



POOLE HARBOUR
BOAT SHOW
8th ~ 10th JUNE 2018

Sponsorship Opportunities

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POOLE HARBOUR BOAT SHOW

08 – 10 JUNE 2018

SPONSORSHIP INFORMATION

The fourth Poole Harbour Boat Show will take place within Europe's largest natural harbour between 08 and 10 June 2018.

Poole is one of the UK's most affluent and popular areas for marine leisure and water sports activity. Nestled between Bournemouth and the Jurassic Coast, with numerous marinas, sailing and motor yacht clubs within 25 miles, Poole is the perfect place to host a growing boat show.

Located within the award-winning Poole Quay Boat Haven and along Poole Quay, the event continues to be the fastest growing boat show in the UK.

In its third year, the 2017 Poole Harbour Boat Show in association with Sunseeker showcased hundreds over the three days from £300 dinghies to multi-million pound yachts.

The majority of the UK's marine leisure brands and exhibitors supported the event in year three, attracting an audience of more than 34,000 visitors. Significant boat sales were achieved as a result of the show; major levels of marine and related products were sold across the Quayside stands, many traders exceeding sales expectations.

For 2018, the event will open from 10am to 5.30pm on Friday 08, Saturday 09 and Sunday 10 June.

What's different?

Poole Harbour Boat Show is owned and managed by the guardians of Poole Harbour, Poole Harbour Commissioners (PHC). This is a Trust Port without shareholders and is independent from any local authority. **This show is not a profiteering activity; PHC has a commitment to the local and marine communities to generate positive activity in and around the harbour.** The Commissioners and management team are proud to organise this event for Poole, to support the town's bustling Quay and its businesses, and to encourage entry-level and experienced boating enthusiasts to visit.

This underpins PHC's approach to the event; whilst most other boat shows charge for entry, Poole's is free of charge. Open access attracts not only significant numbers of high net worth individuals, families and enthusiasts but also those who are new to the market place, keen to find out more about how to sail, and to learn which boats and watersports suit their lifestyle in a relaxed and approachable environment. This gives exhibitors and sponsors the opportunity to encourage new blood into the marine leisure sector.

How we market the event:

Radio • Regional press • Social media • Facebook advertising • Strategic media partnerships • National marine trade press • Online banners • Email campaigns • Outdoor banners in key locations • Results-driven PR and editorial • Website • Roadside signage • Flyers

FACTS AND FIGURES

There are many ways that your business can play a part in the Poole Harbour Boat Show.

Sponsorship opportunities are available on several levels that can support your brand and create experiential engagement with your target audiences whether it be the marine leisure sector or consumer-focused.

The Poole Harbour Boat Show delivers.....

- High net worth boat owners
- A fresh audience looking to enter into the marketplace
- More than 34,000 visitors

And from our 2016 surveys...

- 55% of visitors within a 5 mile radius, 33% from within a 50 mile radius of Poole
- 33% came to research a marine leisure related product
- 33% came to buy a marine leisure related product

Sponsorship opportunities and breakdown of benefits Prices exclude VAT	In association with sponsor - SOLD	Quayside sponsor - £10,000	Marina exhibition sponsor - £10,000	Ballast Quay exhibition sponsor - £8,000	Exhibitor evening reception - £5,000	B2B lunch - £4,000	On-water display sponsor - £4,500	Show guide sponsorship - £4,000	Friday Night Fireworks - £3,500	Dorset Queen VIP area - £3,000	Lanyards - £2,000	Onsite signage sponsor – POA	Show partner - POA
Title Logo - 'In association with xx' sponsor logo incorporated into logo	Yes												
Marketing collateral - logo on flyers, billboards, emails and other material produced, if secured by Dec 2017	Yes	Yes	Yes										
Trading – Bespoke packages where required and available	Yes	Yes	Yes							Yes			
Branding opportunities - display pop-up banner and marketing materials	Yes	Yes	Yes	Yes	Yes	Yes			Yes				
Show lanyards - Logo on show lanyards for staff, exhibitors & press	Yes										Yes		
Generic signage - Logo incorporated on generic signage	Yes	Yes, on quayside	Yes, on marina	Yes, on Ballast	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Show website - Presence on show home page of with a link to your website. Plus up to 60 words on dedicated sponsor page	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Social media - mentions and posts on show social media channels	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
PR Activity - Press release announcing your support sent to local/regional media, marine trade press where applicable	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
B2B hospitality lunch - An allocated number of complimentary tickets	8	6	6	5	5	10	5	5	2	2	2	2	1
Exhibitor evening drink reception - opportunity to display pop-up banner and marketing literature	5 tickets	5 tickets	5 tickets		Yes & 10 tickets								
Show guide leaflet (20,000) - logo on show guide leaflet & 60 words	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes & 2 page advert	Yes	Yes	Yes		
Public Address - regular sponsor announcements during show hours	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

The south coast's biggest-ever FREE boat show, located on Poole Quay, returns for its fourth year in 2018. The Poole Harbour Boat Show, in association with Sunseeker, sees in excess of 25,000 visitors over the three-day event and boasts over 200 exhibitors.

For all enquiries, please contact tracypayne@phc.co.uk or call 01202 440 200 during office hours.



All packages can be tailored and adapted to meet corporate goals or objectives. Please discuss your requirements with us and we will be happy to offer flexibility wherever possible.

'In association with' sponsorship

Pin your brand to the headline of this growing event and ensure that you are in pole position.

Features of sponsorship

Naming rights – 'in association with' sponsor branding

As part of the Show logo your branding will appear on:

- All printed materials
- Advertising and marketing
- On-site banners
- Show website

Plus:

- Bespoke Quayside trading space.
- Access to business-to-business hospitality lunch (with other sponsors)
- Benefit from coverage and spokesperson interviews on regional TV, newspaper and consumer and national trade media
- Dedicated press release announcing your commitment
- Social media campaign throughout the lead up to the event incorporating your news and branding (fully coordinated and complementary to your own social media activity as required)
- Press office / media management support and interview opportunities
- Public address announcements during show dates
- Dedicated area on the Poole Harbour Boat Show website about your company and logo
- First refusal to sponsor the 2019 Poole Harbour Boat Show

Sponsorship investment: £POA, plus supply of music stage

Please see table for full breakdown

Quayside exhibition sponsor

Features of sponsorship

- Your logo on all marketing materials, advertising and in all PR and media relations activity relating to the Quayside exhibition feature
- Your logo on show adverts and leaflets, if secured by January 2018
- Branding on-site around the Quayside exhibition as appropriate

- Bespoke Quayside trading space.
- Access to business-to-business hospitality lunch (with other sponsors)
- Dedicated press release announcing your commitment
- Social media campaign throughout the lead up to the event incorporating your news and branding (fully coordinated and complementary to your own social media activity as required)
- Public address announcements during show dates
- Dedicated area on the Poole Harbour Boat Show website about your company and logo
- First refusal to sponsor the 2019 Poole Harbour Boat Show

Sponsorship investment: £10,000 plus VAT

Please see table for full breakdown

Marina exhibition sponsor

Features of sponsorship

- Your logo on all marketing materials, advertising and in all PR and media relations activity relating to the marina exhibition feature
- Your logo on show adverts and leaflets, if secured by January 2018
- Branding on-site in and around the marina exhibition as appropriate
- Bespoke trading space.
- Access to business-to-business hospitality lunch (with other sponsors)
- Dedicated press release announcing your commitment
- Social media campaign throughout the lead up to the event incorporating your news and branding (fully coordinated and complementary to your own social media activity as required)
- Public address announcements during show dates
- Dedicated area on the Poole Harbour Boat Show website about your company and logo
- First refusal to sponsor the 2019 Poole Harbour Boat Show

Sponsorship investment: £10,000 plus VAT

Please see table for full breakdown

Ballast Quay exhibition sponsor

Features of sponsorship

- Your logo on all marketing materials, advertising and in all PR and media relations activity relating to the Ballast exhibition feature
- Branding on-site in and around the Ballast exhibition as appropriate

- Access to business-to-business hospitality lunch (with other sponsors)
- Dedicated press release announcing your commitment
- Social media campaign throughout the lead up to the event incorporating your news and branding (fully coordinated and complementary to your own social media activity as required)
- Public address announcements during show dates
- Dedicated area on the Poole Harbour Boat Show website about your company and logo
- First refusal to sponsor the 2019 Poole Harbour Boat Show

Sponsorship investment: £8,000 plus VAT

Please see table for full breakdown

Exhibitor evening reception sponsor

Features of sponsorship

- Opportunity to display pop-up banner, marketing literature and to brand up evening reception area (Friday night. Venue tbc). Plus access for up to five guests
- Opportunity to target hundreds of exhibitors in attendance
- Access to business-to-business hospitality lunch (with other sponsors)
- Access to exhibitor reception
- Logo on show guide leaflet
- Dedicated press release announcing your commitment
- Social media campaign throughout the lead up to the event incorporating your news and branding (fully coordinated and complementary to your own social media activity as required)
- Public address announcements during show dates
- Dedicated area on the Poole Harbour Boat Show website about your company and logo

Sponsorship investment: £5,000 plus VAT

Please see table for full breakdown

Business-to-business hospitality lunch sponsor

Features of sponsorship

- Opportunity to display pop-up banner, marketing literature at hospitality buffet-style lunch. Guests include show sponsors, key business representatives and press (Friday afternoon. Venue tbc). Plus access for up to 10 guests
- Logo on show guide leaflet
- Dedicated press release announcing your commitment

- Social media campaign throughout the lead up to the event incorporating your news and branding (fully coordinated and complementary to your own social media activity as required)
- Public address announcements during show dates
- Dedicated area on the Poole Harbour Boat Show website about your company and logo

Sponsorship investment: £4,000 plus VAT

Please see table for full breakdown

On-the-water display sponsor

Features of sponsorship

- Logo on marker flags outlining water display area situated off Poole Quay
- Access to business-to-business hospitality lunch (with other sponsors)
- Logo on show guide leaflet
- Dedicated press release announcing your commitment
- Social media campaign throughout the lead up to the event incorporating your news and branding (fully coordinated and complementary to your own social media activity as required)
- Public address announcements during show dates
- Dedicated area on the Poole Harbour Boat Show website about your company and logo

Sponsorship investment: £4,500 plus VAT

Please see table for full breakdown

Show guide sponsor

Features of sponsorship

- Access to business-to-business hospitality lunch (with other sponsors)
- Logo on show guide leaflet
- Full page advert in show guide
- Full page editorial in show guide
- Dedicated press release announcing your commitment
- Social media campaign throughout the lead up to the event incorporating your news and branding (fully coordinated and complementary to your own social media activity as required)
- Public address announcements during show dates
- Dedicated area on the Poole Harbour Boat Show website about your company and logo

Sponsorship investment: £4,000 plus VAT

Please see table for full breakdown

Friday night fireworks sponsor

Features of sponsorship

- Access to business-to-business hospitality lunch (with other sponsors)
- Logo on show guide leaflet
- Dedicated press release announcing your commitment
- Social media campaign throughout the lead up to the event incorporating your news and branding (fully coordinated and complementary to your own social media activity as required)
- Public address announcements during show dates
- Dedicated area on the Poole Harbour Boat Show website about your company and logo

Sponsorship investment: £3,500 plus VAT

Please see table for full breakdown

Dorset Queen VIP area

Features of sponsorship

- Opportunity to display pop-up banner, marketing literature and brand up the VIP area on Friday, Saturday and Sunday
- Access to business-to-business hospitality lunch (with other sponsors)
- Logo on show guide leaflet
- Dedicated press release announcing your commitment
- Social media campaign throughout the lead up to the event incorporating your news and branding (fully coordinated and complementary to your own social media activity as required)
- Public address announcements during show dates
- Dedicated area on the Poole Harbour Boat Show website about your company and logo

Sponsorship investment: £3,000 plus VAT

Please see table for full breakdown

Lanyard sponsor

Features of sponsorship

- Logo on all lanyards
- Access to business-to-business hospitality lunch (with other sponsors)
- Logo on show guide leaflet
- Dedicated press release announcing your commitment
- Social media campaign throughout the lead up to the event incorporating your news and branding (fully coordinated and complementary to your own social media activity as required)

- Public address announcements during show dates
- Dedicated area on the Poole Harbour Boat Show website about your company and logo

Sponsorship investment: £2,000 plus VAT, plus supply of the lanyards

Please see table for full breakdown

On-site show signage sponsor

Features of sponsorship

- 'Show signage supplied by xx' to be printed at regular intervals along the top or bottom of each on-site banner produced
- Access to business-to-business hospitality lunch (with other sponsors)
- Logo on show guide leaflet
- Dedicated press release announcing your commitment
- Social media campaign throughout the lead up to the event incorporating your news and branding (fully coordinated and complementary to your own social media activity as required)
- Public address announcements during show dates
- Dedicated area on the Poole Harbour Boat Show website about your company and logo

Sponsorship investment: POA

Please see table for full breakdown

CONTACT US

For more information please contact Tracy Payne, who will be happy to discuss your requirements.

Email: tracypayne@phc.co.uk

Tel: 01202 440 200 during office hours.

For stand sales and exhibitor pitches contact info@pooleharbourboatshow.co.uk or call 01202 649488.

Please note: Deadlines for inclusion of logo's and branding into advertising, marketing and other printed activity should be taken into consideration. From Jan 2018 we are unable to guarantee logo inclusion in marketing activity. Therefore, please confirm your preferred sponsorship option as soon as possible.

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