



**Boston TweetUp**, Boston's exclusive hub for Tweetups, Technology, Networking, Entrepreneurship, and Social Media events, is hosting Mashable's first annual Social Media Day (Hashtag #SMDay) on June 30, 2010 at the Seaport Hotel, Boston, MA. This unique event will bring together over 250+ of New England's best and brightest representing a broad spectrum of industries. Thought Leaders from these varying industries will share their expertise and projections for the future.

**About Mashable:** Founded in 2005, Mashable is the top source for news in social and digital media, technology and web culture. With more than 25 million monthly page views, Mashable is the most prolific news site reporting breaking web news, providing analysis of trends, reviewing new Web sites and services, and offering social media resources and guides. Mashable's audience includes early adopters, social media enthusiasts, entrepreneurs, influencers, brands and corporations, marketing, PR and advertising agencies, Web 2.0 aficionados and technology journalists. Mashable is also popular with bloggers, Twitter and Facebook users — an increasingly influential demographic.

**What Makes This Event Unique:** Social Media Day is a global event with over **9,000** participants from 90 countries. Boston is among the **top 5 cities** participating on June 30<sup>th</sup> and the event will stream live on Mashable.com.

For information on sponsoring this event email [info@bostontweetup.com](mailto:info@bostontweetup.com) or call Joselin Mane at 617-615-6263. Visit the event page at <http://bostontweetup.com/bostons-mashable-social-media-day-smday/>

**Bronze \$750**

- Logo on BostonTweetUp site
- Facebook mentions and impressions
- Press Mention
- Credit in Video

**Silver \$1,200**

- All previously mentioned items, plus:
- Spotlited at event
- Product Placement into Raffle
- Twitter mentions and impressions

**Gold \$2,500**

- All previously mentioned items, plus:
- Inclusion into Social Press Release
- Banner Placement Onsite
- Video Stream chat Spotlight

**Platinum \$5,000**

- All previous mentioned items, plus:
- Recorded Video and Permission to Repurpose for Sponsors Use
- Custom Branded Drink for the Night of the Event
- Inclusion in Traditional Media
- Exclusive 1 hr Session with a Panel of Social Media Influencers
- Link to Site and Quote for Press