



BOATS AFLOAT EST. SHOW 1978

SOUTH LAKE UNION | SEATTLE, WA

Presented by the Northwest Yacht Brokers Association

Sponsorship Opportunities

About the Northwest Yacht Brokers Association

Northwest Yacht Brokers Association (NYBA) is a non-profit organization formed in 1988 as an answer to the changing markets of boat brokers, dealers and other industry professionals. The association was founded to protect the health of the marine industry and to create guidelines and ethical standards on which to do business. NYBA's principle role is to assist its member yacht brokers, dealers and affiliate members connect with boat buyers and sellers. NYBA has been producing the Boats Afloat Show since 1978. Currently, the largest floating boat show in the Pacific Northwest, the show resides on the beautiful waters of Lake Union in the bustling South Lake Union District of Seattle.

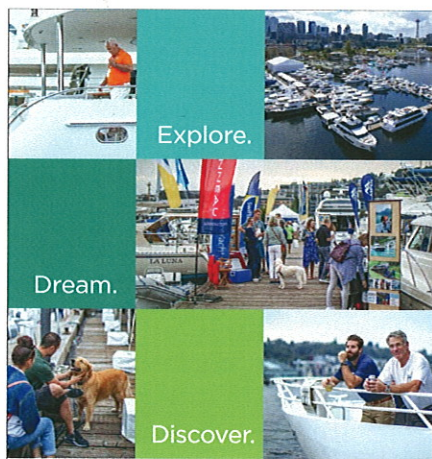
Why Sponsor?

- Sponsorship is the most direct channel of communication and is tailor-made to reach people in an environment that matches their lifestyle
- Align your brand with a high-end, prestigious event
- Deepen your relationship with existing customers
- Reach a sophisticated, affluent demographic

⚓ THE BOATS AFLOAT SHOW ⚓

- Over 45 years of bringing boats, luxury yachts, accessories and services to potential buyers
- The largest floating boat show in the Pacific Northwest
 - Up to 9,000 attendees
 - Up to 150+ boats on display
- Located right in the heart of Seattle's growing South Lake Union tech hub & neighborhood
- Massive marketing campaign
 - Over \$150,000 invested per show
 - Spanning across Traditional & Digital Media, Social Media, NYBA Membership (250+ organizations), email database with over 52,000 contacts
 - Media Marketing targets households with over \$250,000 net household income






Explore.
Dream.
Discover.

NORTHWEST YACHT BROKERS ASSOCIATION
BOATS AFLOAT SHOW
SPRING SHOW • APRIL 2023
SOUTH LAKE UNION | SEATTLE

April 27-30, 2023 | BoatsAfloatShow.com



NORTHWEST YACHT BROKERS ASSOCIATION
BOATS AFLOAT SHOW
SOUTH LAKE UNION | SEATTLE

MUSIC LINE-UP

MUSIC SCHEDULE

PRESENTED BY BOATSETTER

THURSDAY, APRIL 27 3 pm - 5 pm Stanley Alleyne Steel Drum	SATURDAY, APRIL 29 10 am - 12 pm BHS Jazz Quartet 2 pm - 5 pm The Wednesday Club	SUNDAY, APRIL 30 10 am - 12 pm BHS Jazz Quartet 2 pm - 4 pm The Jewel Tones
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You're Invited

VIP NIGHT

Join Us for a Private Preview Party!
Wednesday, April 26 | 3-7pm
South Lake Union
901 Fairview Ave N, Seattle

Refreshments
Live Music
Commemorative Tasting Glass
Exhibitor Parties

Valid only Wednesday, April 26, 3-7pm | 21 AND OVER

SPONSORED BY 

LET YOUR ADVENTURE BEGIN



NORTHWEST YACHT BROKERS ASSOCIATION
BOATS AFLOAT SHOW
SOUTH LAKE UNION | SEATTLE

APRIL 28 - MAY 1
SOUTH LAKE UNION
SEATTLE, WA
BOATSAFLOATSHOW.COM

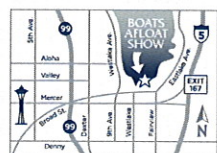
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Saturday + Sunday



Emerald City PIRATES

NORTHWEST YACHT BROKERS ASSOCIATION
BOATS AFLOAT SHOW
SPRING SHOW • APRIL 27-30, 2023
SOUTH LAKE UNION | SEATTLE



For a complete list of exhibitors and events, parking and other show information, visit us at:
BoatsAfloatShow.com



Platinum Sponsor (1)

- Company name and/or logo inclusion on all marketing & promotion and collaterals
- Logo larger, alone and above all other sponsorships - located just below Boats Afloat Show logo
- 10 x 20 exhibitor space shoreside or 16' x 20' floating hospitality barge
- Access to NYBA member database for customized sponsor messaging
- Full Page (premium) ad on back cover of Event Program
- Social media promotions
- 100 General Admission / 100 VIP tickets

Investment: \$25,000

Silver - Lanyard Sponsor

- Company and / or logo printed on all lanyards given to shoreside and afloat exhibitors

Investment: \$2,500

Silver - Wristband Sponsor

- Company and / or logo printed on all wristbands given to attendees

Investment: \$1,500

Gold Sponsors (3)

- Company name and/or logo inclusion on all marketing & promotion and collaterals
- 10 x 10 exhibitor space at Grand Entrance to the show
- Access to the NYBA member database for customized sponsor messaging
- Full page ad inside the official event program
- Social media promotions
- 40 General Admission / 40 VIP tickets

Investment: \$11,000

Silver - Stage Sponsor

- Banner featuring company logo atop the live music stage
- Logo inclusion on A-Fram signage featuring music acts

Investment: \$5,000

Silver - Exhibitor Breakfast

- Logo on A-frame at breakfast station
- Company logo on all communications referencing breakfast
- Napkins featuring company name / logo

Investment: \$5,000

Silver Sponsorships

- In addition to the Unique Marketing for each Silver Sponsorship, they also include the following:
 - Name and/or logo on our Boats Afloat Show website including a link to your company's website
 - 1 professionally designed Social Media Ad
 - 1/2 page in the official event program
 - 20 General Admission / 20 VIP tickets

**** See below options for specific Silver Sponsorship details**

Silver - Beer Garden

- Logo inclusion on A-Frame signage for Beer Garden
- 10 x 10 exhibitor space adjacent to Beer Garden (optional)

Investment: \$7,500

Silver - VIP Night Co-Sponsor (2)

- Company logo included on VIP Night tickets
- Company logo included on VIP Night commemorative tasting cups
- 10 x 10 exhibitor space at main entrance to the show

Investment: \$5,000



Karli Houle

Director of Operations / Show Producer

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The Boats Afloat Show is a venerable brand, with over 45 years of successful shows in the Pacific Northwest – a true "Crown Jewel" in the Seattle boating community. We invite you to be a part of this premier event, and associate your brand with the image that Northwest Yacht Brokers Association has built and upheld for the Boats Afloat Show!

Fall 2023 Show Dates / Times

Day	Hours
Wednesday (VIP NIGHT) September 13th	3:00pm - 7:00pm
Thursday September 14th	11:00am - 6:00pm
Friday September 15th	11:00am - 6:00pm
Saturday September 16th	10:00am - 6:00pm
Sunday September 17th	10:00am - 5:00pm

Northwest Yacht Brokers Association

901 Fairview Ave N
Ste A190
Seattle, WA 98109
www.nwyachtbrokers.com



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www.BoatsAfloatShow.com