



BOATS AFLOAT

SHOW

EST. 1978

OFFICIAL SPONSOR

**Boats Afloat Show on South Lake Union | Seattle, WA
September 16 – 19, 2021**

- ✓ Category exclusivity
- ✓ Company logo will appear on all print media as “Official Sponsor” including:
 - E-tickets – 2,600 sold in 2019
 - Official program cover – 5,000 printed copies
 - Official show ticket and multi day ticket – 15,000 printed and distributed
- ✓ 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 42,000-person database
- ✓ Company will be named “Official Sponsor” in digital advertising stinger videos
- ✓ Two branded posts with link for Official Sponsor on Seattle Boats Afloat Show Facebook page 5,000 fans and growing
- ✓ Company logo and link on the Boats Afloat Show website www.BoatAfloatShow.com
- ✓ Official sponsor mentioned in all press kits and press releases

Total Media Investment = \$100,000

Total Sponsor Contribution = \$4,500

For more information, please contact Leeann Warren, Director of Operations at (206) 748-0012 or email at leeann@nw yachtbrokers.com. The Boats Afloat Show is owned and operated by the Northwest Yacht Brokers Association: www.nw yachtbrokers.com.

Boats Afloat Show on South Lake Union | September 16 – 19, 2021

The 2021 Boats Afloat Show relaunches September 16th – 19th, 2021. The West Coast's largest floating boat show features 200+ 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.