The Computer Museum

Museum Wharf
300 Congress Street
Boston, MA 02210
(617) 426-2800

A Sponsorship Opportunity
Benefiting the Educational Programs of The Computer Museum, Boston
EAST VS. WEST
The Computer Bowl is a legendary contest of computer
smarts between East and West Coast computer industry
leaders. Similar to a T.V. quiz show, it takes place
before a live audience and is broadcast by satellite to
other locations. It is a unique fund-raising vehicle
created by The Computer Museum to benefit its
educational programs and has become the computer
industry's own celebrity classic.

INDUSTRY LEADERS
AND PIONEERS
Team members are high tech industry leaders, pioneers
and opinion makers. Team members have included:
Esther Dyson, EDventure Holdings, Inc.
Bill Gates, Microsoft Corporation
Bill Joy, Sun Microsystems
Mitch Kapor, ON Technology
John Armstrong, IBM
Pat McGovern, IDG
Bill Poduska, Stardent Computer

MAJOR CORPORATE SPONSORS
The Computer Bowl attracts more than $600,000 in
cash, products and services each year, as a grand spoof
— high tech style — of sports sponsorships. "Sponsors
see the Bowl as an advertising opportunity as well as a
philanthropic venture," according to Marketing
Computers. ACM is the Presenter of the Bowl. One
third of all major sponsors are Fortune 500 Companies.
Corporations can take advantage of several different
sponsorship levels.
Major sponsors of the Bowl have been:
Apple Computer, Inc.
AT&T Computer Systems
BASF
Bank of Boston
Digital Equipment Corporation
Intel Corporation
Price Waterhouse
Stratus Computer, Inc.

REACH A SELECT AUDIENCE
Sponsorship of the Bowl offers an excellent promo-
tional opportunity to reach directly a select audience of
influential industry leaders. Sponsors receive:
• Over $400,000 worth of advertising in national
publications including Business Week.
• Visibility on the set of Computer Chronicles, a PBS
television show with an audience of over 700,000
households.
• Exposure to several million people through coverage
in the national print and electronic media. This has
included coverage in the Wall Street Journal,
Business Week, Fortune, USA Today, The Boston
Globe, The San Francisco Examiner, and the
Associated Press.
• Signage at all Computer Bowl events and listing in
many Museum publications.
• A table for 10 at the Computer Bowl Dinner and 10
tickets to the Computer Bowl.

AN INDUSTRY TRADITION
Over 1000 people buy tickets to The Computer Bowl
either at the live site or at a satellite site. They are
executives, board members and clients of leading
national companies. An annual industry tradition, "The
Computer Bowl is fun, educational and a great way to
raise money for The Computer Museum" says Bill
Gates, Chairman of the Board, Microsoft Corporation.

Please send me more information
on The Computer Bowl!

☐ Sponsorship Information

☐ Ticket Information

Name ______________________________

Company __________________________

Address ___________________________

City ________________________________

State __________ Zip __________

(______) ________________________

Telephone __________________________