403,762+
TOTAL MONTHLY READERS

1,167,210
AVERAGE MONTHLY UNIQUE
USERS ON DMAGAZINE.COM

\$344,322
AVERAGE HOUSEHOLD INCOME

99%
CONSIDER *D MAGAZINE* A
RELIABLE RESOURCE WHEN
MAKING PURCHASES OR
BUYING DECISIONS

SOURCE: Circulation
Verification Council 2022

Title Sponsorship:

**Category exclusive*

INVESTMENT:

\$19,950

- TWO-PAGE SPREAD IN *D MAGAZINE*
- TIER I ACTIVATION

Premier Sponsorship:

INVESTMENT:

\$12,950

- FULL-PAGE AD IN *D MAGAZINE*
- TIER I ACTIVATION

Exclusive VIP Saloon Sponsorship:

INVESTMENT:

\$12,950

- DEDICATED BRANDING OF EXCLUSIVE LOUNGE AREA

Signature Sponsorship:

INVESTMENT:

\$7,950

- HALF-PAGE AD IN *D MAGAZINE*
- TIER II ACTIVATION

PRE-EVENT

- Logo inclusion on e-mail invitation, digital promotions, event website, and registration page
- Inclusion in coverage on *D Magazine* social channels
- Ad in upcoming issue of *D Magazine* (based on sponsorship level)

EVENT

- Event invitations for your team (based on sponsorship level)
- Select an activation at event (based on sponsorship level)
- Logo inclusion on event signage and AV displays
- Logo on photobooth
- Inclusion in coverage on *D Magazine* social channels
- Inclusion in sponsor thank-you remarks by *D Magazine*

POST-EVENT

- Company mention in event photo recaps in upcoming *D Magazine* print issue and on dmagazine.com
- Company mention in follow-up email to attendees
- Social media coverage on *D Magazine* social channels
- Sizzle reel and event photos for your own use
- Run-of-site ads (100K impressions)
- Inclusion in *D Magazine* thank-you ad



Here's how well we promoted our partners in 2022. Your brand will be promoted for months — here's a taste:

PRINT

JULY, AUGUST, AND SEPTEMBER ISSUES OF *D* MAGAZINE HIGHLIGHTED THE EVENT — AND OUR SPONSORS — TO **411,640+** AFFLUENT READERS.

EMAIL

EBLASTS AND INVITATIONS TARGETED MEMBERS OF ALL *D*'S ESSENTIAL NETWORKS, RECEIVING **215,547+** IMPRESSIONS.

DMAGAZINE.COM

DIGITAL ADS THROUGHOUT DMAGAZINE.COM GENERATED **1,032,552+** IMPRESSIONS.

SOCIAL

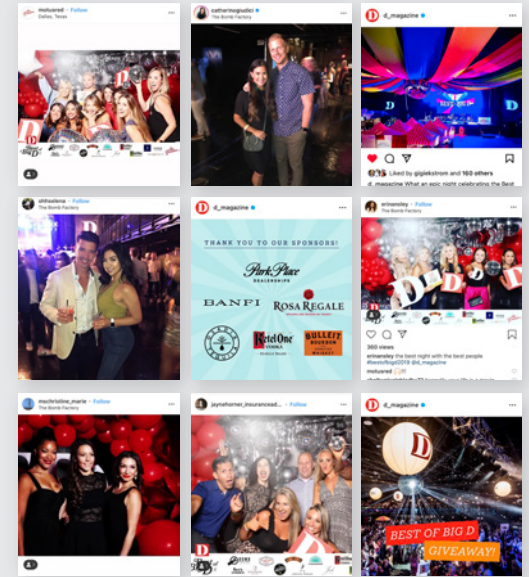
FACEBOOK AND INSTAGRAM COVERAGE ENGAGED *D*'S HIGHLY SOCIAL AUDIENCE, YIELDING **160,524+** IMPRESSIONS.

EVENT LANDING PAGE

OUR DEDICATED EVENT PAGE RECEIVED **34,908+** VIEWS.

ONLINE RECAP

FOR THOSE WHO COULDN'T ATTEND BEST OF BIG D, OUR ONLINE RECAP GENERATED **41,000+** VIEWS.



Total Impressions
2,719,451+