



# KELOWNA BOAT SHOW

## 2024 Show Dates Saturday, April 28 & Sunday April 27

Hosted by Kelowna Yacht Club in the heart of downtown Kelowna on the spectacular waterfront, this two-day show is an engaging and lively open to the public and geared towards boating and watersport enthusiasts. With over 5,500 visitors to the show, the Kelowna Boat Show is a great event for both the community and the marine industry. Join us as a sponsor and have your brand prominently featured throughout the weekend and more! With a variety of sponsorship options available, there is something for everyone!

### **Sponsorship Contact:**

Laurianne Jackson

### **Email:**

[laurianne@kelownayachtclub.com](mailto:laurianne@kelownayachtclub.com)

### **Phone:**

250-762-3310 ext. 210



# COMMODORE PACKAGE



# KELOWNA BOAT SHOW

## SPONSORSHIP OPPORTUNITIES

This comprehensive package ensures prominent visibility for the sponsor across various channels, maximizing exposure and enhancing brand association with the prestigious Kelowna Boat Show.

**1 YEAR • \$7,000**

**2 YEARS • \$12,000**

**3 YEARS • \$22,000**

## YOU WILL BE OUR MAIN SPONSOR!

### This sponsorship includes:

- Kelowna Boat Show Saturday Show Event  
"Proudly 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 mentioning Saturday Show Event sponsorship with tag.
- Digital screen available for logo/ad/video presentation.
- 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 across social media (with tag), digital, and printed materials.
- Ability to display two additional banners throughout the KBS area.
- Premier logo placement on the sponsorship display board at the KBS main entrance and exit.
- **BONUS:** 3 x logo/ad placements in the KYC newsletter – Sent to over 3,500 KYC members with an average 76% open rate!
- **BONUS:** Rotating logo/ad placement on digital screens within the KYC clubhouse from April 15th to May 14th.
- **RADIO ADVERTISEMENT** - Each KBS ad concludes with a prominent acknowledgment: 'Sponsored by [Sponsor Name],' accompanied by a brief tagline about your company.





# BUCCANEERS PACKAGE \$2,800



# KELOWNA BOAT SHOW

## SPONSORSHIP OPPORTUNITIES

As the main sponsor of the Buccaneers Kids Zone, your brand will be prominently showcased throughout the event. From banners and signage to digital displays, your company will receive maximum exposure to our enthusiastic show audience.



### This sponsorship includes:

- Exclusive sponsorship of the KBS Buccaneers Kid Zone booth held over the show weekend.
- Premier logo placement at the Buccaneers Kid Zone.
- Fun colouring sheets with company industry/logo/design of your choice (must be pre-approved by KBS committee).
- Specific social media post mention of Buccaneers Kid Zone sponsorship with company tag.
- Logo placement on the KBS website featuring the Buccaneers Kid Zone.
- Logo placement in the KBS digital show guide featuring the Buccaneers 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) - 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 1st to April 30th.

# SKIPPER PACKAGE \$1,800



## OTHER OPPORTUNITIES

### 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 company 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.



- Full Page Colour Ad (5.5" x 7") - Digital Guide **\$450**
- Half Page Colour Ad (5" x 3.1") - Digital Guide **\$250**
- KYC website 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!**