

**DC BOAT SHOWS**   
AT NATIONAL HARBOR



# SPONSORSHIP OPPORTUNITIES

**MAY 3-5th, 2024**

**NATIONAL HARBOR**

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DC Boat Shows, LLC. welcomes boating enthusiasts to National Harbor for the Second Annual DC Boat Show at National Harbor. The event offers a new and unique opportunity for brands to gain exposure in front of a targeted, prestigious audience. Sponsorships can be customized according to brand goals.

# WHY NATIONAL HARBOR?

- 8 Hotels
- 40 Restaurants
- 15 Special Venues
- 3,400 Guest Rooms
- 1,996 Guest Rooms at one Hotel
- 1,135,800 Sq. ft. of Meeting Space

## A PRIME LOCATION:

LOCATED JUST 15 MINUTES FROM WASHINGTON, D.C., ON THE POTOMAC RIVER, NATIONAL HARBOR PROVIDES THE IDEAL LOCATION TO GET TO D.C., OLD TOWN ALEXANDRIA OR MOUNT VERNON—ALL AVAILABLE VIA WATER TAXI AS WELL AS BY PUBLIC OR PRIVATE TRANSPORTATION.

NATIONAL HARBOR IS EASILY ACCESSIBLE FROM ALL THREE REGIONAL AIRPORTS—REAGAN NATIONAL, DULLES INTERNATIONAL AND BALTIMORE-WASHINGTON INTERNATIONAL AIRPORTS AND AMTRAK



# LEVELS OF SPONSORSHIP

**PRESENTING SPONSOR**

**CANOPY SPONSOR**

**AUTOMOBILE SPONSOR**

**VIP LUNCH SPONSORS**

**VIP SPONSORS**

**LANYARD SPONSOR**

**GENERAL SPONSORS**

**WRISTBAND SPONSOR**

# PRESENTING SPONSOR

**\$50,000 - 1 Slot**

- Prominent sponsor recognition on all event related marketing and promotional materials: save the date, invites, emails and posters.
- Company logo on all promotional products including flags and banners throughout the show.
- Booth exhibit space under tent (Capitol Canopy) with opportunity to display any products, services or company marketing materials.
- Ability to place information and swag in VIP bags.
- 2-page ad in show program.
- Brand display on the Pier.
- Social media promotions.
- Logo placement on website.
- Two E-blasts before and two after the show.
- Press Release announcing sponsorship.
- 30 VIP Tickets.



## CAPITAL CANOPY SPONSOR

**\$15,000 - 1 Slot**

- Company Logo on up to 5 banners hung from the Capitol Canopy.
- Display space under the Capitol Canopy to display any products, services, or company marketing materials.
- Canopy referred to as "Company X Canopy".
- Full page ad in directory.
- Social Media promotions.
- Logo placement on website/show directory.
- E-Blasts before and after the show.
- 10 VIP tickets.

## AUTOMOBILE SPONSOR

**\$15,000 - 1 Slot**

- Display spaces at entrances to land and pier.
- Full page ad in directory.
- Social Media promotions.
- Logo on website and directory.
- E-Blasts before and after the show.
- 10 VIP Tickets.

## VIP SPONSORS

**\$5,000- 5 Slots**

- Ability to place product and info in VIP bags.
- Signage.
- Logo in directory and website.
- Ability to offer sampling in VIP area.
- Two E-blasts.
- Social Media Promotions.
- 10 VIP tickets.



## FIREWORKS SPONSOR

**\$7,500- 2 Slots**

- Booth on Freedom Pier.
- Ability to place product and info in VIP bags.
- Signage with info on fireworks display times.
- Logo in directory and website.
- Two E-blasts.
- Social Media Promotions.
- 10 VIP ticket.

## VIP LUNCH SPONSORS

**\$5,000- 3 Slots**

- Ability to place product and info in VIP bags.
- Signage for Lunch, one per day.
- Logo in directory and website.
- Ability to offer sampling in VIP area.
- Two E-blasts.
- Social Media Promotions.
- 5 VIP tickets.



## WRISTBAND/LANYARD SPONSOR

**\$5,000- 1 Slot each**

- Logo on Wristband or Lanyard with the DC Boat Shows and a plastic or printed QR Code on band that links to sponsors website.
- Ability to place product and info in VIP bags.
- Logo on website
- 5 VIP tickets.

## GENERAL SPONSOR

**\$3,500 10 Slots**

Logo on website and directory  
10x10 display on Pier  
Two VIP tickets