

# OTTAWA BOAT SHOW

FEBRUARY 21 -24, 2019

[WWW.OTTAWABOATSHOW.CA](http://WWW.OTTAWABOATSHOW.CA)

## THE WATER IS WAITING

**SPONSORSHIP OPPORTUNITIES**



CENTRE  CENTRE



# OTTAWA BOAT SHOW

## **Ottawa's Favourite Boating & Fishing Event...**

This February, the EY Centre will once again be filled with everything for the boating & fishing enthusiast and lifestyle during the **Ottawa Boat Show**. This is a unique show where visitors can shop the show and compare models under one roof for one four day weekend only.

Stand out from your competitors by increasing your exposure before the show, and on show site by choosing from one of our **sponsorship opportunities**. Put your company name in front of thousands of exhibitors and visitors who are part of the Show annually.

## **AUDIENCE PROFILE**

**62%** of attendees own a watercraft.

**56%** of attendees plan to purchase new watercraft in the next year.

**44%** of attendees experienced the show for the first time in 2018.

## **ACT NOW!**

Many of the opportunities outlined in the following pages, are limited in number – so don't delay! All sponsorship opportunities are available on a first come, first served basis.

## **CUSTOM PACKAGES AVAILABLE**

If you don't see what you are looking for or would like to discuss a unique packages tailed to your company's specific needs, please don't hesitate to reach out to the Show Manager:

**SCOTT SPRAGUE**

Show Manager

[ssprague@mpltd.ca](mailto:ssprague@mpltd.ca)

1-888-454-SHOW (7469)

# OTTAWA BOAT SHOW

## TITLE SPONSOR (1 available)

**\$20,000**

The Title Sponsorship is the absolute best way to get your brand in front of the Ottawa Boat Show audience. Sponsorship includes:

- 20' x 20' Booth space in a prominent location agreed on between sponsor & show management.
- Inclusion on the show website & social media event page
- Inclusion in **all** media including, radio, newsprint & television
- Inclusion in marketing materials such as e-blasts, signage, and other advertisements
- 50 'admit one' event passes for your VIPs

## OFFICIAL TRUCK SPONSOR (1 available)

**To be negotiated**

As "Official Truck", your brand will be placed prominently and front and center at the show. This is an exclusive opportunity and your level of investment will be negotiated based on size of booth, space requirements, etc. Sponsorship includes:

- Display area (30' x 50' on main show floor)
- One Vehicle placement at Entrance
- Inclusion in **selected** media including, radio, newsprint & television
- Inclusion on the show website & social media event page
- Inclusion in email blast to 3000+ previous visitors.
- 40 'admit one' event passes for your VIPs
- Ability to have on-site test drives; up to 6 Parking spots included

## FREE PARKING SPONSOR

	Evening (after 5)	Whole day
Thursday	\$2,500	\$4,000
Friday	\$2,500	\$4,000

Boost crowds and be the face of an exciting new feature at the 2019 Ottawa Boat Show: become a sponsor for FREE PARKING! This exclusive opportunity makes you a major part of marketing the show – your brand will be mentioned across numerous channels for months leading up to the event.

Your company name & logo will be featured and thanked on signage around venue, plus in major advertising and promotion campaigns (radio, social media, etc.). The benefits:

- Inclusion in show advertising including, **radio, newsprint & television**
- Inclusion on the **show website & social media event page**
- Inclusion in **email blast(s) to 8000+ previous visitors.**
- **20 'admit one' event passes** for your VIPs

### **KEYNOTE SPEAKER SPONSOR (1 available)**

**\$5,000**

2019 Speaker TBD. Help create the experience for our visitors at the show by sponsoring a speaker to come to the show. Speaker can be decided by Show Management and Sponsor to ensure it's a fit for the overall event theme. Sponsorship includes:

- Display area (10' x 10' appearance space)
- Inclusion in **selected** media including, radio, newsprint & television
- Inclusion on the show website & social media event page
- Inclusion in email blast to 3000+ previous visitors.
- Prominent full color onsite signage at stage area & in booth
- 40 'admit one' event passes for your VIPs

### **MEGA TANK SPONSOR (1 available)**

**\$5,000**

Named sponsor for the main seminar stage, which includes:

- Banner signage at stage area
- Additional seminar signs at main entrance and mid-way point
- Inclusion in **selected** media including, radio, newsprint & television
- Inclusion on the show website & social media event page
- Marketing collateral passed out from stage area
- Inclusion on seminar section of event website
- 20 'admit one' event passes

### **DOOR PRIZE SPONSOR (1 available)**

**\$4,000 in kind**

Door prize will need to have a minimum retail value of \$4,000. Prize must be approved by show management and will be in exchange for sponsorship benefits including:

- Inclusion on the show website & social media event page
- Inclusion in **selected** media including, radio, newsprint & television
- Ballots & On-site signage provided
- Display space for the prize close to the front entrance (depending on the prize)
- 40 'admit one' event passes
- Note: the prize must be free and clear of any taxes, add-ons or fees.

### **EXCLUSIVE ATTENDEE BAG SPONSOR (1 available) \$1,000 + bags**

Attendees will appreciate this convenience as they visit exhibits and walk through the EY Centre. Official show bags will be distributed to all attendees at the show entrance, which will offer them an easy way to gather and transport all of the information they receive during their time at the show. It's a great way to create an early and lasting impact while welcoming visitors to the show. (Sponsor must provide a minimum of 5,000 bags. We reserve the right to approve the bag design)

### **DIRECT ROUTE SPONSOR (2 available)**

**\$1,000**

There is no better way to lead visitors directly to your booth than with a Direct Route sponsorship. You will receive 10 floor decals, spread throughout the show, which will lead a path directly to your booth. The decals will feature your full color logo and an arrow in the direction of your booth. It's an eye-catching and highly effective way to draw attention and traffic to your booth.

### **SOCIAL MEDIA SPONSOR (2 available)**

**\$1,000**

Harness the power of social media! This unique sponsorship package has three elements; inclusion in one branded direct audience email to our database of past show visitors; web banner placed prominently on the main page of the website; and mentions in three posts on the show's Facebook & Twitter pages. Custom contests/messaging can be approved by the Marketing Manager.

### **HAT DAY SPONSOR (2 available)**

**\$500 plus 500 hats**

This unique sponsorship opportunity will get **your branded** hat in the first 500 hands. This is a superb opportunity to create brand awareness or draw attention to a new product or product line. We are looking to give away hats to the first 500 visitors on Saturday and Sunday. This will be advertised throughout our social media, email blasts & website channels.

### **WEB BANNER SPONSOR (3 available)**

**\$500**

Ottawa Boat Show web banners are a great way to get your message to the right people. Your web banner will run on the homepage for the months leading up to the show. As features are posted, and online ticket sales are available, the site will be even busier with visitors looking for show information. Web banners are a cost-effective way to reach qualified clients and to create an impact months prior to the show.

**All sponsorships will be recognized on sponsor signage at the show and on the Ottawa Boat Show website.**

We look forward to helping you maximize your sponsorship investment to its full potential.

**IMPORTANT NOTES ON SPONSORSHIP:**

- Several opportunities are exclusive and limited to only one sponsor. For this reason, sponsorships are accepted on a first-come, first-served basis.
- The Ottawa Boat Show must approve ALL sponsorship merchandise using our logo. We reserve the right to refuse any item that does not meet our quality of standards.
- Some of the available sponsorship opportunities include the provision of merchandise from the sponsor in addition to the price. (i.e. Bags, Hats)
- Provision and delivery of Ottawa Boat Show sponsorship merchandise will be determined on an individual basis with each sponsor.

**Thank you for considering sponsoring the 2019 Ottawa Boat Show.**

**To sign on as a sponsor today, contact:**

**SCOTT SPRAGUE**

Show Manager

[ssprague@mpltd.ca](mailto:ssprague@mpltd.ca)

1-888-454-SHOW (7469)



Scott Sprague, Show Manager – [ssprague@mpltd.ca](mailto:ssprague@mpltd.ca)  
 PO Box 565 • Saint John, NB • E2L 3Z8  
 1.844.454.7469 • [www.masterpromotions.ca](http://www.masterpromotions.ca)  
 GST Number: 10355 7344RT

## SPONSORSHIP CONTRACT

All correspondence regarding sponsorship will be directed to the individual and address noted below.

Company Name \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Email \_\_\_\_\_

## SPONSORSHIP OPPORTUNITIES

Please indicate the opportunity you would like to sponsor:

	SPONSORSHIP OPPORTUNITY	PRICE (plus applicable taxes)
<input type="checkbox"/>	Title Sponsor	\$20,000.00
<input type="checkbox"/>	Official Truck Sponsor (list negotiated amount at right)	\$ _____
<input type="checkbox"/>	Free Parking Sponsor (please indicate level here: _____)	\$ _____
<input type="checkbox"/>	Keynote Speaker Sponsor	\$5,000.00
<input type="checkbox"/>	Mega Tank Sponsor	\$5,000.00
<input type="checkbox"/>	Door Prize Sponsor	\$4,000.00 In Kind
<input type="checkbox"/>	Exclusive Attendee Bag Sponsor	\$1,000 + Bags
<input type="checkbox"/>	Direct Route Sponsor	\$1,000.00
<input type="checkbox"/>	Social Media Sponsor	\$1,000.00
<input type="checkbox"/>	Hat Day Sponsor	\$500.00 + 500 Hats
<input type="checkbox"/>	Web Banner Sponsor	\$500.00

## PAYMENT INFORMATION

Payment due by January 25, 2019 - (Please make cheques payable to Master Promotions Ltd.)

- Cheque Enclosed     Please Invoice Me

I have read and agree to the terms of the outlined in the 2019 Ottawa Boat Show sponsorship package and contract, and agree to sponsor this event this \_\_\_\_ day of \_\_\_\_\_, 20\_\_

\_\_\_\_\_  
 Signature per Master Promotions Ltd.

\_\_\_\_\_  
 Sponsorship Applicant's Signature