

# SPONSORSHIP

## OPPORTUNITIES

## 2025

Join us as a sponsor and have your brand featured throughout the weekend and more!



Over 5,500 visitors to the show



**KELOWNA  
BOAT  
SHOW**

**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**  
[LAURIANNE@KELOWNAYACHTCLUB.COM](mailto:LAURIANNE@KELOWNAYACHTCLUB.COM)  
250-762-3310 EXT. 210





# COMMODORE PACKAGE



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

**SOLD**  
for the  
**2025**  
**SHOW**

## BE OUR MAIN SPONSOR!

### This sponsorship includes:

\*Interested in future years?  
Let us know!

- Kelowna Boat Show "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, should time allow.

**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.



# SKIPPER PACKAGE



**1 YEAR \$1,800**



## GET YOUR LOGO OUT THERE!

### This sponsorship includes:

- 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.  | <b>\$450</b>         |
| • Half page colour ad (5" x 3.1") in the digital show guide.  | <b>\$250</b>         |
| • KYC website advertising.  | <b>\$250/MONTH</b>   |
| • Tag @kelownayachtclub in a post/story featuring what you will have on display/the upcoming show, and we will repost it! | <b>COMPLIMENTARY</b> |

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