

PROGRESSIVE



JANUARY 18 - 21, 2024
IX CENTER CLEVELAND



2024 SPONSORSHIP OPPORTUNITIES

ALL SPONSORS WILL HAVE THE RIGHT OF FIRST REFUSAL FOR NEXT YEAR

All Sponsorships* Include recognition on the official show program and clevelandboatshow.com, appropriate visible signage on the show floor, and general digital media stories, news releases and other media.*

ONSITE OPPORTUNITIES

PADDLING CENTER POOL SPONSOR

\$6000

Includes 600 sq. feet of space. You can provide a banner wrap for the pool and brand the pool for your dealership. All references to the pool will include your dealership name. This sponsorship will come with a 20x30 space (\$4230 value) in the paddling center footprint for you to place products or a boat.

MAIN STAGE BOATS

TAKEN BY SOUTH SHORE MARINE

Opportunity to display 2 boats on either side of the main music stage

BERKLEY TANK SPONSOR

TAKEN BY VIC'S SPORTS CENTER

LYMAN BOATS HISTORICAL MUSEUM

\$4500

TWIGGY SPONSOR

\$4000

Twiggy is one of the biggest attractions in the show. Place two boats in this area that is swarmed with crowds during the Twiggy show! Includes presenting sponsorship of Twiggy in all mentions - social, website and print.

BEER CUPS - BRANDED BEER CUPS FOR THE SHOW

\$4000

Provide 20oz branded cups for the IX to pour the beers in!

MIXED DRINK CUPS - BRANDED CUPS FOR THE SHOW

\$4000

Provide 5-6oz branded cups for the IX to pour mixed drinks in!

KIDS DISCOVERY ZONE SPONSOR

\$3000

TOYOTA FISHING STAGE BOATS

TAKEN BY ERIE MARINE SALES

Opportunity to display 2 boats on either side of the fishing stage

LIVE PERFORMANCE SPONOR

(SEE OPTIONS BELOW)

Your brand/dealership will be the presenting sponsor of a music performance on the Main Stage. Your Logo will appear on digital screens during the performance and on all schedules on website, print and digital.

THE TRAVELIN' JOHNSONS - THURS 12PM-3PM

\$600

MIKE "MAD DOG" ADAMS - THURS 6PM-9PM

\$1000

THE ISLAND DOCTOR - FRI 12PM-3PM

\$400

SLOW NO WAKE - THURS 3PM-6PM & FRI 5PM-9PM

\$800

THE ISLAND DOCTOR - SAT 10AM-1PM

\$400

FOLLOW THE SUN - SAT 2PM-5PM

\$600

JIMMY JACK BAND - SAT 5PM-9PM

\$1000

THE ISLAND DOCTOR - SUN 10AM-1PM

\$400

THE TRAVELIN' JOHNSONS - SUN 2PM-5PM

\$600

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ADDITIONAL ONSITE OPPORTUNITIES

BOAT SHOW LIVE \$1,250/DAY or \$4,000/ENTIRE SHOW

Main sponsor of the Cleveland Boat Show Live featuring exhibitor interview segments with Captain Jeannette. Your logo will be featured throughout the live broadcast, as well as commercials running for your business for the entirety of the sponsorship established.

WELCOME BAG INSERT \$500

Supply promotional material to be inserted into show welcome bags that are handed out to attendees upon arrival at the show
*Sponsorship does *not* include mentioned recognition*

ADS ON SCREEN IN THE SHOW \$2500

Branded digital ads on our 10 screens throughout the show

DIGITAL OPPORTUNITIES

EMAIL - FEATURED EXHIBITOR HIGHLIGHT EMAIL \$2500

Your business and products as well as a write-up about your business along with booth location sent to our email list of boat show attendees. 1 per week until show. Selection of dates set by sponsorship submission.

SOCIAL MEDIA POSTS BEFORE, DURING & AFTER SHOW \$250

Priced per post. Social media post across all boat show Facebook pages and On the Water Ohio Instagram. Post is provided by you with imagery and what you wish to highlight about your business.

WEBSITE SLIDER AD \$1250

Cleveland Boat Show Website Slider Ad. 1 in rotation of 5.

CLE BOAT SHOW LIVE - VISIT TO YOUR BOOTH LIVE STREAMED TO WEBSITE AND ALL SOCIAL CHANNELS \$500

Boat show TV interview segment with Captain Jeannette streamed to all social platforms and website.

SPONSORSHIP PACKAGES

	FIRST MATE \$750	SKIPPER \$1500	CAPTAIN \$3000
SHOW PARTNER LOGO FEATURE ON CLEVELANDBOATSHOW.COM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SHOW PARTNER LOGO FEATURE IN PRINTED EVENT PROGRAM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
1 POST - POSTED ACROSS ALL SOCIAL MEDIA CHANNELS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
OPPORTUNITY TO PUT AN INSERT INTO WELCOME GIFT BAGS	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
1 MENTION/FEATURE IN EVENT EMAIL BLAST	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
1 DESIGNATED BRAND EMAIL BLAST	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>