



SPONSORSHIP OPPORTUNITIES

Kelowna Boat Show
April 29 - 30, 2023

Kelowna Boat Show is excited to be back after a three-year hiatus. The annual show is hosted by the Kelowna Yacht Club in the heart of downtown Kelowna on the spectacular waterfront. The two-day show is engaging and lively, opened to the public and is geared towards boating and watersport enthusiasts. In the past we have had over 6,000 visitors to the show, which makes it a great event for both the community and marine industry.

SPONSORSHIP CONTACT:
LEONA SMITH
LEONA@KELOWNAYACHTCLUB.COM
250-762-3310 EXT. 210



SPONSORSHIP OPPORTUNITIES



COMMODORE PACKAGE · \$4,000

Only one Commodore Sponsorship Package is available.

THIS SPONSORSHIP INCLUDES:

- Exclusive sponsorship of the KBS Kick-Off Event held the evening of Friday, April 28th, open to KBS exhibitors and KYC members.
"Kelowna Boat Show Kick-Off Event brought to you by YOUR COMPANY HERE"
- Exclusive logo/ad placement in the KBS Kick-Off event invite and event listing.
- Specific social media post mention of Kick-Off event sponsorship with tag.
- Ability to have a table/display set-up in the banquet space for the duration of the Kick-Off event, digital screen also available for logo/ad/video.
- Premier logo placement on the KBS website listing sponsors.
- Premier logo placement in the KBS digital show guide.
- Premier logo placement on all sponsorship mentions - social media (with tag), digital and printed.
- Ability to display 2 x additional banners throughout the KBS area.
- Premier logo placement on sponsorship display board at the KBS main entrance and exit.
- Premier logo/ad placement in exhibitor thank you email sent following KBS.
- **BONUS:** 3 x logo/ad placement in KYC newsletter - Sent to over 3,500 KYC members with an average 76% open rate!
- **BONUS:** Rotating logo/ad placement on digital screens within KYC clubhouse from April 15th to May 14th.

KBS · Kelowna Boat Show | KYC · Kelowna Yacht Club

All sponsorship packages must be preapproved by the KBS sponsorship contact.

SPONSORSHIP OPPORTUNITIES



BUCCANEERS PACKAGE · \$2,500

Only one Buccaneers ~ Kid Zone ~ Sponsorship Package is available.

THIS SPONSORSHIP INCLUDES:

- Exclusive sponsorship of the KBS Kid Zone booth held over the KBS weekend.
- Premier logo placement at the Kid Zone booth.
- Fun colouring sheets with company industry/logo/design of your choice - must be pre-approved by KBS committee.
- Specific social media post mention of Kid Zone sponsorship with tag.
- Logo placement on the KBS website featuring the Kid Zone.
- Logo placement in the KBS digital show guide featuring the Kid Zone.
- Logo placement on all sponsorship mentions - social media (with tag), digital and printed.
- Logo placement on sponsorship display board at the KBS main entrance and exit.
- Ability to have logo/ad placement in exhibitor thank you email sent following KBS.
- **BONUS:** 2 x logo/ad placement in KYC newsletter (April 1 and April 15) featuring the Kid Zone - Sent to over 3,500 KYC members with an average 76% open rate!
- **BONUS:** Rotating logo/ad placement on digital screens featuring the Kid Zone within KYC clubhouse from April 1st to April 30th.

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SPONSORSHIP OPPORTUNITIES



SKIPPER PACKAGE • \$1,500

THIS SPONSORSHIP INCLUDES:

- Logo placement on the KBS website.
- Logo placement in the KBS digital show guide.
- Logo placement on all sponsorship mentions - social media (with tag), digital and printed.
- Logo placement on sponsorship display board at the KBS main entrance and exit.
- Ability to have logo placement in exhibitor thank you email sent following KBS.

OTHER OPPORTUNITIES

- Purchase ad location within the KBS digital show guide:
 - Full Page Colour Ad (5.5" x 7") \$450
 - Half Page Colour Ad (5" x 3.1") \$250
- KYC website advertising \$250/month
- KYC digital screen advertising \$250/month
- Tag @kelownayachtclub in a post/story featuring what you will have on display at the KBS and we will repost it! Complimentary!

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