

Reach boating enthusiasts and Maine's leading marine businesses at

THE MAINE BOAT SHOW



OCTOBER 4-6, 2019

Why Sponsor The Maine Boat Show?

- **Location** - Thompson's Point in Portland, Maine; Brick South building and exterior lot
Near Interstate 295; Next to the Amtrak Downeaster, CellarDoor Winery, Bissell Brothers Brewery, and Stroudwater Distillery
- **Exhibitors** - Over 40 boat builders, boat dealers and other marine businesses
- **Boaters** - Expecting nearly 1000 people each day
Mainers planning their next boating season
Boating enthusiasts visiting New England to enjoy fall foliage
- **Boat Shows Are Trending** - According to Boating Industry Magazine's reported trends for 2018, boat shows are alive and well. "Dealers that are in top markets are still seeing great results from their boat show efforts." Many are increasing their investment in shows, especially in northern climates, like the Great Lakes, **Northeast** and Canada."
- **Industry Produced** - Unlike other Maine boat shows, this show is produced by the Maine Marine Trades Association - a nonprofit association that promotes the prosperity and growth of the marine industry in Maine
- **Timing** - Fall shows capitalize on the opportunity for marine businesses to move late season inventory and secure future contracts and sales ahead of the coming spring show season.
- **Exclusive** - *The Maine Boat Show* is the only boat show in New England in October and will be the first boat show ever at Thompson's Point - a growing Portland venue known for cool events and shows.
- **Marketing** - inclusion in print, online, geotargeting, and radio.

For more information about sponsorship opportunities contact

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SPONSOR LEVELS

ADMIRAL SPONSOR – only 1 available; **\$5,000** *The Admiral sponsor is the lead sponsor for the event and includes sponsorship of the free remote parking.*

- Logo & name recognition on show promotions (including print, web, social media, radio)
- Mention in pre and post-show press releases
- Signage at show entrance and at remote parking location
- 2 – 10 x 10 booths at show (or equivalent bulk space)
- Full page ad in show program
- 20 free admission tickets
- 6 exhibitor passes

COMMODORE – only 2 available; **\$2,500**

- Logo & name recognition on show promotions (including print, web, social media)
- Mention in post-show press releases
- 1 – 10 x 10 booth at show (or equivalent bulk space)
- Half-page ad in show program
- 10 free admission tickets
- 4 exhibitor passes

CAPTAIN –\$1,000

- Name recognition on show website
- Quarter-page ad in show program
- 6 free admission tickets

SKIPPER \$ 500

- Name recognition on show website
- Listing in show program
- 2 free admission tickets

EXHIBITOR PARTY SPONSOR – only 1 available; starting at **\$2,000*** for Friday night

- Quarter-page ad show program
- Name recognition on show website, name and logo in exhibitor party invites
- 6 free admission tickets

* Includes party venue at CellarDoor Winery (next to the show) and roughly one drink token per person up to 100 people. You can customize your own party to include food, drink, music and/or door prizes if desired.

About Our Exhibitors: We are very pleased to offer a show focused on our members who conduct business in Maine. They come from both the coast and inland regions of the state. They include boat and motor dealers, boat yards, boat builders, marinas, dock and float builders, canvas shops, suppliers, boating publications and service industries. This broad mix of exhibitors will provide show goers with a well-rounded experience, offering them a variety of options to get started in boating, or add to their current boating lifestyle.

About Our Audience and Venue: While this is an inaugural event, we can provide some information about our audience and venue. Boating is often associated with luxury and wealth, but there is a larger portion of the population than some might think who love to experience boating. The National Marine Manufacturers Association has found that boating continues to remain a middle-class recreational activity with 62 percent of boating participants in 2016 having a household income under \$100,000.

According to the Maine Department of Economic and Community Development, the number of visitors to Maine between September and November increased 3.5 % in 2017. Labor Day is no longer the end of the busy season and fall foliage is a huge draw to Maine.

Thompson's Point has blossomed to the big event venue in Portland in just a few years. They host all sorts of events: weddings, fundraisers, trade shows, winter outdoor skating, plus the major outdoor concerts for thousands of music lovers. Thompson's Point is still growing and construction is underway for a new hotel and a new 30,000 square foot building for The Children's Museum & Theatre of Maine. Thompson's Point is visible from the interstate and easy to find. People traveling from the south to enjoy fall foliage in Maine will find this show in Portland an easy stopping point on their way through.

About the Maine Marine Trades Association: Founded as a not-for-profit organization in 1966 the Maine Marine Trades Association promotes the growth and prosperity of the marine industry in Maine through its commitment to education and training and the promotion of best practices focused on the environment and worker safety and health. With members located from Kittery to Eastport, and westward into the lakes regions of Sebago, Belgrade and Moosehead, the Association's members include boat yards, dealers, marinas, boat builders, retailers, sailmakers and other related businesses.

Additional information about the Maine Marine Trades Association is available online at www.mainemarinetrades.com.