



## 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 6<sup>th</sup>, 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 6<sup>th</sup>, 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 6<sup>th</sup>, 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 6<sup>th</sup>, 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](mailto:info@southwestintlboatshow.com) or telephone: 561.842.8808**