



BOATS AFLOAT SHOW

SOUTH LAKE UNION | SEATTLE, WA

Presented by the Northwest Yacht Brokers Association

SPONSORSHIP OPPORTUNITIES

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

For more information, contact
Monica Blum, NYBA Event Manager
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ABOUT 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 6.000+ attendees
 - Up to 150+ boats on display
- Located in Seattle's South Lake Union tech hub and neighborhood
- Massive marketing campaign, spanning across traditional and digital media, social media, targeting households with over \$250,000 net household income.



BOATS AFLOAT SHOW

South Lake Union at the
Lake Union Piers

September 17 - 20, 2026

WEDNESDAY, SEPTEMBER 16
VIP Night: 3 PM - 7 PM

THURSDAY - FRIDAY
SEPTEMBER 17 - 18
11 AM - 6 PM

SATURDAY, SEPTEMBER 19
10 AM - 6 PM

SUNDAY, SEPTEMBER 20
10 AM - 5 PM

Gold Sponsors

Limited to four sponsorships

- Company logo included on all print advertising, TV advertising, and show website
- 10 x 10 exhibitor space at grand entrance to the show
- Access to the NYBA member database for customized sponsor messaging
- Premium ad inside the event program
- Social media promotions
- 40 general admission/40 VIP tickets
- Branded give-away to first 500 attendees one day of the show

Investment: \$15,000



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. The Boats Afloat Show was launched in 1978 and is currently the largest floating boat show in the Pacific Northwest. The show resides on the beautiful waters of Lake Union in Seattle's bustling South Lake Union district.

Silver Sponsorships

In addition to the unique marketing for each Silver Sponsorship, they also include the following:

- Name and/or logo on our website including a link to your company's website
- One professionally designed social media ad
- Smaller premium ad in event program
- 20 general admission/20 VIP tickets

SILVER SPONSORSHIPS INCLUDE:

Beer Garden: \$5,000 (1)

- Logo inclusion on all physical signage for beer garden, coasters and napkins
- Logo inclusion with show program
- 10'x10' exhibitor space at show

VIP Night: \$5,000 (2)

- Company logo included on VIP Night tickets
- Company logo included on VIP Night commemorative tasting cups
- 10'x10' exhibitor space at main entrance of show

Exhibitor Lunch: \$5,000 (2)

- Provide a boxed lunch for all exhibitors (one day of the show)
- Company logo displayed on the box with an opportunity to provide a personal message to be included with the lunch

Kid's and Adult Passport: \$4,000 (1)

- Company logo printed on all passports, rubber ducks (kids) and drink tickets (adults)

Music Stage: \$3,000 (1)

- Banner featuring company logo atop the live music stage
- Logo inclusion on A-frame signage featuring music acts
- Digital marketing and social media mentions to include "Music Stage, Sponsored by [Company]"

Lanyard: \$2,500 (1)

- Company logo printed on all lanyards, distributed to 500+ exhibitors and vendors.

Wristband: \$2,500 (1)

- Company logo printed on all wristbands, distributed to 5,000+ show attendees

Coffee and Donuts: \$1,500 (4)

- Provide morning coffee, bagels and donuts to exhibitors at the NYBA office (one day of the show)
- Includes sponsor logo napkins, signage and onsite face time with exhibitors



For more information, contact

**NYBA Event Manager
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HORIZON
YACHT SALES

VIB HONOLULU BOAT SHOW (OAHU) 10/18-20/23
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September 11-14 | BoatsAfloatShow.com

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