



VICTORIA  
INNER HARBOUR  
BOAT SHOW

April 28th  
to May 1st  
2016



 British Columbia  
Yacht Brokers  
Association

SPONSORSHIP OPPORTUNITY



BCYBA ASSOCIATION

The 26th Victoria Inner Harbour Boat Show is a four day event that will take place **April 28 - May 1, 2016** in Victoria's beautiful inner harbor on Vancouver Island.

Featured in one of the grandest boat show venues anywhere, exhibitors and visitors come from Vancouver Island, the BC Lower Mainland, the Prairies and the US Pacific Northwest. We host one of the largest in-water boat shows on the Pacific coast, over 100 boats of all sizes and types are featured dockside along with an extensive array of other marine related businesses located under a large heated exhibition tent pavilion. The show presents an opportunity for progressive marine enterprises, both brokerages and service industries, to connect with their target market and audience. A wide array

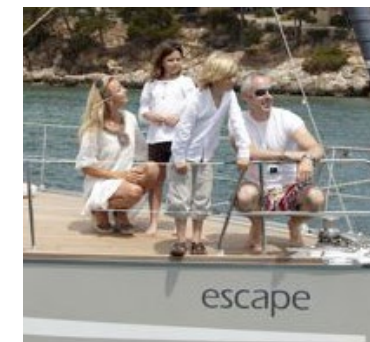
of marine products & services are available for purchase on-site, advice provided by industry experts and many unique activities and exciting demonstrations are available to all. Annual attendance increases every year and with an expanded venue, 2016 promises to be the biggest ever.

The Victoria Inner Harbour Boat Show draws several thousand visitors. Your presence and sponsorship affords a unique opportunity to present your company at the leading edge of this dynamic industry.

2015 Highlights:

- Attendance was up 27% from 2014!
- Excellent response to the new logo & branding.
- Feedback from exhibitors indicated that many sales and prospects came from the event.
- Exhibitors reported that there were a larger number of qualified prospects & potential buyers than ever before.
- The event sold-out for in-water exhibitors for the first time.

The British Columbia Yacht Brokers Association (BCYBA) is a self regulating professional not-for-profit organization dedicated to promoting all aspects of the recreational marine industry and ensuring that yacht brokers maintain a high standard of competence and professional ethics.



BCYBA promotes a life style choice and ensures that the marine industry remains vibrant and positive for all involved. BCYBA provides:

- CPYB accreditation and examinations to BC yacht brokers,
- Advocacy on behalf of industry members and the public,
- Delivery of member services and benefits,
- Support for standards and best practices,
- Promotion for the recreational boating industry through environmental education & awareness,
- Two-way stakeholder communications,
- Support for its membership with up to date legal & regulatory information to ensure the integrity of all sales transactions, and
- Stewardship of the marine environment.

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Your audience is any enterprise involved in the marine recreation industry and members of the public who make marine recreation a part of their life style. Canadians own more than **4.3 million boats**; clearly this market is already huge and industry analysts report a trend toward even greater participation.

Our typical show attendee is a 35-64 year old male with an average income of \$100,000+ from Victoria, Vancouver & the lower mainland, Alberta (Calgary & Edmonton) or Washington State. Each year we are pleased to welcome an ever-growing number of active young families.

Most have some sort of previous interest in outdoors & boating - with many seriously looking to purchase boats, while others are interested in the boating lifestyle and its accessories.

Sponsorship of the BC Yacht Brokers Association's Victoria Inner Harbour Boat Show provides a unique opportunity to market your company and a means to connect with your target audience in a cost-effective way, while showing your support for the industry. Identify your company with a lifestyle choice that promotes a healthy lifestyle, environmental values and the joys of outdoor recreational activities on the water.

Our extensive marketing & promotion of the event highlights your business in a professional advertising campaign worth over \$150,000 in promotional value - reaching an estimated audience of 8,200,045 across the Pacific Northwest.

Our integrated media plan includes substantial buys on television, radio, newspaper, print & digital. In 2015, our sponsors were particularly pleased with our Globe and Mail arrangement, in which we secured a full-page colour ad

and four weekend placements. This year, we look forward to enhancing our presence by adding a new outdoor component. We appreciate your thoughtful consideration of becoming a Presenting, Gold, Silver, Bronze or Contributing Level sponsor and look forward to welcoming attendees and sponsors to another successful Victoria Inner Harbour Boat Show: April 28 - May 1, 2016.

**Marketing with Sponsorship provides:**

- A cost effective way to reach your target market
- An opportunity to reinforce your market positioning
- An opportunity to retain customers and meet new ones



# PRESENTING SPONSOR

**\$15,000+**

Become the sole presenting sponsor of the BCYBA's 2016 Victoria Inner Harbour Boat Show

**The Presenting Sponsor will be named as "Presenting Sponsor" in all Boat Show correspondence, documentation, media releases, media interviews, tickets, web pages, signage, and other promotions:**

- 2016 Victoria Inner Harbour Boat Show presented by [COMPANY NAME].
- Premium logo placement in all advertising & media - **promotional value of \$150,000.**
- Inclusion in the banner ads at the bottom of BCYBA members updates throughout the year and on the BCYBA and the 2016 Victoria Harbour Boat Show promotional web pages.
- Sponsorship signage at the Boat Show - included in Boat show title as 'presented by' and logo included on sponsorship signage.
- Twenty (20) complimentary 3-day passes, valued at up to \$500.
- Option to receive one full-page article about your company on the BCYBA website and in a member update during the membership year.
- Opportunity to briefly address the delegates during the opening of the Boat Show.
- Premium display space in the Boat Show.
- Recognition and thank you during the event.
- Your brand will be exposed to attendees throughout the Boat Show.
- Opportunity to include direct marketing pieces, promotional items and coupons to exhibitors and boat show attendees.



# GOLD SPONSOR

**\$10,000+**

**The Gold Sponsor will be named at the "Gold Sponsorship" Level in all Boat Show correspondence, documentation, media releases, media interviews, tickets, web pages, signage, and other promotions:**

- Option to receive one half-page article about your company on the BCYBA website and in a member update during the membership year.
- Logo placement in all advertising & media - **promotional value of \$150,000.**
- Inclusion in the banner ads located on the 2016 Victoria Harbour Boat Show promotional web pages and on the bottom of member updates throughout the membership year.
- Sixteen (16) complimentary 3-day passes, valued at up to \$400.
- Premium display space in the Boat Show venue.
- Logo included in the sponsorship signage and banners at the Boat Show.
- Recognition and thank you during the event.
- Your brand will be exposed to attendees throughout the Boat Show.
- Opportunity to include direct marketing pieces, promotional items and coupons to exhibitors and boat show attendees.



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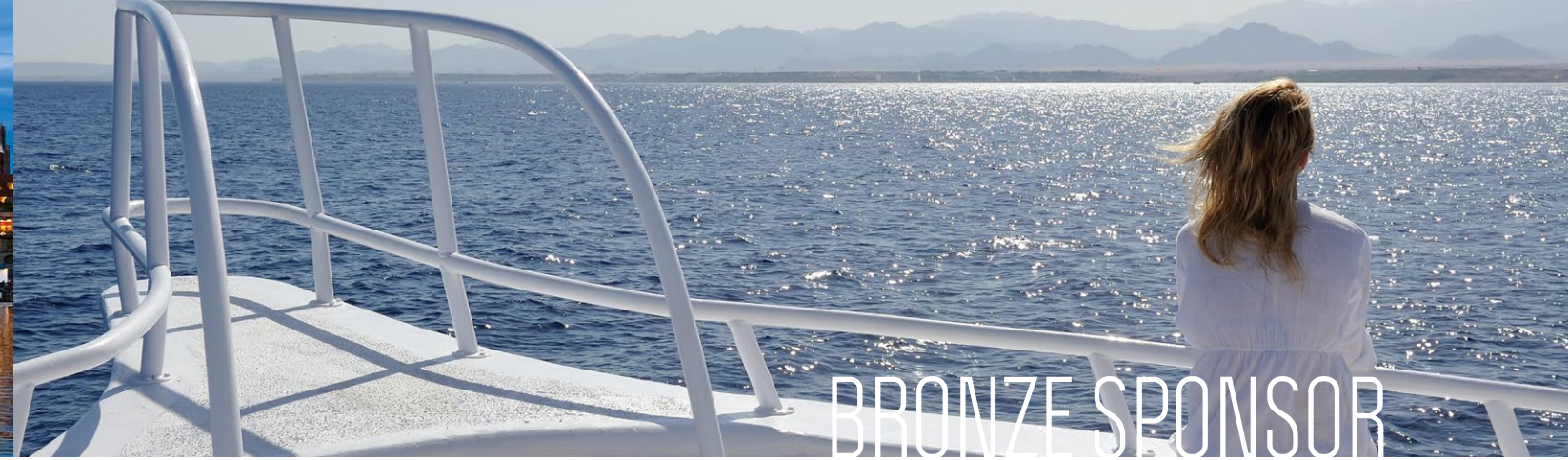


# SILVER SPONSOR

\$5,000+

The Sponsor will be named at the “Silver Sponsorship” Level in all Boat Show correspondence, documentation, media releases, media interviews, tickets, web pages, signage, and other promotions:

- Option to receive one quarter-page article about your company on the BCYBA website and in a member update during the membership year.
- Logo placement in all advertising & media - **promotional value of \$150,000.**
- Inclusion in the banner ads located on the 2016 Victoria Harbour Boat Show promotional web pages and on the bottom of member updates throughout the membership year.
- Ten (10) complimentary 3-day passes, valued at up to \$250.
- Premium display space in the Boat Show venue.
- Logo included in the sponsorship Signage and Banners at the Boat Show.
- Recognition and thank you during the event.
- Your brand will be exposed to attendees throughout the Boat Show.
- Opportunity to include direct marketing pieces, promotional items and coupons to exhibitors and boat show attendees.



# BRONZE SPONSOR

\$2,500+

The Sponsor will be named in the “Bronze Sponsorship” Level in all Boat Show correspondence, documentation, media releases, tickets, web pages, signage, and other promotions:

- Ten (10) complimentary single-day passes, valued at up to \$100.
- Logo included in the sponsorship signage at the conference.
- Premium display space in the Boat Show venue.
- Logo included in the sponsorship Signage and Banners at the Boat Show.
- Recognition and thank you during the event.
- Your brand will be exposed to qualified attendees throughout the conference.
- Opportunity to include direct marketing pieces, promotional items and coupons to exhibitors and boat show attendees.



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# CONTRIBUTING SPONSOR

\$1,000+

The Sponsor will be named at the “Bronze Sponsorship” level in all Boat Show correspondence, documentation, Media Release, web pages, signage, and other promotions:

- Company name (text only) included on BCYBA & Boat Show websites and member updates throughout the membership year.
- Six (6) complimentary one-day passes, valued at \$60.
- Premium display space in the Boat Show venue.
- Name (text only) included in the sponsorship Signage and Banners at the Boat Show.
- Recognition and thank you during the event.
- Your brand will be exposed to attendees throughout the Boat Show.
- Opportunity to include direct marketing pieces, promotional items and coupons to exhibitors and boat show attendees.



# CONTACT INFORMATION

If you would like to discuss a sponsorship opportunity, we'd love to hear from you.



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Boat Show Manager,

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For more information visit:  
[www.bcyba.com](http://www.bcyba.com)



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# THANK YOU TO OUR 2015 SPONSORS



**BOATINGBC**  
ASSOCIATION™

*Because BC is better on a boat!™*



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