

**PRESENTING SPONSORSHIP**  
**Boats Afloat Show on South Lake Union | Seattle, WA**  
**September 13 – 16, 2018**



- ✓ Presenting Sponsor mention and logo in all :30 second TV spots
- ✓ Presenting Sponsor mention in all :30 second radio spots
- ✓ Category exclusivity
- ✓ Company logo will appear on all print media including:
  - E-tickets – 1,800 sold in 2017
  - Postcard distributed to 15,000 people in WA, OR
  - Official program cover – 5,000 printed copies
  - Official show ticket and multi day ticket – 15,000 printed and distributed
  - Industry publications, newspaper, local print
  - Billboards located on I-5 in Federal Way and North Seattle
- ✓ Company will be named “Presenting Sponsor” with a logo and link in four email blasts to our loyal and targeted 36,000 person database
- ✓ Company logo on the Seattle Boats Afloat Show Facebook page 4,500 + fans and growing as well as two post mentions
- ✓ Company logo and link on the Boats Afloat Show home page: [www.boatsafloatshow.com](http://www.boatsafloatshow.com)
- ✓ Presenting sponsor mentioned in all press kits and press releases
- ✓ Sponsor will have the opportunity to provide one sign 24” x 36” in sign at each of the show entrances
- ✓ Sponsor will receive a single booth space within the main tent (\$1300 value)
- ✓ 200 Broker tickets (\$1400 value)
- ✓ 250 VIP tickets (\$750 value)

**Total Media Investment = \$185,000**

**Total Sponsor Contribution = \$8,000**

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

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

*The 2018 Boats Afloat Show launches September 13<sup>th</sup> – 16<sup>th</sup>, 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.*