



Watertown Business Coalition Events and Digital Sponsorships

Event Sponsorships

The WBC hosts 24+ events per year with an average of 40 attendees! This is where the community comes together to network, share ideas, and collaborate.



Types of events include:

- Signature Networking Events
- City Update with George Proakis
- Walk & Talks (May-October)
- Women in Business
- Contests: PizzaFest and Holiday Decorating Competition!
- Holiday Toy Drive
- Signature Community Events: STEM Night & [Watertown Arts Market \(WAM\)](#):
 - Email Jessie Cox to learn more at jessie@watertownbusinesscoalition.com.

Support our Member Events with a donation In-Kind (Food/Bev) or as a Financial Supporter of \$500
In exchange, the WBC will provide the below benefits:

- Logo on digital marketing materials (Event Page, Social Media)
- Prominent Table for Marketing collateral at event
- Up to 5 minutes of speaking time at event
- 1 Feature in WBC Newsletter



Digital Sponsorship Packages

The WBC has customizable partnership opportunities to promote your brand, a special event or initiative through our digital channels.

WBC Marketing Opportunities	WBC Digital Package: \$900	WBC/Little Local Conversations: \$1,200
Newsletter Feature 1,040 Subscribers, 50% open rate Includes Space for a graphic and description	x	x
WBC Social Media <ul style="list-style-type: none"> ● One static image on Instagram (643 followers) & Facebook (684 followers) ● One video post with promotional material 	x	x
Ad Space on WatertownBusinessCoalition.com	x	x
<p>Little Local Conversations podcast discovering and connecting the people, places, stories and ideas of Watertown.</p> <p>About the audience: LittleLocalConversations.com: 5,200 unique visitors in 2025! Newsletter: 133 subscribers Instagram: 234 followers Episode Listeners: 40-400 (Average 100)</p>		
One 15-20 min featured event podcast episode that includes digital promotion on: <ul style="list-style-type: none"> ● Homepage at time of release ● An Episode Page and appearance in the podcast feed ● Embed code to share episode on any web page ● Newsletter feature ● Instagram Post 		x



Mount Auburn Cemetery's SOLSTICE Returns

Mount Auburn Cemetery's [SOLSTICE: Reflections on Winter Light](#) returns December 5-21! Experience Mount Auburn in a new light through four new large-scale light and sound installations, the Lantern Walk, and the beloved Candle Lighting tradition with live music. This unique winter experience invites visitors to reflect, connect with nature, and celebrate the season!

Tickets and details at mountauburnsolstice.org

Bringing a spotlight on Solstice in 2025