

**PRESENTING SPONSORSHIP**  
**Boats Afloat Show on South Lake Union Seattle, WA**  
**September 14 – 17, 2017**



- ✓ 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 – 1,600 sold in 2016
  - 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
  - King size bus boards
  - 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 32,000 person database
- ✓ Full page ad in the official program – 5,000 printed copies (\$850 value)
- ✓ Company logo on the Seattle Boats Afloat Show Facebook page 4,300 + 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 size 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 = \$160,000**

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

For more information please contact Bonnie Robertson, Executive Director, at (206) 748-0012 or email at [bonnie@nwyachtbrokers.com](mailto:bonnie@nwyachtbrokers.com). The Boats Afloat Show is owned and operated by the Northwest Yacht Brokers Association. [www.nwyachtbrokers.com](http://www.nwyachtbrokers.com).