

OFFICIAL SPONSOR
Boats Afloat Show on South Lake Union Seattle, WA
September 14 – 17, 2017



- ✓ 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 – 1,600 sold in 2016
 - 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 32,000 person database
- ✓ Two branded posts with link for Official Sponsor on Seattle Boats Afloat Show Facebook page 4,300 + 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 = \$160,000 Total Sponsor Contribution = \$4,500

For more information please contact Bonnie Robertson, Executive Director, at (206) 748-0012 or email at bonnie@nw yachtbrokers.com. The Boats Afloat Show is owned and operated by the Northwest Yacht Brokers Association.

Boats Afloat Show September 14-17, 2017

The 2017 Boats Afloat Show launches September 14th – 17th, 2017. The 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, and an estimated 300,000 persons engaged in boating activities in the state a partnership with Boats Afloat is an excellent opportunity to reach a large target market.

- ♦ The Boats Afloat Show is the largest in-the-water boat show on the West Coast.
- ♦ 9,000 to 11,000 people attend the show each September.
- ♦ The Boats Afloat Show offers television, radio and print media exposure.