



ANNAPOLIS

BOAT SHOWS

Sponsorship Prospectus

AnnapolisBoatShows.com

ABOUT ANNAPOLIS BOAT SHOWS

An Annapolis Tradition since 1970

The 1970 debut of the United States Sailboat Show in Annapolis, Maryland marked a new concept – the first in-water sailboat show in the country. Today the Annapolis Boat Shows has an unsurpassed reputation for offering the most comprehensive boating exhibitions in the industry. Each of our boat shows gives boaters the unique opportunity to board and inspect virtually every new model on the market, make side-by-side comparisons, and talk to industry representatives about all aspects of buying and owning a boat. Exhibitors are highly motivated to put attendees in the boat of your dreams at the best possible price. In addition, one can shop from a vast display of boating products and services – everything from financing and insurance to electronics and foul weather gear. It's always a fun and informative day exploring boats and boat supplies.

BAY BRIDGE BOAT SHOW

APRIL 14-16, 2023

The Bay Bridge Boat Show marks the beginning of the boating season on the Chesapeake Bay. Climb aboard a wide array of powerboats of every style and size, shop the latest gear, and get on the water with several activations.

ANNAPOLIS SPRING SAILBOAT SHOW

APRIL 28-30, 2023

With a long sailing tradition in Maryland and the Chesapeake Bay, the Annapolis Spring Sailboat Show brings in the new season by bringing together sailing enthusiasts from around the Mid-Atlantic to see the latest boats, gear, and tech.

ANNAPOLIS POWERBOAT SHOW

OCTOBER 5-8, 2023

Boaters from across the country gather every October in the historic seaport of Annapolis to shop from all major powerboat manufacturers, climb aboard center consoles, bowriders, cruisers, cuddy cabins, and brokerage boats.

ANNAPOLIS SAILBOAT SHOW

OCTOBER 12-15, 2023

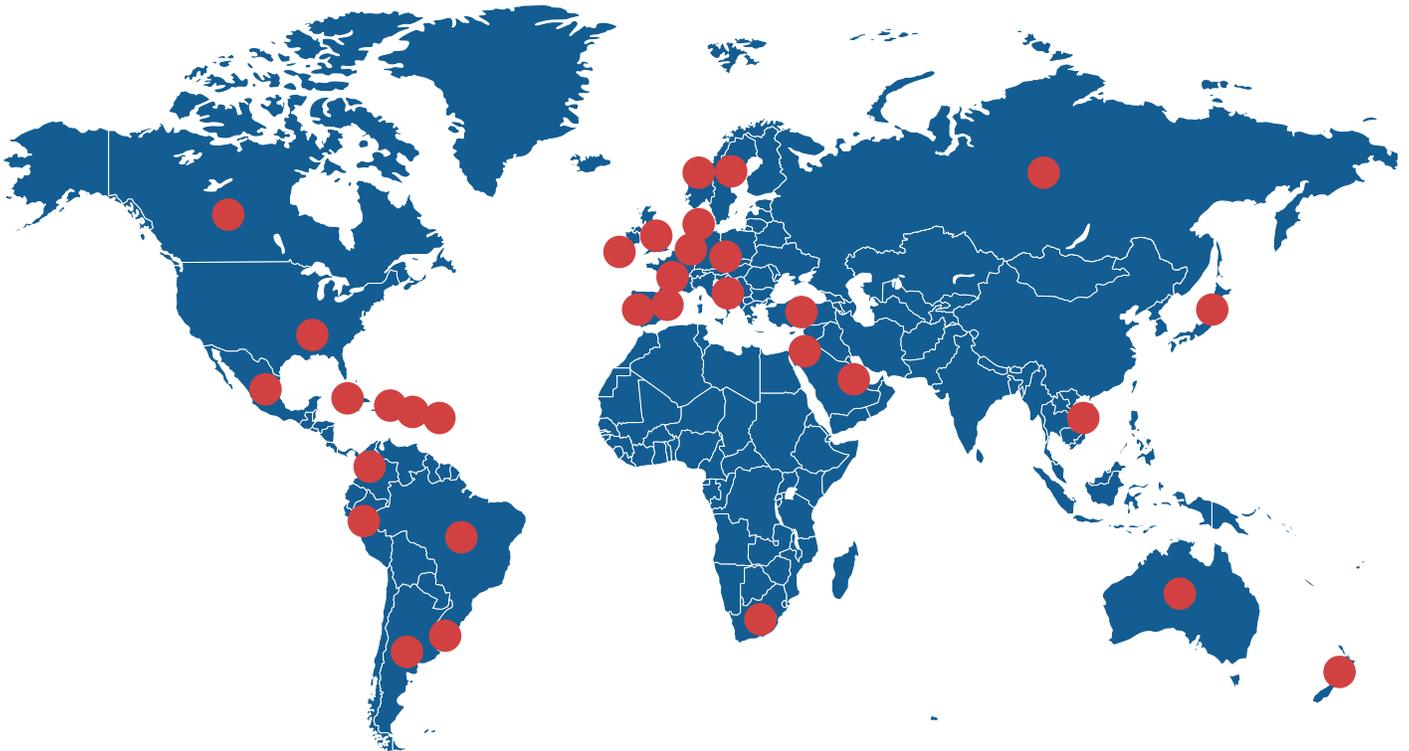
From a seasoned sailor to a first time buyer, this internationally acclaimed sailboat show is recognized as the world's largest in-water and most prestigious sailboat show offering everything a sailor needs.

WHY EXHIBIT AT OUR SHOW?

Our Audience

The Annapolis Boat Shows have an international reach and have earned accolades from attendees all over the world. Our global presence is represented by visitors from all 50 states, four provinces in Canada, and over 25 countries.

ATTRACTING A GLOBAL AUDIENCE FOR MORE THAN 50 YEARS



AUDIENCE OVERVIEW

Our customers are among the most affluent consumers in America with access to unparalleled disposable income. The greater Washington metropolitan area, home to six million, is one of the wealthiest in the United States. Nearly 10 percent of all households in Northern Virginia, suburban Maryland and Washington D.C. have an annual income in excess of \$200,000, compared to only four percent nationally. Our boat shows provide you with the opportunity to reach over 125,000 affluent boaters.

ATTENDEE DEMOGRAPHICS



75% HHI greater than \$100K



45% female representation



55% of audience are representation first time attendees



88% of our audience are boaters or looking to get into boating in the next 5 years

BOAT SHOW INTERESTS



67% are actively looking



38% are interested in to make a boat purchase purchasing gear

BOAT SHOW ENTHUSIASTS



38% are interested in to make a boat purchase purchasing gear



57% of attendees say the Annapolis Boat Shows are the ONLY shows they attend each year

MARKETING & COMMUNICATION STRATEGY

Each year we plan a comprehensive marketing and communication plan which promotes each of our shows and positions Annapolis as the ideal destination for any boater or sailor interested in attending a boat show. Each of our shows have dedicated budgets that leverage multiple advertising channels including print, digital, outdoor, radio, broadcast and digital television, and social networks. We compound that impact through press coverage in local, regional, national, and international publications. Our exhibitors are encouraged to share their new products and updates as we utilize our owned channels (website, email marketing, social channels, and press releases) to promote what attendees can enjoy at each show.



SPONSORSHIP OPPORTUNITIES

Since 1970, the Annapolis Boat Shows have hosted some of the most comprehensive boating events in the maritime industry welcoming attendees and exhibitors from around the world. Our annual shows provide the perfect opportunity to:

- Improve your relationship with the affluent boating community.
- Boost your company's name and brand recognition in the greater Baltimore/Washington region, across the country, and around the world.
- Raise public opinion of your company among boaters.
- Promote your products and services to our maritime clientele.
- Connect your brand with one of the most prestigious names in the maritime industry.

LEVELS OF SPONSORSHIP

PRESENTING & OFFICIAL SPONSORS:

Event Sponsors: Custom designed events are promoted heavily by Annapolis Boat Shows. Events may be renamed to highlight your brand or "Presented By" an exhibitor or business. Events include: Demo Dock, Take the Wheel, Cruisers University, First Sail Workshop, and VIP Experience.

Gate Sponsor: Sponsor a gate and your brand will be on a banner front and center for the guests entering the show. Everyone must pass under a gate!

Tent Sponsor: Adopt a high profile with highly visible signage by sponsoring one of several large and busy tents housing on-land exhibitors.

Shuttle Bus Sponsor: Place signage inside and outside our bus fleet that continuously transports visitors back and forth from designated parking areas to the boat show. Be the first brand introduced to a high-quality show audience.

Water Stations: In an effort to decrease the number of plastic water bottles consumed at the show, we'll be providing water bottle refill stations. They will be located throughout the show and will be fully branded with the sponsor's name and logo - a great way to make a splash as guests enter the shows.

Got-To-Go: Everyone must go! There is no doubt your business will get noticed here. Have some fun with it and make the show guests remember your name.

Reusable Bag Sponsor: Logo and content emblazoned on bags handed to all attendees.

Ticket Sponsor: Logo and message on admission tickets and on ticketing website.

CONTACT

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