





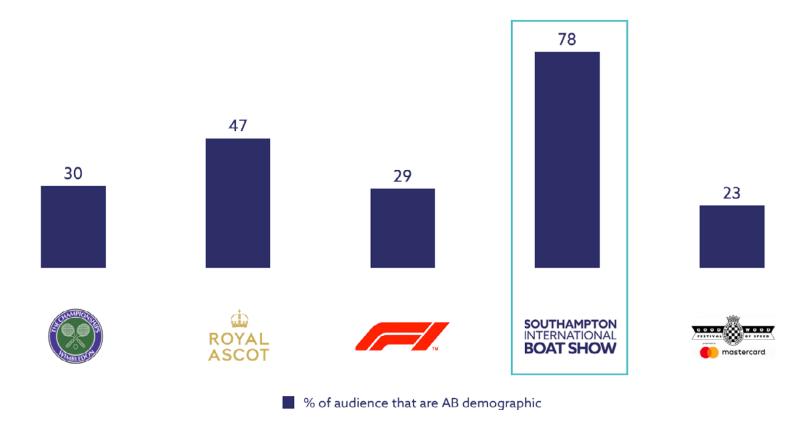
THE OPPORTUNITY

Southampton International Boat Show offers access to excite a **high net worth audience** about your brand.

With exceptional **dwell time**, fantastic **experiential opportunities** and a suite of **unique assets**, a partnership with Southampton International Boat Show will make engaging your next customers plain sailing.

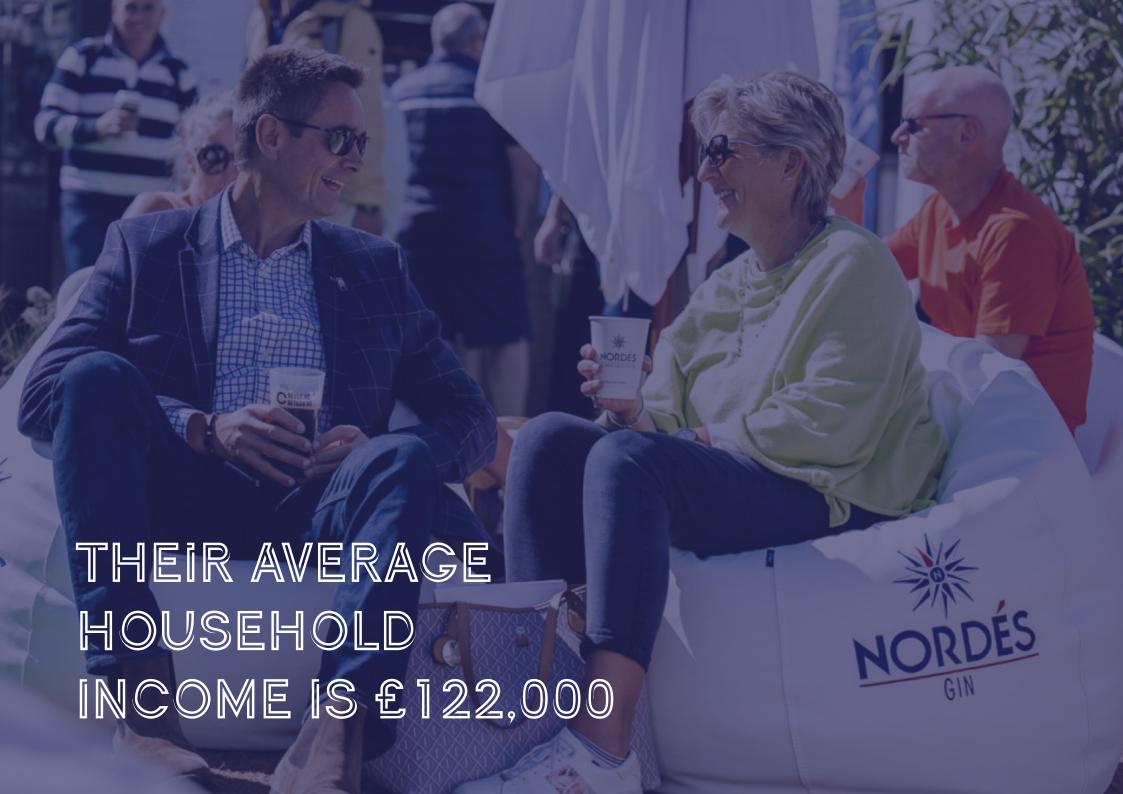
REACHING AN AFFLUENT AUDIENCE

With one of the highest AB profiles of UK social and sporting events, Southampton International Boat Show is one of the most efficient routes to reaching wealthy individuals.



Source: TGI GB DEC 2021



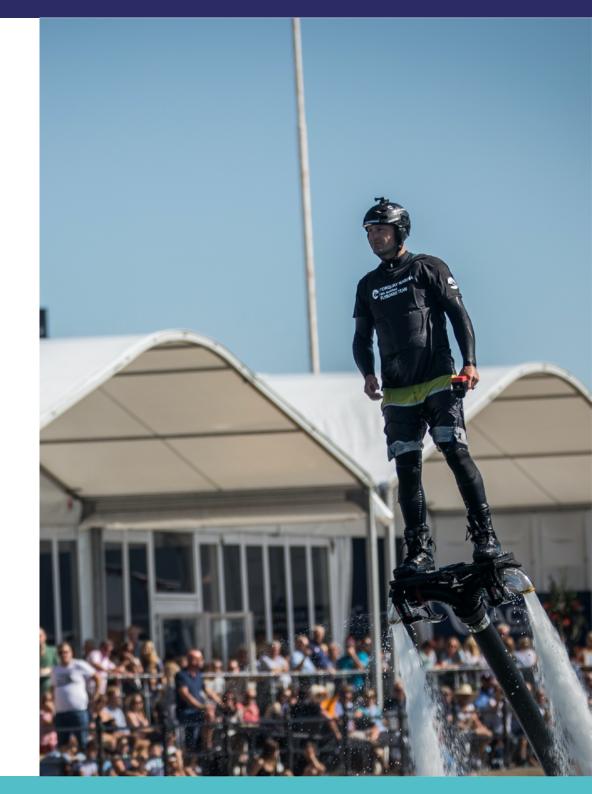




JUST ADD WATER!

Europe's largest on-water festival brings with it the prestige that will increase the perception of your brand. The 10 day show features everything the leisure marine industry has to offer. Ranging from paddle-boards to super-yachts.

- 70,000 sqm show ground
- 100,000+ visitors
- 685 individual stands and berths
- 167 UK, European and World Debuts
- 14,000+ visitors out on the water



THE HEART OF THE LEISURE MARINE INDUSTRY



We have continued to invest in the Southampton International Boat show, expanding our zones, making the product offering better for our visitors.

As well as being able to explore the vast array of boats, visitors can also get on the water and try out some **watersports**, enjoy a **minicruise** and indulge in some exquisite food, drink and entertainment.

The sheer range of activity is one of the reasons why dwell time is so high, offering more opportunity for you to build a relationship with our audience.

PR AND MARKETING

BEYOND THE DAY

In addition to the sponsorship assets, brands can also benefit from extensive PR and marketing support.



From major publishers such as The Telegraph and MailOnline through to local titles and boating specialists, the PR expands our reach further than just the day itself.

TOTAL PR REACH 67.8m

Marketing campaigns in both online and offline channels not only help to promote the event but also increase the exposure of our partners.

TOTAL ENGAGEMENTS
THROUGH MARKETING 113.4m

KEY STATISTICS



290,000

website visitors between
July and October 2022



25,000

social media followers





100,000

visitor emails database



Social media engagement

2 million





Boat Owner

Daily Mail

Yachting World

METRO

WORLD

heart

sky NEWS

HELLO!

The Daily Telegraph



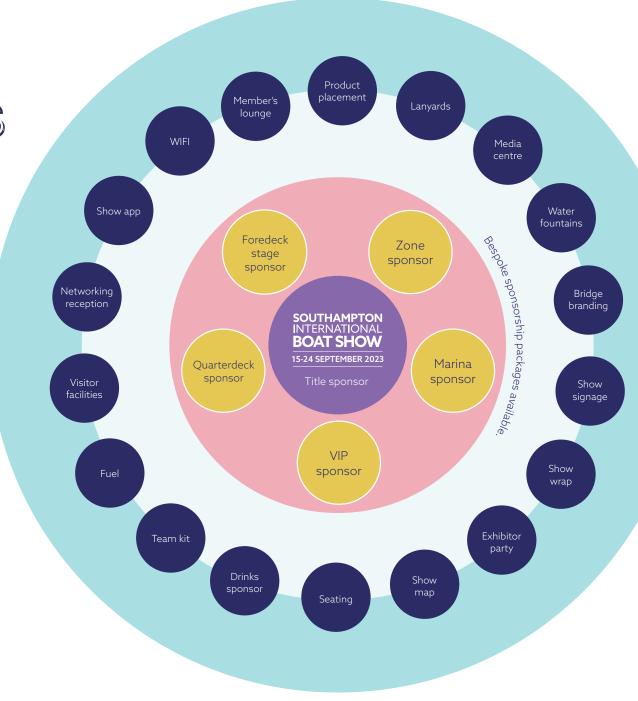


nvestment

SPONSORSHIP OPPORTUNITIES

Choose your bespoke sponsorship package here, the varying levels of investment are detailed by colour.

Exclusive naming rights, all opportunities



DON'T JUST TAKE OUR WORD









NEXT STEPS

- Tell us your objectives
- 2. We build a package for you
- 3. We excite our audience about your brand





Main Show Entrance

The first and last thing seen by our visitors, reach over 100,000 people by sponsoring our main show entrance.

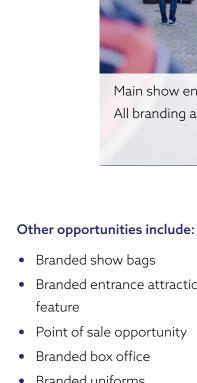
Opportunities



Branded crowd barriers



Branded large screen





- Branded show bags
- Branded entrance attraction or feature

Main show entrance sponsor -

All branding assets & opportunities

- Point of sale opportunity
- Branded box office
- Branded uniforms

- Branded carpet
- Opportunity to exhibit
- Branded directional signage including footprints
- Branded feather flags
- Giant branded balloons



Your brand in giant letters



Inclusion in the show map

Watersports Zone

With a young and vibrant feel, the Watersports Zone attracts first-timers who are looking for collaborative fun on the water, easy riders and adrenaline junkies alike. Visitors ready to discover new ways to keep fit or get their thrill-seeking fix will find the hottest watersports trends and equipment here. It's the perfect place for fun and exciting brands to reach their audience.

Opportunities



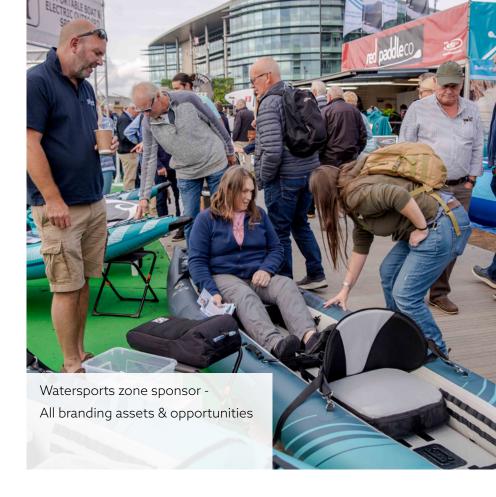
Branded zone entrance -Pillars & flags



Branded zone feature

- Branded feather flags
- Branded zone wall wrap
- Branded beach bar
- Branded beach
- Branded beach BBQ offering

- Branded beach umbrellas
- Branded beach deckchairs
- Branded giant deckchair
- Branded stage, with live music
- Branded photo opportunity



Dinghy Zone

With a friendly community feel, the Dinghy Zone appeals to visitors who own a dinghy and those who rent when it suits. It showcases that sailing can be affordable, accessible, social and can be competitive too. With everything from sports and sailing dinghies to holiday providers and training options, it is the only one-stop shop to drive sales this year.

Opportunities



Branded zone entrance -Pillars & flags



Giant branded floor stickers

- Branded clubhouse bar
- Branded stage
- Branded zone feature or attraction
- Branded feather flags
- Branded zone wall wrap



Classic & Day Boat Zone

In our designated zone celebrating craftsmanship, visitors will see the finest classic and day boats, hands-on product demonstrations and training sessions on boat building techniques. It's a space for boaters to discuss the world's most beautiful boats and share their appreciation for exquisite craftsmanship. Sounds familiar? Position your brand among a like-minded audience.

Opportunities



Branded zone entrance -Pillars & flags

- Branded zone feature or attraction
- Branded feather flags
- Branded zone wall wrap



Road Bridge Opportunities

Crossed by all our visitors and located above one of Southampton's busiest roads, reach over 100,000 people by sponsoring our road bridge.

Opportunities



Overhead branding opportunity



Branding along the side of the bridge



Branding opportunities



Mayflower Park

Mayflower Park remains the heart of the show. With hundreds of power and sail boats on show, the Guinness Bar, Ocean Hall and the Quarterdeck Bar & Restaurant – it's the place where serious boat buyers find the equipment, services and the boats to bring their boating experience to the next level.

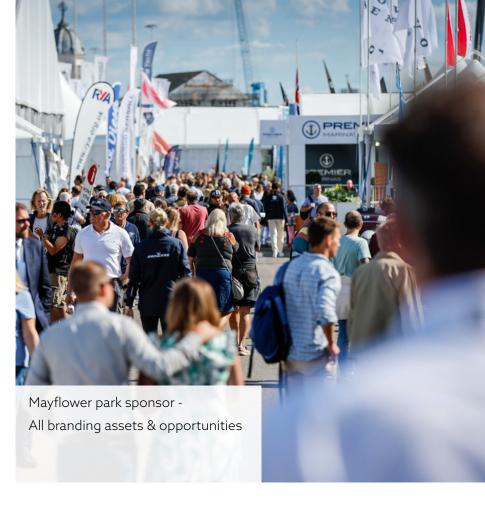
Opportunities



Our famous Guinness bar



Guinness bar - Seating





Ocean hall branding opportunities - outside



Foredeck stage branding opportunities

- Branded zone feature or attraction
- Branded feather flags
- Branded zone wall wrap
- Branded Guinness bar blankets
- Branded catering zones
- Branded Guinness bar stage, with live music

Quarterdeck Bar & Restaurant

Our landmark Quarterdeck Bar and Restaurant is a show favourite where visitors are able to enjoy sumptuous street food, overlooking Europe's largest purposebuilt show marina, all whilst enjoying the best seats in the house for an exciting programme of on the water entertainment.

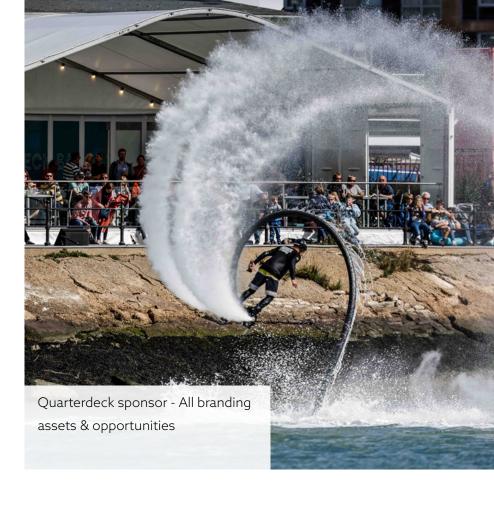
Opportunities



Branded structure



Branded bars





Giant branded floor stickers



Branded entrance - Flags

- Branded umbrellas
- Point of sale opportunities
- Branded TV screens
- Branded bar staff uniforms
- Opportunity to exhibit

- Branded menus
- Branded tables
- Branded bar mats
- Branded drink cups
- Drinks sponsor

The Quayside Club

Experience world class hospitality at this 5-star, exclusive Waterfront Lounge. With stunning views of the show's marina, the Quayside Club is the perfect spot to relax and watch the world go by.

Opportunities



Branded structure



Branded staff uniform



Branded menu

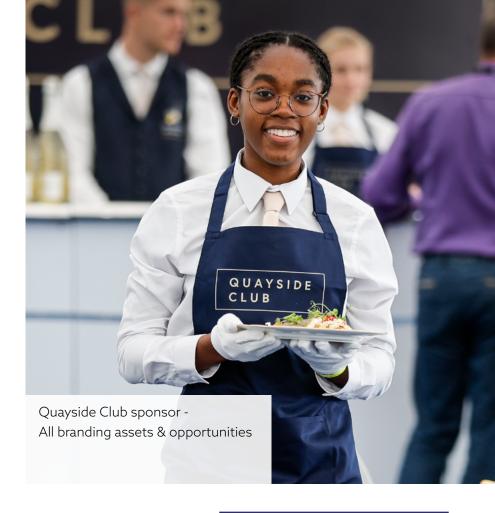
Other opportunities include:

- Branded reception desk/back wall
- Branded frosted glass doors
- Branded bar/back wall
- Branded feature wall
- Point of sale opportunity
- Branded stand
- Branded product placement opportunities

- Branded umbrellas
- Branded pontoons for the waterside experience and flags
- Branded lanyards
- Opportunity for branded giveaways
- Branded TV screens
- Branding within the exclusive VIP carpark

Also includes a Quayside Club VIP area within the Quarterdeck Bar & Restaurant:

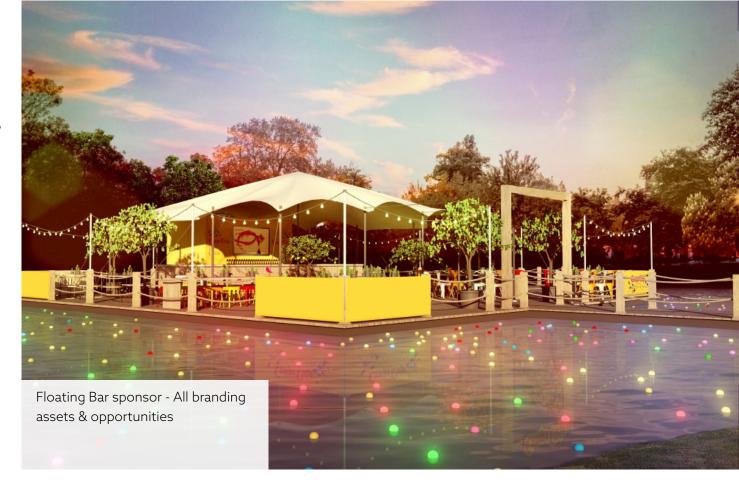
- Branded mats
- Branded floor stickers
- Point of sale opportunity
- Branded champagne and oyster bar
- Branded uniforms



The Floating Bar

Open to all at the show, the bar is a great opportunity to get your brand out there and associate with an exclusive experience at the show.

Have clients or customers attending the show? Provide them with that next-level experience at the Floating Bar!



Opportunities

- Branded bar staff uniforms
- Branded bar
- Branded parasoles
- Branded structure
- Branded outer fence

- Branded floor stickers/mats
- Official drinks sponsor
- Branded search lights (batman style)
- Branded flags/bunting

Marina

Our spectacular, purpose-built marina berths hundreds of the world's most prestigious sailing and power boats, as well as high-end tender and chase boats. It also hosts global, European and UK launches of yachts, RIBs, motor and day boats. At the top of the list, iconic exhibitors and brands showcase their exceptional luxury yachts.

Opportunities



Marina bridge branding - Sides



Marina bridge head branding



Marina bridge branding - Overhead



Branded marina piles



Marina (continued)



On the Water Stage sponsor



Branded electric points



Try A Boat & Get Afloat sponsorship



Official safety partner



Large marina facing branding opportunities



Sitewide Opportunities

Southampton International Boat Show offers access to a high-networth audience about what your brand has to offer. With one of the highest AB profiles of UK social and sporting events, Southampton International Boat Show is one of the most efficient routes to reaching affluent individuals.

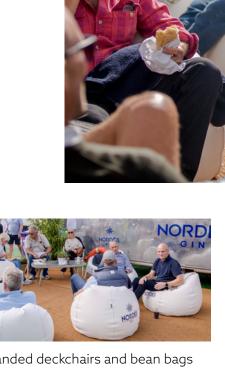
Opportunities



Inclusion in our show wrap



Branded exhibitor & show staff lanyards



Brand inclusion on our 'You Are Here' maps



Branded roller bladers who provide visitor information.



Branded deckchairs and bean bags



Exhibitor party sponsor

NORDÉS

Sitewide Opportunities

(continued)

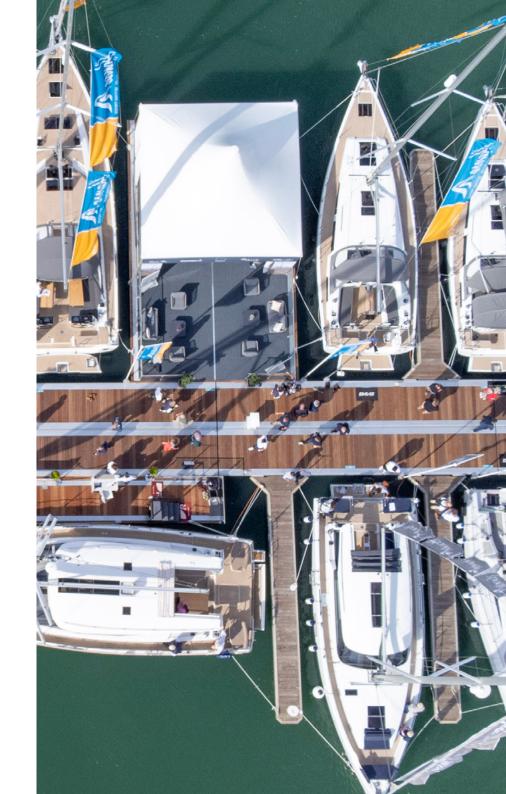
Opportunities



British Marine Exhibitor & Member Lounge / Media Centre sponsor

- Branded water refill points
- Show App branding
- Advertising within toilet facilities
- Children's treasure hunt
- Branded attraction or feature

- Official payment systems provider
- Accommodation partner
- Sponsor Free WIFI for Visitors
- Shop and drop partner
- Cloakroom sponsor



Get in touch

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