



SPONSORSHIP OPPORTUNITIES 2017

Level of Sponsorship:

- **Presenting Sponsor**
- **Gold, Silver and Bronze Level Sponsors**
- **Additional Sponsorship Opportunities:**
Best of Show Trophy Sponsorship, Stage and Music Sponsorship, Shuttle Bus Sponsorship, Daily Wristband Sponsorship - details available on application.

PRESENTING SPONSOR

As the Presenting Sponsor of the South West International Boat Show, your package will include the following:

- Billboards around the Houston area to feature Presenting Sponsor logo.
- T.V. Commercials to promote Presenting Sponsor.
- Advertisements in magazines and newspapers to feature Presenting Sponsor logo.
- Boat Show posters and flyers to feature Presenting Sponsor's logo.
- Boat Show email blasts to feature Presenting Sponsor's logo, with hyperlink to Sponsor's website.
- Press Releases to promote Presenting Sponsor, with one dedicated release for Sponsor.
- Boat Show Website to promote Presenting Sponsor on each page of the site, with logo and hyperlink to Sponsor's website.
- Social Media advertisements to include Presenting Sponsor.
- A full page color advertisement in the January and March, 2017, issues of Southwest Boating Magazine. Advertisement copy to be supplied by the Sponsor.
- A two page editorial feature in the March 2017 issue of Southwest Boating Magazine.

On Site Event Promotion and Support:

- The Sponsor will receive a 20'x20' tented exhibit area with skirted tables, chairs and power.
- The Sponsor's logo will appear on the front cover of the Boat Show Program, distributed to all Boat Show attendees and exhibitors.

- The Sponsor will receive a two page color advertisement in the Boat Show Program. Advertisement copy to be supplied by the Sponsor.
- The Sponsor will receive placement for 6 banners, up to 3'x20', around the Boat Show site. Banners to be supplied by the Sponsor.

Collateral Items:

Four (4) VIP parking passes for each day on Saturday and Sunday.
 40 VIP Preview Day passes for guests, valid for Thursday, April 6th, 2017.
 40 General Admission Tickets, valid for any day of the Boat Show.
 \$250 in bar privileges at the Budweiser VIP area.
 12 Sponsor Lanyards, providing free admission for the duration of the Boat Show.

Sponsorship Value: \$100,000+
 Sponsor's Investment: \$25,000

GOLD LEVEL SPONSORSHIP

As a Gold Level Sponsor Level of the South West International Boat Show, your package will include the following:

- T.V. Commercials to include Gold Sponsor logo.
- Advertisements in magazines and newspapers to include Gold Sponsor logo.
- Boat Show posters and flyers to include Gold Sponsor logo.
- Boat Show email blasts to include Gold Sponsor logo, with hyperlink to Sponsor's website.
- Press Releases to include Gold Sponsor.
- Boat Show Website Homepage to promote Gold Sponsor, with logo and hyperlink to Sponsor's website.
- A full page color advertisement in the January and March, 2017, issues of Southwest Boating Magazine. Advertisement copy to be supplied by the Sponsor.

On Site Event Promotion and Support:

- The Sponsor will receive a 20'x10' tented exhibit, with skirted tables, chairs and power.
- The Sponsor will receive a full page color advertisement in the Boat Show Program, distributed to all Boat Show attendees and exhibitors. Advertisement copy to be supplied by the Sponsor.
- The Sponsor's logo will appear in the Boat Show Program.
- The Sponsor will receive placement for 3 banners, up to 3'x20', around the perimeter fencing of the Boat Show. Banners to be supplied by the Sponsor.

Collateral Items:

Two (2) VIP parking passes for each day on Saturday and Sunday.
 20 VIP Preview Day passes for guests, valid for Thursday, April 6th, 2017.
 20 General Admission Tickets, valid for any day of the Boat Show.
 \$100 in bar privileges at the Budweiser VIP area.
 6 Sponsor Lanyards, providing free admission for the duration of the Boat Show.

Sponsorship Value: \$60,000
 Sponsor's Investment: \$15,000

SILVER LEVEL SPONSORSHIP

As a Silver Level Sponsor of the South West International Boat Show, your package will include the following:

- Advertisements in magazines and newspapers to include Sponsor logo
- Boat Show Promotional posters and flyers to include Sponsor logo.
- Boat Show email blasts to include Sponsor's logo with hyperlink to Sponsor's website.
- Boat Show Website Homepage to include Sponsor logo with hyperlink to Sponsor's website.
- A full page color advertisement in the March issue of Southwest Boating Magazine. Advertisement copy to be supplied by the Sponsor.

On-Site Event Promotion and Support:

- The Sponsor will receive a 10'x10' tented exhibit area with skirted table, chairs and power.
- The Sponsor will receive a half page color advertisement in the Boat Show Program, distributed to all Boat Show attendees and exhibitors. Advertisement copy to be supplied by the Sponsor.
- The Sponsor's logo will appear in the Boat Show Program.
- The Sponsor will receive placement for 2 banners, up to 3'x20', around the perimeter fencing of the Boat Show. Banners to be supplied by the Sponsor.

Collateral Items:

One (1) VIP parking pass for each day on Saturday and Sunday
10 VIP Preview Day passes for guests, valid for Thursday, April 6th, 2017.
10 General Admission Tickets, valid for any day of the Boat Show.
4 Sponsor Lanyards, providing free admission for the duration of the Boat Show.

Sponsor's Investment: \$5,000

BRONZE LEVEL SPONSORSHIP

As a Bronze Level Sponsor of the South West International Boat Show, your package will include the following:

- Boat Show promotional posters and flyers to include Sponsor's logo.
- Boat Show Website Homepage to include Sponsor logo with hyperlink to Sponsor's website.

On-site Event Promotion and Support:

- The Sponsor's logo will appear in the Boat Show Program, distributed to all Boat Show attendees and exhibitors.
- The Sponsor will receive placement for one (1) banner, up to 3'x20', on the perimeter fencing of the Boat Show. Banner to be supplied by the Sponsor.

Collateral Items:

One (1) VIP parking pass for each day on Saturday and Sunday
10 VIP Preview Day passes for guests, valid for Thursday, April 6th, 2017.
6 General Admission Tickets, valid for any day of the Boat Show.
Two (2) Sponsor Lanyards, providing free admission for the duration of the Boat Show.

Sponsor's Investment: \$2,000

SEMINAR SERIES SPONSORSHIP

As a Sponsor of the South West International Boat Show Seminar Series, your package will include the following:

On-Site Event Promotion and Support:

- Boat Show website to promote Seminar Series Sponsor with description of company/product, along with logo and hyperlink to Sponsor's website.
- Email blasts to promote Seminar Series with Sponsor's logo and hyperlink to Sponsor's website.
- Press releases to promote Seminar Series and Sponsors.

On-Site Event Promotion and Support:

- The Sponsor will receive placement for signage, up to 3'x3', in the lobby area of the seminar rooms.
- The Sponsor's logo will appear in the Seminar Schedule published in the Boat Show Program, distributed to all Boat Show attendees and exhibitors.

Collateral Items:

6 General Admission Tickets - valid for any day of the Boat Show.

Presenting Sponsor: \$5,000

Individual Sponsorship Investments: \$1000

All Sponsorship opportunities, may be customized to meet the marketing objectives and budgets of individual Sponsors.

To learn more about becoming a Sponsor please contact:

info@southwestintlboatshow.com or telephone: 561.842.8808