



Seattle Boat Show
2017 Sponsor Benefits Grid

	Presenting \$55,000	Captain \$30,000	Officer \$15,000	Mate \$7,500	Deckhand \$4,500
Limited Availability	3				
Annual agreement with right of first refusal	X	X	X	X	X
Category Exclusivity	Yes	Exclusive Feature	Exclusive Feature	Exclusive Feature	No
Option to be recognized as "Official" product/service provider of the Seattle Boat Show	Yes	Yes			
Presenting / Official / Proud Sponsor Emblem	X	X	X	X	X
Joint Marketing Campaign, leveraging Seattle Boat Show Media buy	X	X			
On-Site Branding at The Seattle Boat Show					
Exhibit space (indoor display), preferred placement	1500 sf	800 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			
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.com	X				
Logo on homepage header on SeattleBoatShow.com	X				
Banner Advertising on Seattleboatshow.com	X				
Logo on seattleboatshow.com Homepage	X	X	X	X	X
Logo and link on seattleboatshow.com	X	X	X	X	X
NMTA Facebook (9600 followers) & Twitter (5500 followers)	4x	2x			
Seattle Boat Show Facebook (9600 followers) & Twitter (5500 followers)	10x	4x	2x	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 Monthly Newsletter, Waterlife	X	X	X	X	X
Retargeted Digital Advertising - Facebook Ads	450K Views	320K Views	107K Views	47K Views	
Retargeted Digital Advertising - Banner Ads	150K Views	130K Views	36K Views	16K Views	
Promotional Media Exposure Promoting The Seattle Boat Show					
Presenting sponsor trademark branding in print and digital publication advertising	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	
Show Management Discount in Material Handling	X	X			
Features & Promotions with Exclusive Naming Rights (Choose One)					N/A
Presenting Sponsor branding everywhere the boat show brand is promoted	X				
Recognition as "Official" Truck, Bank, Insurance, etc. Sponsor	X	X			
Boating Seminar Series		X			
Major Promotions		X			
Uncorked Opening Night Event - SOLD!		X	X		
Sales & Ales Event		X	X		
Kids Zone			X		
Women's Lounge & Women's Day Boating Seminars			X		
Boat Show University (Advanced Boating Seminars)			X		
Featured Boat Show Attractions			X	X	
Minor Promotions			X	X	
Information Booth - SOLD!				X	
Shuttle Busses from Century Link Field to Lake Union - SOLD!				X	
Exhibitor Lounge / Exhibitor Party				X	
Boaters Lounge				X	
Exit Survey Kiosks				X	
Opportunity to provide Swag Bags (cost on own)				X	
Lanyards & logo recognition on badges				X	
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