

PRESENTING SPONSOR:



SPONSORSHIP OPPORTUNITIES

A stylized white sailboat with a tall mast and multiple sails, floating on a teal water surface. The boat is reflected in the water below it.

BC BOAT SHOW AT PORT SIDNEY MARINA



MAY 3 ~ 6, 2018



The 28th annual BC Boat Show is a four day event that will take place **May 3 – 6, 2018** at Port Sidney Marina in Sidney, BC on Vancouver Island.

Now in its 28th year the BC Yacht Brokers Association (BCYBA) annual Boat Show is about to make a big splash with a planned venue-change and return to Sidney, on Vancouver Island. It's an exciting development made necessary because of space limitations at the Victoria Inner Harbour where the West Coast's largest in-water boat show has been located for many years. Some boat show regulars will remember a small show was held in Sidney many years ago, now plans are for a new iteration to showcase boating and the on-the-water lifestyle. The show, renamed the BC Boat Show, will take place May 3 - 6, 2018 at Port Sidney Marina. We have plans in the works to make this more than a boat show - more like a festival for all to enjoy.

The Mill Bay Marine Group will be the presenting sponsor of the 2018 event, and the new venue at Port Sidney

Marina will offer expanded opportunities for vendors and exhibitors. Duane Shaw, President of Mill Bay Marine Group: "From the instant that we purchased Port Sidney Marina, we wanted to get the boat show back. The BCYBA shared this enthusiasm and I think we all could not be more excited for the future of the BC Boat Show. We feel that Sidney's location close to BC Ferries, Anacortes Ferry and the airport will help to draw people from across western North America and provide vendors with an opportunity to maximize their exposure."

The BC 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.

Highlights:

- Attendance is up 30% since 2014!
- Excellent response to the new logo & branding.
- Feedback from past 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 sells-out for in-water exhibitors.



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 lifestyle 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.





Your audience is any enterprise involved in the marine recreation industry and members of the public who make marine recreation a part of their lifestyle. 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.



WHY SPONSOR?

Sponsorship of the BC Yacht Brokers Association's BC Boat Show at Port Sidney Marina 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 radio, newspaper, print & digital. We also enhanced 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 BC Boat Show May 3-6, 2018.

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

Be the **RESERVED** ^{\$15,000+} presenting sponsor
of the BCYBA's
2018 BC Boat 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:

- 2018 BC Boat Show presented by **Mill Bay Marine Group**
- 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 2018 BC 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.



\$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 2018 BC 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.





\$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 2018 BC 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.
- 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.





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.



BC
BOAT SHOW
AT PORT SIDNEY MARINA

Steven Threadkell
Boat Show Manager,

Phone: 250-885-9134

Email: stthreadkell@shaw.ca

For more information visit:

www.bcyba.com



British Columbia
Yacht Brokers
Association



BC
BOAT SHOW
AT PORT SIDNEY MARINA

MAY 3 - 6, 2018

THANK YOU TO OUR PAST SPONSORS AND PARTNERS



Because BC is better on a boat!™

