

OFFICIAL SPONSOR
Boats Afloat Show on South Lake Union | Seattle, WA
September 13 – 16, 2018



- ✓ Official sponsor mention in all :30 second radio spots*
- ✓ Category exclusivity
- ✓ Company logo will appear on all print media as “Official Sponsor” including:
 - Postcard distributed to 15,000 people in WA, OR
 - E-tickets – 1,800 sold in 2017
 - Official program cover – 5,000 printed copies
 - Official show ticket and multi day ticket – 15,000 printed and distributed
 - Billboards located on I-5 in Federal Way and North Seattle
- ✓ 1/2 page ad in the official program – 5,000 printed copies (\$500 value)
- ✓ Company will be named “Official Sponsor” in four email blasts to our loyal and targeted 36,000 person database
- ✓ Two branded posts with link for Official Sponsor on Seattle Boats Afloat Show Facebook page 4,500 + fans and growing
- ✓ Company logo and link on the Boats Afloat Show website www.boatsafloatshow.com
- ✓ Official sponsor mentioned in all press kits and press releases

Total Media Investment = \$185,000

Total Sponsor Contribution = \$4,500

For more information please contact Kirsten Berg, Events & Promotions Manager, at (206) 748-0012 or email at kirsten@nwychtbrokers.com. The Boats Afloat Show is owned and operated by the Northwest Yacht Brokers Association: www.nwychtbrokers.com.

Boats Afloat Show on South Lake Union | September 13 – 16, 2018

The 2018 Boats Afloat Show launches September 13th – 16th, 2018. The West Coast’s largest floating boat show features 225+ world class vessels of all brands and styles on South Lake Union as well as marine lenders, parts/services, marinas and the latest innovations in accessories. With over 72,000 registered recreational boats in WA, an estimated 300,000 persons engaged in boating activities in the state, and an attendance of 7,000 – 10,000 at the show, a partnership with Boats Afloat is an excellent opportunity to reach a large target market.

*If multiple sponsors sign on for the Official Sponsorship, sponsor will be guaranteed 80% of all radio spots based on time and copyright restrictions.