



2020 Sponsor Benefits Grid	Presenting \$55,000	Captain \$30,000	Officer \$15,000	Mate \$7,500	Deckhand \$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
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
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	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			
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	143K Views	63K Views		
Promotional Media Exposure Promoting The Seattle Boat Show					
Presenting sponsor 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	5
Features & Promotions with Exclusive Naming Rights (Choose One)					
Recognition as "Official" Truck, Bank, Insurance, etc. Sponsor	X	X	N/A	N/A	N/A
Boating Seminar Series	X	X	N/A	N/A	N/A
VIP Lounge for Qualified Boaters	X	X	N/A	N/A	N/A
Uncorked Opening Night Event	X	X	X	N/A	N/A
Sales & Ales Event	X	X	X	N/A	N/A
\$2 parking at Mariner's Garage Promotion	X	X	X	N/A	N/A
Mid Week Happy Hour Event - New!	X	X	X	N/A	N/A
Boat Show University (Advanced Boating Seminars)	X	X	X	N/A	N/A
History of Swimwear Fashion Show and Promotion - New!	X	X	X	N/A	N/A
"Dog Days of Summer" Bring your pooch promotion - New!	X	X	X	X	N/A
Kids Zone	X	X	X	X	N/A
Women's Day Boating Seminars	X	X	X	X	N/A
Kids Get in Free Promotion (17 and under in free with adult ticket)	X	X	X	X	N/A
Yacht Club Challenge	X	X	X	X	N/A
Boaters Lounge	X	X	X	X	N/A
Information Booth	X	X	X	X	N/A
Shuttle Busses from Century Link Field & Lake Union	X	X	X	X	N/A
Exhibitor Lounge / Exhibitor Party	X	X	X	X	N/A
Onsite Attendee Survey	X	X	X	X	N/A
Opportunity to Provide Swag Bags (cost on own)	X	X	X	X	N/A
Lanyards	X	X	X	X	N/A
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