



SPONSORSHIP OPPORTUNITIES 2012

In addition to the following Sponsorship opportunities, we also offer customized sponsorships to suit marketing objectives and budgets.

For more information regarding Sponsorship opportunities and pricing details please contact us at: 561.842.8808 or email us at: info@southwestintlboatshow.com

Level of Sponsorship

- Presenting Sponsor for 2012: GEICO
- Official Sponsors: As an Official Sponsor of the show you will be promoted to thousands of Boat Show attendees both before and at the event.
- Additional Sponsorship Opportunities: Stage Sponsor, Shuttle Bus Sponsor, Daily Wristband Sponsor, Entrance Gate Sponsor.

NATIONAL ADVERTISING SUPPORT

The South West International Boat Show's marketing campaign is planned and executed through selective advertising placement, creative promotions, social media and an extensive public relations effort. The following mediums have proven successful in bringing thousands of qualified visitors to our show each day:

Billboards
Flyers
Magazines
Newspapers
Posters
Radio
Television

GOLD LEVEL SPONSORSHIP

The Sponsor will be promoted on all marketing and advertising material for the South West International Boat Show. This includes:

- Billboards
- TV
- Magazines
- Newspapers
- Posters
- Flyers

The Sponsor will be promoted on the South West International Boat Show website with the Sponsor's logo and a link to their website.

To create even further company/brand awareness, the Sponsor will be able to utilize, but not be limited to, the following marketing and merchandising opportunities during the course of the Boat Show, along with additional opportunities which can be discussed to fit with the Sponsor's marketing objectives:

- The Sponsor will receive a 20'x20' tented exhibit area for promotional purposes at the South West International Boat Show, for the duration of the event.
- The Sponsor will be acknowledged in the Boat Show Program along with their logo appearing on the front cover. The Show Program is distributed to all Boat Show attendees and exhibitors.
- The Sponsor will receive a full page color advertisement in the Boat Show Program. Advertisement copy to be supplied by the Sponsor.
- The Sponsor will receive a full page editorial feature to appear within the Boat Show Program. This editorial feature will be supplied by the Sponsor and edited by the Show Organizer.
- The Sponsor will receive placement for up to 12 banners, measuring up to 3'x 20', around the perimeter fencing of the Boat Show. Banners to be supplied by the Sponsor.

The Sponsor will receive 100 Preview Day passes for company executives and their guests, valid for Thursday, 22nd March, 2012.

The Sponsor will receive 50 General Admission Tickets, valid for any day of the Boat Show.

The Sponsor will receive 15 Sponsor Lanyards to identify them as Sponsors of the event. These lanyards will provide free admission for the duration of the Boat Show.

SILVER LEVEL SPONSORSHIP

The Sponsor will be promoted on the following marketing and advertising material for the South West International Boat Show. This includes:

- TV
- Magazines
- Newspapers
- Posters
- Flyers

The Sponsor will be promoted on the South West International Boat Show website with the Sponsor's logo and a link to their website.

To create even further company/brand awareness, the Sponsor will be able to utilize the following marketing and merchandising opportunities during the course of the Boat Show:

- The Sponsor will receive a 20'x10' tented exhibit area for promotional purposes at the South West International Boat Show for the duration of the event.
- The Sponsor will be acknowledged in the Boat Show Program along with their logo appearing on the front cover. The Show Program is distributed to all Boat Show attendees and exhibitors.
- The Sponsor will receive a full page color advertisement in the Boat Show Program.
- The Sponsor will be able to display 6 banners, measuring up to 3'x20', around the perimeter fencing of the Boat Show. Banners to be supplied by the Sponsor.

The Sponsor will receive 50 Preview Day passes for company executives and their guests, valid for Thursday, 22nd March, 2012.

The Sponsor will receive 25 General Admission Tickets, valid for any day of the Boat Show.

The Sponsor will receive 10 Sponsor Lanyards to identify them as Sponsors of the event. These lanyards will provide free admission for the duration of the Boat Show.

BRONZE LEVEL SPONSORSHIP

The Sponsor will be promoted on the following marketing and advertising material for the South West International Boat Show. This includes:

- Magazines
- Newspapers
- Posters
- Flyers

The Sponsor will be promoted on the South West International Boat Show website with the Sponsor's logo and a link to their website.

To create even further company/brand awareness, the Sponsor will be able to utilize the following marketing and merchandising opportunities during the course of the Boat Show:

- The Sponsor will receive a 10'x10' tented exhibit area for promotional purposes at the South West International Boat Show for the duration of the event.
- The Sponsor will be acknowledged in the Boat Show Program. The Show Program is distributed to all Boat Show attendees and exhibitors.
- The Sponsor will be able to display 2 banners, measuring up to 3'x20', around the perimeter fencing of the Boat Show. Banners to be supplied by the Sponsor.

The Sponsor will receive 25 Preview Day passes for company executives and their guests, valid for Thursday, 22nd March, 2012.

The Sponsor will receive 10 General Admission Tickets, valid for any day of the Boat Show.

The Sponsor will receive 5 Sponsor Lanyards to identify them as Sponsors of the event. These lanyards will provide free admission for the duration of the Boat Show.