



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



- ✓ Presenting Sponsor mention and logo in all :30 second TV spots
- ✓ Category exclusivity
- ✓ Company logo will appear on all print media 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
  - Industry publications
- ✓ Company will be named “Presenting Sponsor” with a logo and link in four email blasts to our loyal and targeted 42,000-person database
- ✓ Company will be named “Presenting Sponsor” in digital advertising video stingers
- ✓ Company mentions on the Seattle Boats Afloat Show Facebook page (5,000 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
- ✓ 200 Broker tickets (\$1400 value)
- ✓ 250 VIP tickets (\$1000 value)

**Total Media Investment = \$140,000**

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

For more information, please contact Leeann Warren, Director of Operations, at (206) 748-0012 or email at [leeann@nw yachtbrokers.com](mailto:leeann@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).

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*The 2021 Boats Afloat Show relaunches September 16<sup>th</sup> – 19<sup>th</sup>, 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.*