

ARSENALYARDS

2024 Advertising Media Kit

Signage

Event Sponsorship

Pop Ups + Short-Term Activations

Large Scale Partnerships

Signage

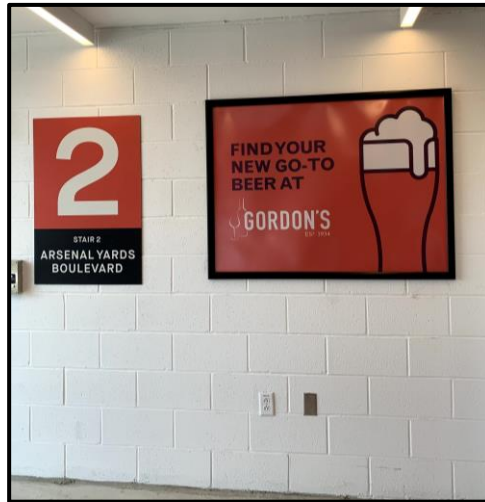
Traditional Signage Opportunities
Non-Traditional Opportunities

Signage

Traditional Opportunities



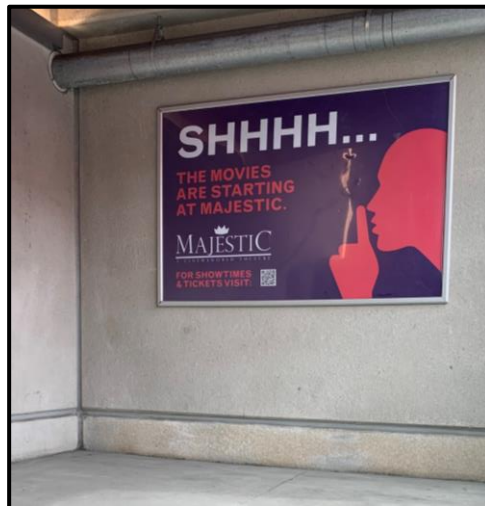
Sidewalk Signs



Wall Signage

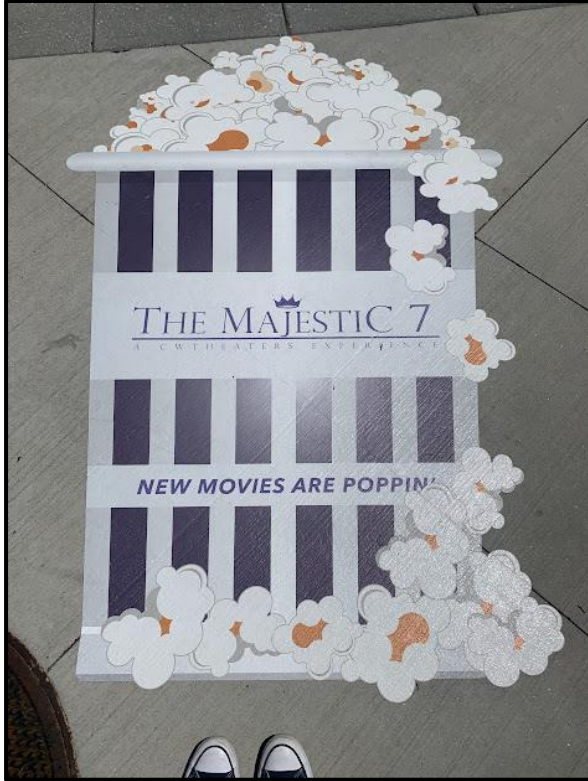


Elevator Wraps



Signage

Non-Traditional



Sidewalk Decals



Stair Graphics

Signature Event Sponsorships

Stick A Fork In It!

Fall Festival

Outdoor Fitness

Kids Concerts



ARSENALYARDS

Stick A Fork In It!

Wednesday, June 5th, 2024
Rain Date: Thursday, June 6th, 2024
5:00 – 8:00pm



Event Sponsorship

Stick A Fork In It

About The Event:

Stick A Fork In It is every foodie's dream event. This outdoor experience is comprised of 10+ restaurant & eateries sampling on the sidewalks of Arsenal Yards along with a variety of fun filled entertainment for all ages.

This is a ticketed event with all proceeds benefiting the Watertown Community Foundation. We have sold out every year since initial launch two years ago!

Target Audience: (primary) young professionals / date-night with friends or family (secondary) young families

Sponsorship Opportunities Include:

- Ability to setup at the event, directly engaging with 500+ guests onsite.
- Promotional language on event website, Facebook event page and Eventbrite ticket page.
- Inclusion social media posts across Arsenal Yards' Instagram and Facebook.
- Inclusion in email promotion around the event.
- Inclusion in press outreach around the event.
- Logo inclusion
 - All onsite signage
 - Digital marketing materials
 - Co-branded swag materials:
 - Swag Bag
 - Tasting Tray





ARSENALYARDS Fall Falladays Festival

Wednesday, September 25th
Rain Date: Thursday, September 26th



Event Sponsorship

Fall Falladays

About The Event:

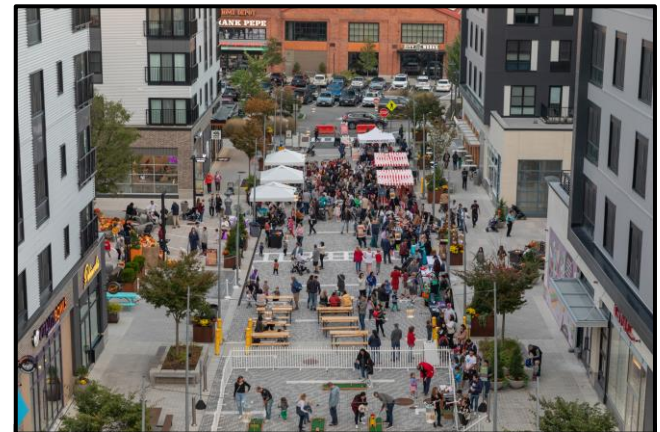
Fall Falladays is community-favorite annual seasonal celebration embracing all the fall flavors, experiences and feelings. This event drives over 1,000 guests onsite for carnival games, festive treats, complimentary professional photos, activities and much more.

This event is complimentary, open to the public and takes place across Bond Sq and the River Green.

Target Audience: local families

Sponsorship Opportunities Include:

- Ability to setup at the event, directly engaging with 1,000+ guests onsite.
- Promotional language on event website, Facebook event page and Eventbrite ticket page.
- Inclusion social media posts across Arsenal Yards' Instagram and Facebook.
- Inclusion in emails promoting the event.
- Inclusion in press outreach around the event.
- Logo inclusion
 - All onsite signage
 - Signature fall back-drop
 - Digital marketing materials
 - Co-branded swag materials



ARSENALYARDS

Outdoor Fitness Series

Spring Session:

Every Tuesday at 5:30pm, May 7th – June 4th
Rain Date, every Wednesday

Fall Session:

Every Tuesday at 5:30pm, August 28th – September 17th
Rain Date, every Wednesday



Event Sponsorship

Outdoor Fitness Series

About The Event:

Two outdoor fitness series sessions that highlight our fitness community at Arsenal Yards. Classes are free, open to the public and take place in Arsenal Park. Classes vary from Barre to Bootcamp to Boxing.

Target Audience: young professionals, primarily women

Sponsorship Opportunities Include:

- Ability to setup at 9 classes, directly engaging with over 500 guests over the course of the series.
- Promotional language on event website, Facebook events and Eventbrite registration pages.
- Inclusion in social media posts on Arsenal Yards' Instagram and Facebook.
- Inclusion in emails promoting the event.
- Inclusion in press outreach around the event.
- Logo inclusion
 - All onsite signage
 - Digital marketing materials
 - Co-branded swag materials



ARSENALYARDS

Kids Days at AY

Thursday, June 20th
Thursday, July 18th
Thursday, August 15th
Rain Dates To-be-Announced



Event Sponsorship

Kids Days at Arsenal Yards

About The Event:

Our Kids Days at Arsenal Yards feature a variety of kid-friendly performers that draw a crowd. These free events are open to the public and welcome families with young children for a fun filled morning.

Event takes place in the River Green and Arsenal Park.

Target Audience: local young families

Sponsorship Opportunities Includes:

- Ability to setup at all 3 events, directly engaging with over 1,000 guests over the course of the series.
- Promotional language on event website, Facebook events and Eventbrite registration pages.
- Inclusion in social media posts on Arsenal Yards' Instagram and Facebook.
- Inclusion in emails promoting the event.
- Inclusion in press outreach around the event.
- Logo inclusion
 - All onsite signage
 - Digital marketing materials
 - Co-branded swag materials



ARSENALYARDS

Holiday Character Extravaganza

Wednesday, December 4th
Rain Date: Thursday, December 5th



Event Sponsorship

Holiday Character Extravaganza

About The Event:

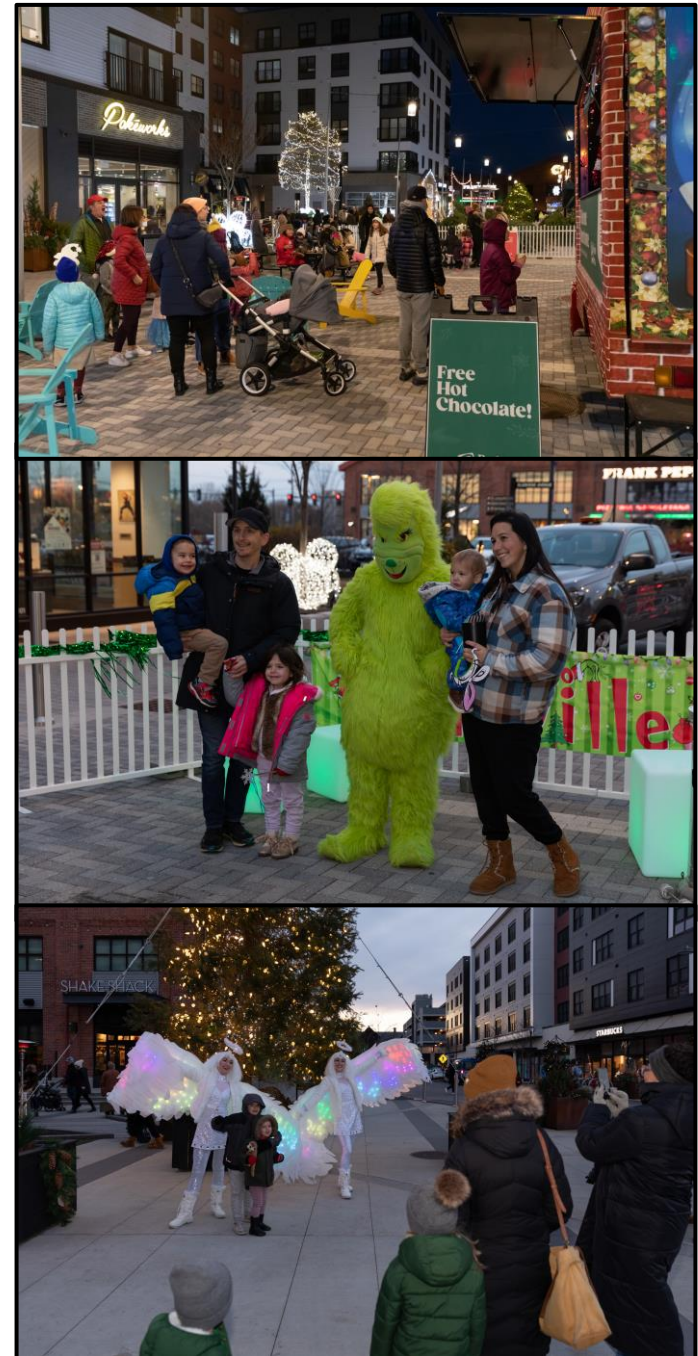
This annual festive experience is the perfect holiday kick off for families. Featuring all the holiday character favorites (Frozen, Grinch, Santa, and much more) this event brings hundreds of families for a magical evening.

This event is complimentary and takes place in our community spaces, Bond Sq and the River Green.

Target Audience: local families

Sponsorship Opportunities Includes:

- Ability to setup at the event, directly engaging with 750+ guests onsite.
- Promotional language on event website, Facebook event page and Eventbrite registration page.
- Inclusion in social media posts on Arsenal Yards' Instagram and Facebook.
- Inclusion in emails promoting the event.
- Inclusion in press outreach around the event.
- Logo inclusion
 - All onsite signage
 - Sponsored Backdrop opportunities
 - Digital marketing materials
 - Co-branded swag materials



Naming Rights

Dog Park

Purple Parking Garage

Red Parking Garage

ARSENALYARDS

Dog Park



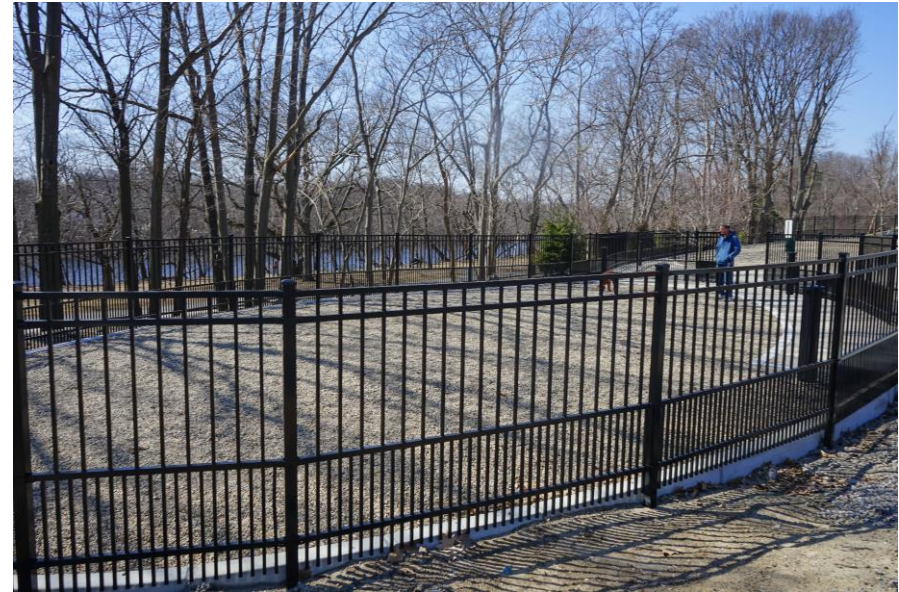
Naming Rights Dog Park

Sponsorship Opportunity

Overall naming rights, which will be included on all mentions of the dog park.

Including, but not limited to:

- Dog Park rules and onsite signage
- Digital social and website
- Branded amenities including:
 - Dog waste stations
 - Park benches
- Signage opportunities on fence surrounding the dog park.
- Inclusion in a “ribbon cutting” or “grand opening” celebration event.
- Sponsorship of any events that take place at the dog park.



ARSENAL YARDS

Purple Parking Garage



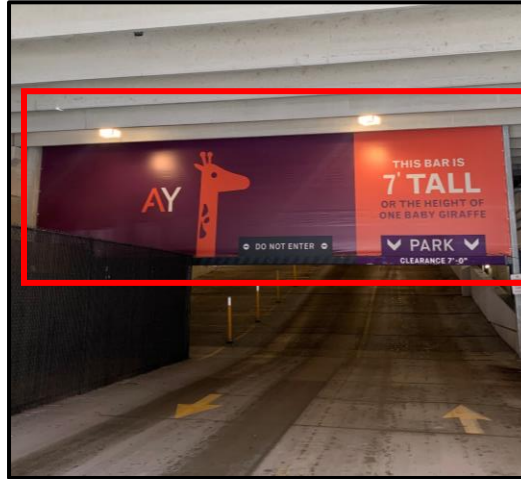
Naming Rights

Purple Parking Garage

Naming rights sponsorship opportunity includes external signage opportunities, including but not limited to:



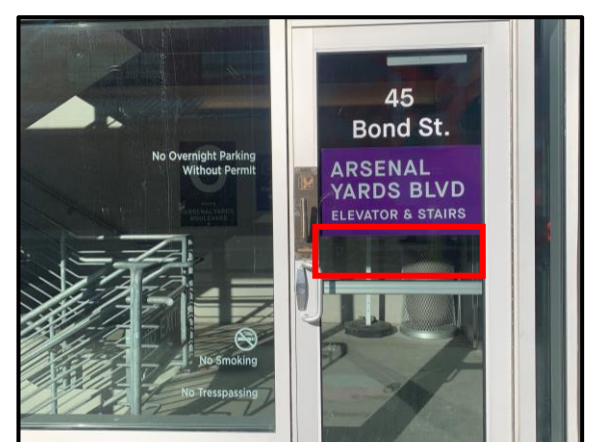
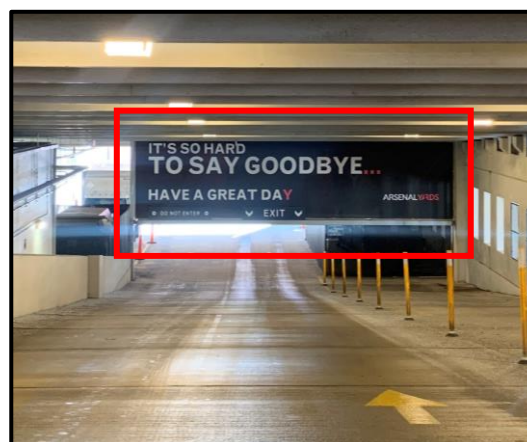
Naming rights exterior areas of the vehicular and pedestrian entrances.



Extra-large banner at the vehicle entrance and exit.



Window and door signage at the pedestrian entrances.



Naming Rights

Purple Parking Garage

Naming rights sponsorship opportunity includes internal signage opportunities, including but not limited to:



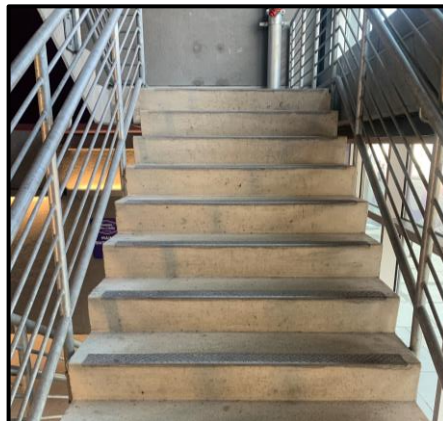
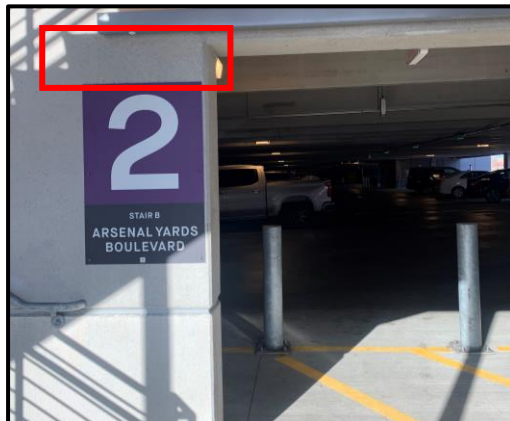
Naming rights on the pedestrian stair tower entrances.



Signage opportunity on the elevators and stairs.



Traditional wall signage opportunities.



ARSENAL YARDS

Red Parking Garage



Naming Rights

Red Parking Garage

Naming rights sponsorship opportunity includes external signage opportunities, including but not limited to:



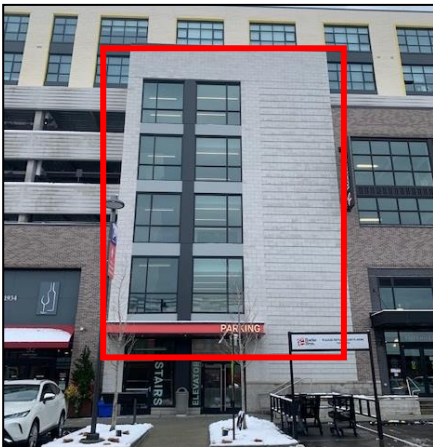
Naming rights at the vehicle and pedestrian entrances to the garage.



Extra-large wall application at the vehicular entrance.



Window and eyebrow signage at the pedestrian entrances.



Naming Rights

Red Parking Garage

Naming rights sponsorship opportunity includes external signage opportunities, including but not limited to:



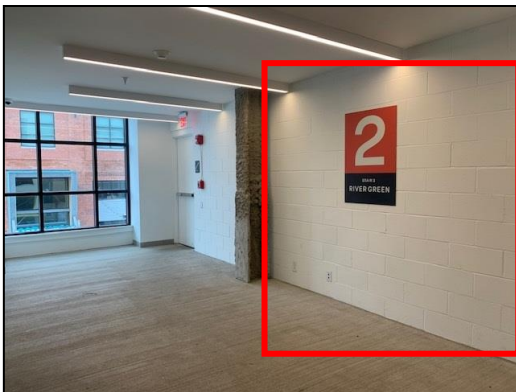
Naming rights on the pedestrian stair tower entrances.



Signage opportunity on the elevators and stairwells.



Traditional wall signage opportunities and potential extension along the wall.



Arsenal Yards Quick Facts

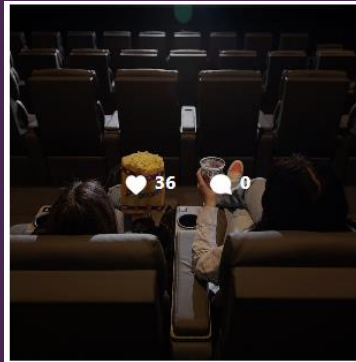
WELCOME TO AY

An urban edge city, Watertown is the connector between Cambridge and Boston and the suburbs. With the explosion of the Life Science/lab market combined with recent events changing how people commute, work, shop, and are entertained, this connection point is more important than ever.

In this transformed community AY has become the popular anchor destination for area residents, workers, and visitors.

- 250,000 SF Retail
- 300 Apartments
- 150 room Hampton by Hilton
- 200,000 SF Life Science/lab/office





INSTAGRAM
13K
Followers



FACEBOOK
15K
Followers



EMAIL
DATABASE
13K



AY WEBSITE
Featuring
Events Calendar



SiteReports 2021

2021 POPULATION

**TOTAL NUMBER
OF
EMPLOYEES**

**AVERAGE
HOUSEHOLD
INCOME**

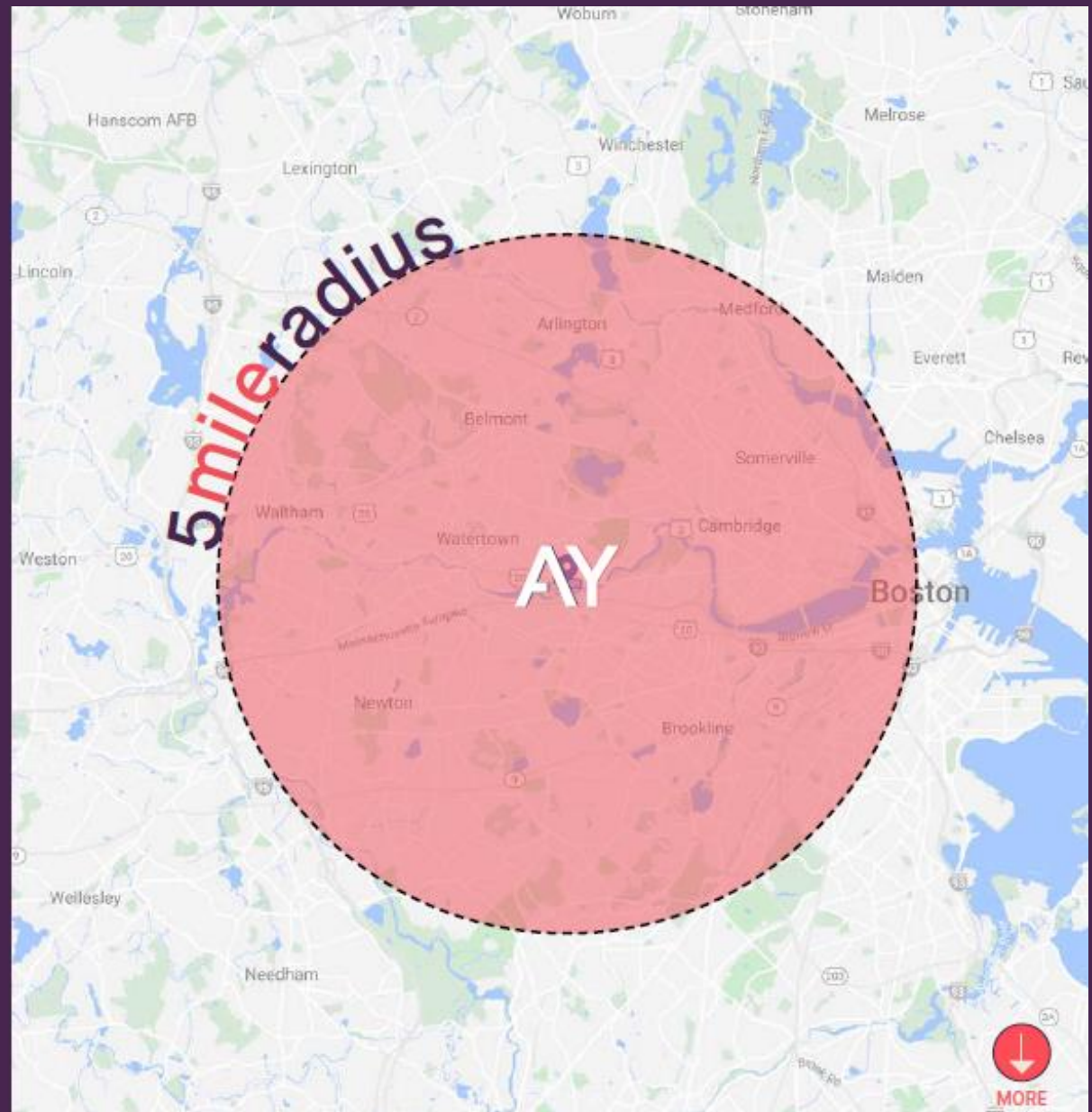
AVERAGE HOME VALUE

**MORE
HOUSEHOLDS
BY 2026**

MONTHLY HOUSEHOLD RETAIL EXPENDITURES

**HOUSEHOLDS
WITH A COLLEGE
DEGREE OR
HIGHER**

ARSENAL
YARDS



Access the right consumer

5 Mile Radius

	ARSENAL YARDS	Assembly Row	Chestnut Hill	Burlington Mall	The Seaport District
Estimated Population	839,027	965,582	646,379	177,096	902,159
Estimated Number of Households	349,906	403,420	255,145	66,442	371,764
2021 Estimated Average Household Income	\$143,729	\$124,292	\$140,119	\$180,838	\$118,888
Median Age	34	34	35	42	33
College Degree (BA+)	69%	57%	65%	62%	53%
Total Employees	526,919	782,113	345,304	178,975	735,978

Source: SitesUSA 2021

ARSENAL YARDS



Arsenal Yards
485 Arsenal Street
Watertown, MA 02472
www.arsenalyards.com

Contact

Arsenal Yards Marketing Department

hello@arsenalyards.com



BOYLSTON PROPERTIES

800 Boylston Street #1390
Boston, MA 02199
617 262 4646
www.boylstonproperties.com

wilder

800 Boylston Street #1300
Boston, MA 02199
617 247 9200
www.wilderco.com