



**SEATTLE
BOAT SHOW**
INDOORS + AFLOAT

2025 Sponsor Benefits Grid	Presenting	Captain	Officer	Mate	Deckhand
	\$60,000	\$35,000	\$15,500	\$7,500	\$4,500
Limited Availability					
Annual agreement with right of first refusal	X	X	X	X	X
Category Exclusivity	Yes	Exclusive Feature	Exclusive Feature	Exclusive Feature	No
Presenting Sponsor branding everywhere the boat show brand is promoted	X				
On-Site Branding at The Seattle Boat Show					
Exhibit space (indoor display), preferred placement	1000 sf	500 sf	300 sf	100 sf	100 sf
Exhibit location featured on print and online floorplans	X	X	X	X	X
Presenting Sponsor Trademark branding on welcome signage	X				
Recognition by level on welcome banners and entrance signage	X	X			
Recognition by level on digital slide in West Hall	X	X	X	X	X
Opportunity to provide swag bags	X	X			
Official Program - logo on cover	X	X			
Official Program - logo on interior sponsor marquee	X	X	X	X	X
Official Program - Full Color Advertising	full page Prem. location	full page	1/2 page	1/4 page	
Opportunity to display a banner on railing in West Hall (10 feet)	4	3	2	1	
Floor Decals promoting booth #, in hall where your booth is located	10	4	4	2	
Digital Marketing & Social Media					
Presenting sponsor branding on Seattle Boat Show promotions on NMTA.net	X				
Logo on homepage header on SeattleBoatShow.com	X				
Logo on seattleboatshow.com Homepage	X	X	X	X	X
Logo and description in sponsor directory on seattleboatshow.com	X	X	X	X	X
Seattle Boat Show Facebook Promoted Post	2x	1x			
Seattle Boat Show Facebook (13,000 followers)			2x		
Marketing Emails & print brochures to boaters - Logo Inclusion	X				
Marketing Emails & print brochures to boaters - Name Inclusion	X	X	X	X	X
Recognition in Digital Newsletter, Waterlife	X	X	X	X	X
Retargeted Digital Advertising - Facebook or Banner Ads	320K Views	260K Views	130K Views		
Promotional Media Exposure Promoting The Seattle Boat Show					
Presenting sponsor branding in print and digital publication advertising	X				
Presenting sponsor branding in Seattle Boat Show video marketing assets	X				
Visual trademark recognition in television advertising	X				
Audio recognition in radio promotional advertising - select campaigns	X	X			
Complimentary Tickets, Badges, Other					
Presenting sponsor trademark branding on Boat Show tickets	X				
Sweepstakes entry on eTicket order Form, Logo on eTickets	X	X			
Complimentary Tickets to the Boat Show	250	150	50	20	
Complimentary Exhibitor Badges	35	20	10	5	5
Features & Promotions with Exclusive Naming Rights (Choose One)					
Boating Seminar Series - 177 Seminars!	X	X	N/A	N/A	N/A
Uncorked Opening Friday Night Event	X	X	\$2,500	N/A	N/A
Sails & Ales - Closing Friday Night Event	X	X	\$2,500	N/A	N/A
Bubbly at the Boat Show - Sunday Mimosas - NEW!	X	X	\$2,500	N/A	N/A
Boat Show University with Meet the Expert Receptions	X	X	X	N/A	N/A
Boaters Lounge Experience in Seahawks Tunnel Club	X	X	X	N/A	N/A
"Dogs on Deck" Bring Your Pooch Promotion	X	X	X	X	N/A
Kids Zone plus Kids Get in Free Promotion	X	X	X	X	N/A
2 for 1 Tuesday Promotion	X	X	X	X	N/A
Information Booth	X	X	X	X	N/A
Shuttle Busses from Lumen Field & Bell Harbor	X	X	X	X	N/A
Opportunity to Provide Swag Bags (cost on own)	X	X	X	X	N/A
	Presenting \$60,000	Captain \$35,000	Officer \$15,500	Mate \$7,500	Deckhand \$4,500