



POOLE HARBOUR  
**BOAT SHOW**  
7th - 9th JUNE 2019

## Sponsorship Opportunities

[www.pooleharbourboatshow.co.uk](http://www.pooleharbourboatshow.co.uk)

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# POOLE HARBOUR BOAT SHOW

**07 – 09 JUNE 2019**

## **SPONSORSHIP INFORMATION**

The fifth Poole Harbour Boat Show will take place within Europe's largest natural harbour between 07 and 09 June 2019.

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 fourth year, the 2018 Poole Harbour Boat Show in association with Sunseeker showcased hundreds of boats on the water 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 four, attracting an audience of more than 32,000 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 2019, the event will open from 10am to 5.30pm on Friday 07, Saturday 08 and Sunday 09 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 32,000 visitors

And from our 2018 surveys...

- 65% of visitors within a 5 mile radius and 22% from within a 50 mile radius of Poole & Bournemouth
- 40% came to research a marine leisure related product
- 40% came to buy a marine leisure related product

*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)
- Access to exhibitor party
- 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 2020 Poole Harbour Boat Show

**Sponsorship investment: £12000**

*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 2019

- Branding on-site around the Quayside exhibition as appropriate
- Bespoke Quayside trading space.
- Access to business-to-business hospitality lunch (with other sponsors)
- Access to exhibitor party
- 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 2020 Poole Harbour Boat Show

**Sponsorship investment: £8500**

*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 2019
- Branding on-site in and around the marina exhibition as appropriate
- Bespoke trading space.
- Access to business-to-business hospitality lunch (with other sponsors)
- Access to exhibitor reception
- 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 2020 Poole Harbour Boat Show

**Sponsorship investment: £6000**

*Please see table for full breakdown*

## Exhibitor party 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: £5000**

*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: £3500**

*Please see table for full breakdown*

### **On-the-water display 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: £3500**

*Please see table for full breakdown*

## Show magazine sponsor

### Features of sponsorship

- Access to business-to-business hospitality lunch (with other sponsors)
- Logo on show magazine
- Full page advert in show magazine
- 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: £4000**

*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 + VAT**

*Please see table for full breakdown*

## 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: £5000

*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*

## Show partner

### 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: £2000**

*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](mailto:tracypayne@phc.co.uk)

Tel: 01202 440 200 during office hours.

For stand sales and exhibitor pitches contact [info@pooleharbourboatshow.co.uk](mailto: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 2019 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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