

Sponsorship opportunities and breakdown of benefits *Prices exclude VAT	In association with sponsor - £12,000 SOLD	Quayside sponsor - £10,000 SOLD	Marina exhibition sponsor - £10,000	Ballast Quay exhibition sponsor - £8,000	Exhibitor evening reception - £5,000	B2B lunch - £4,000 SOLD	On-water display sponsor - £4,500	Show guide sponsorship - £4,000	Thistle Hotel VIP area - £3,000	Lanyards - £2,000	Onsite signage sponsor – POA SOLD	Show partner - POA
<b>Title Logo</b> - 'In association with xx' sponsor logo incorporated into PHBS logo	Yes											
<b>Marketing collateral</b> - logo on all leaflets, billboard displays, emails and other show literature produced pre May 2017 (if secured by March 2017)	Yes	Yes	Yes									
<b>Trading</b> - 3x3m trading space	Yes	Yes	Yes						Yes			
<b>Branding opportunities</b> - display pop-up banner and marketing materials	Yes				Yes	Yes		Double page advert				
<b>Show lanyards</b> - Logo on show lanyards	Yes									Yes		
<b>Generic signage</b> - Logo incorporated on generic signage	Yes	Yes & on quayside	Yes & on marina	Yes & on Ballast	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
<b>Show website</b> - Presence on home page of pooleharbourboatshow.co.uk with a link to sponsor's website. Plus up to 60 words of copy on dedicated sponsor page	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>Social media</b> - mentions and posts on show social media channels	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>PR Activity</b> - Press release announcing your support sent to local/regional media, marine trade press. Further mentions in subsequent press releases	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>B2B hospitality lunch</b> - An allocated number of complimentary tickets	8	6	6	5	5	12	5	5	2	2	2	
<b>Exhibitor evening drink reception</b> - opportunity to display pop-up banner and marketing literature. Plus access to reception.					10 tickets							
<b>Show guide leaflet (10,000-12,000)</b> - logo on show guide leaflet	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
<b>Public Address</b> - Sponsor messages and regular sponsor announcements during show dates	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 third year in 2017. The Poole Harbour Boat Show, in association with Sunseeker, sees in excess of 17,000 visitors over the three day event and boasts over 200 exhibitors.

For all enquiries, please contact [boatshow@lizleanpr.co.uk](mailto:boatshow@lizleanpr.co.uk) or call 01202 701 828 during office hours.

