

United States Sailboat Show &
United States Powerboat Show
Presenting Premier Sponsorship

United States Yacht Shows

2010 PREMIER SPONSORSHIP

Show Dates: October 7-11, 2010 & October 14-17, 2010

Space Available: ■High profile at Main Gate and Yacht Basin

Tent Provided: ■20'X40' with light & electric

Show Equipment: ■Skirted 8' Table (2), Round table, & Chairs

Exhibitor Banner: ■Over 'Exhibitor Gate' & Booth

Advertising and Promotion:

■4-Color Full Page ad in show program

■70,000 Hard copy distribution with

Chesapeake Bay Magazine,

■60,000 overrun for show distribution

Exclusive Listings:

■Front Cover Logo - Program

■Poster with national distribution

■Newsletter and E-mail correspondence

■Extensive promotions with

Boat U.S. 640,000 membership

■Co-op Advertising – Mail merge with exhibitors

■National Magazine & regional Newspaper print ads

■Press Release announcing sponsorships

■Links to your Web site from www.usboat.com

■In-show poster listings

In-Show Benefits:

■Eight exhibitor badges

■10 VIP Tickets each show

■100 General Admission Tickets Each Show

■10 Tickets to any VIP events

scheduled during shows

Show Attendance:

Impressions

Value

\$21,000

\$ 1,600

\$ 300

260,000

\$ 6,000

130,000

\$ 6,000

6,000

\$ 500

250,000

\$ 5,000

1,900,000

\$17,000

200,000

\$ 4,000

250,000

\$ 9,000

50,000

\$ 1,000

250,000

\$10,000

\$ 350

\$1,700

\$ 100

90,000

\$15,300

Promotional Value

■ \$98,850

Sponsorship Fees:

■ \$85,000 Including all above benefits

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