# SPONSORSHIP

OPPORTUNITIES

2025



Saturday, April 26 and Sunday, April 27



Hosted by the Kelowna Yacht Club along the stunning downtown waterfront, the Kelowna Boat Show is a dynamic two-day event designed for boating and watersport enthusiasts. Open to the public, this annual show attracts over 5,500 visitors, making it a prime opportunity to engage with the local community and the marine industry.

Showcase your brand by becoming a sponsor. With a range of sponsorship options available, there's an opportunity to suit every business. Don't miss your chance to be part of this premier waterfront event!

## SPONSORSHIP CONTACT: KYC MARKETING TEAM

LEONA@KELOWNAYACHTCLUB.COM 250-762-3310 EXT. 246



## **COMMODORE PACKAGE**





1 YEAR \$7,000 2 YEARS \$12,000 **3 YEARS \$22,000** 



#### **BE OUR MAIN SPONSOR!**

#### **This sponsorship includes:**

- Kelowna Boat Show "Proudly brought to you
  Ability to display two additional banners by YOUR COMPANY HERE".
- 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.

- \*Interested in future years? Let us know!
- throughout the KBS area.
- Exclusive logo/ad placement in the KBS Kick- 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, should time allow.

## **BUCCANEERS PACKAGE**



1 YEAR \$2,800





#### **SPONSOR THE KID ZONE!**

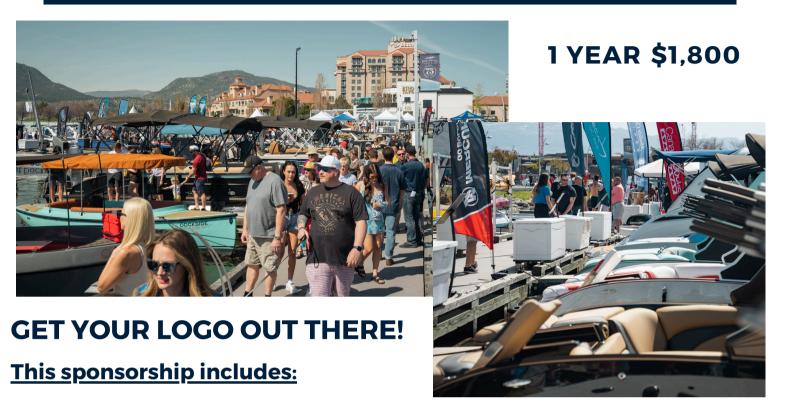
### **This sponsorship includes:**

- 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.

- 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, should time allow.

## SKIPPER PACKAGE





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

#### **OTHER OPPORTUNITIES**

• Full page colour ad (5.5" x 7") in the digital show guide. \$450

• Half page colour ad (5" x 3.1") in the digital show guide. \$250

KYC website advertising.

Tag @kelownayachtclub in a post/story featuring what you will have on

 COMPLIMENTARY

 Tag @kelownayachtclub in a post/story featuring what you will have on display/the upcoming show, and we will repost it!

\*We are able to make custom packages based on your preferred exposure, and more opportunities may become available as the show date approaches!

\$250/MONTH