STUART BOAT SHOW

JANUARY 16-18, 2026

SPONSORSHIP OPPORTUNITIES

SHOW OVERVIEW

The 2026 Stuart Boat Show is making its highly anticipated return. This event takes center stage amid a region where hundreds of miles of waterways—from the Atlantic Ocean to the Intracoastal, rivers, estuaries, and sandbars—are woven into the very fabric of everyday life for Treasure Coast boaters. With over **991,000** vessels registered statewide and St. Lucie and Martin counties alone supporting over **$1.4 billion** annually in marine activity, these waters are vital for recreational fishing, cruising, and family outings. Last year's show was built on this deep-rooted maritime culture: More than **22,000** visitors experienced **250+** exhibitors and some of the best vessels the industry has to offer. Ranging from compact center consoles to some of the fastest **sea trials** in the state all set against a backdrop of a community that lives and breathes the boating lifestyle. Join us again in January 2026 to celebrate and explore the waterways that unite us.

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OUR IMPACT

$20+MILLION
DIRECT COMMUNITY IMPACT

$1.4 BILLION
LOCAL MARINE INDUSTRY

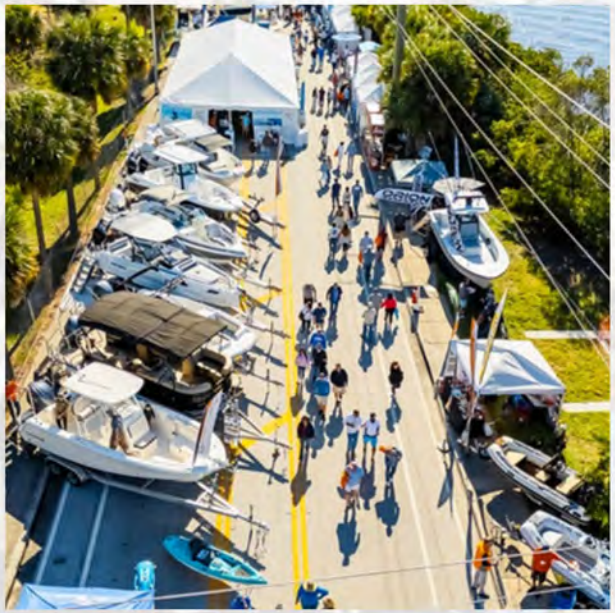
22K ATTENDEES
FROM ACROSS THE NATION

365 DAYS OF
ADDITIONAL SALES OPPORTUNITIES

TITLE SPONSOR $40,000

- Exclusive Naming Rights
  - "Stuart Boat Show Presented by _____" & (Co-Branded Logo)
- Ribbon Cutting Ceremony Exclusive with Media Coverage
- 10' x 10' Booth at North & South Show Entrances
- Data Collection Opportunity
  - $1,000 giveaway item provided & advertised by Stuart Boat Show
- Road decals at Entrances, Food Court, Dock Entrances & Food Court Bar
- Directory Benefits
  - Free Full-page ad
  - First advertisement in the program
- Multi-Channel Marketing Package:
  - Targeted Social Media (10 minimum)
  - Featured on ALL Show Email Marketing Campaigns
  - Website Feature on Home Page
  - Featured on all TV & Billboard Advertisements
- Press Release announcing your partnership
  - 3 press releases sent within 90 days of Stuart Boat Show
- Additional 4 Email Advertisements sent throughout 2026
  - (1) Email feature every 3 months of 2026 calendar year
- Logo included on all print materials:
  - Posters, Signage, Tickets, Badges, etc.
- 30-second slot on Bus Video Loop
- 100 FREE Admission Tickets & 5 VIP Parking Passes
- 20 Free Event T-shirts

TITLE SPONSOR $40,000



DOCK BAR SPONSOR $25,000

- 30' x 40' Floating Bar with Tent Branded with your business
  - 20'x30' Display Area
  - Remaining 20'x30' area is Bar Space
  - 8 High-Top Tables Branded
  - 4 Custom Feather Flag
  - 4 Floor Decals within Bar
  - Custom Drink at that Location
- Brand Exposure
  - Logo featured in various pre-event promotional materials: event flyers, social media posts, website banner placement, TV, and emails
- Custom Gables with your logo prominently displayed
- Banner Placement
  - 15' Banner behind bar
  - 3'x4' Banner placed at each show entrance provided by sponsor
- *Company Name* Bar added to official show maps
- Full-page ad in the Official Show Program
  - Ad also presented at bar location
- 20 Show Tickets and (2) VIP Parking Passes
- 6 Free Show T-Shirts
- 50 Free Drink Tickets

This is the ONLY Bar on the Docks at the Stuart Boat Show!

DOCK BAR SPONSOR $25,000

TRANSPORTATION SPONSOR $19,000

- Dedicated Signage & Branding at Show Entrances
  - A-Frame Signs & Road Decals
- Custom Wrap with your branding on all (3) buses.
  - 3 buses: Branding on both sides & windshield
- Full-page Ad in Show Program
- 1-minute video commercial slot
- Multi-Channel Marketing Package
  - Targeted Social Media & Email Marketing Campaigns
- Company logo and link within the Stuart Boat Show website and Transportation Page
- Press Release announcing your partnership with the Stuart Boat Show
  - Additional 2 Email Advertisements sent throughout 2026
- Logo Included on Event Poster
- Entrance Gate Display Area
  - North & South Entrance
- 10 Free Admission Tickets & 2 VIP Parking Passes
- 6 Free Event T-shirts

3x BUSES
20X PER DAY
10 MILE ROUTE
2 ENTRANCES

22K+ ATTENDEES

TRANSPORTATION SPONSOR $19,000

EXHIBITOR PARTY SPONSOR $15,000

- Presenting Sponsor for our three-hour VIP event for show exhibitors and press, held Saturday 1/17/26
- Sponsorship Announcement throughout event & custom decor
- Brand Exposure
  - Logo featured in various pre-event promotional materials such as event flyers, social media posts, website banner placement, TV, and emails
- Signage & Branding
  - Branded LED centerpieces
  - Entrance bracelets
  - Signature Cocktail
  - Step & repeat photo opp at party entrance
  - Custom Logo Cake
- Email invitation sent to all exhibitors
- Show Program Coverage
  - Full-page ad in the Official Show Program
- 10 Show Tickets
- 50 Free Drink Tickets

250+ EXHIBITORS IN 2025

"The Stuart Boat Show exhibitor party is truly one of the highlights of the event. It's more than just a celebration — it's an invaluable networking opportunity that brings together top professionals from every corner of the marine industry. From boat builders and dealers to service providers and accessory brands, the party creates a relaxed, welcoming environment where real connections happen. Every year, we walk away with new partnerships, fresh ideas, and stronger relationships that directly benefit our business.

- James Anderson, Southern Boating Magazine

EXHIBITOR PARTY SPONSOR $15,000

TICKET SPONSOR $14,000

- Branding on Tickets
  - Logo displayed on all physical tickets sold at the show
- 30'x30' Booth Display
- Logo featured in various pre-event promotional material
  - Event flyers
  - Social media posts
  - Postcards
  - Rackcards
  - Website banner placement
  - Featured on all Event Email Marketing
- Show Program Coverage
  - Full-page Ad in the Official Show Program
- QR Code on Tickets
- 10 Show Tickets and (1) VIP Parking Pass

FOOD COURT BAR SPONSOR $11,000

- Brand Exposure: Logo featured in various pre-event promotional materials
  - Event flyers
  - Social media posts
  - Website banner placement
  - TV
  - Emails
- Rooftop Bar Signage
  - Top deck signage
  - Lower Banner at face of bar
- Banner Placement
  - 3'x4' Banner placed at each show entrance supplied by sponsor
- Full-page ad in the Official Show Program
- *Company Name* Bar added to official show maps
- 15 Show Tickets and (1) VIP Parking Pass
- Each Additional Bar: $8,000
  - Two Available Locations: North & South

COCKTAIL CUP SPONSOR $10,000

- Exclusivity on all logo placement alongside Stuart Boat Show Logo on cocktails served
- Brand Exposure Logo will be prominently displayed on every frosted cup served throughout the event
- 3'x4' Banner placed at each show entrance (2) provided by the exhibitor
- Show Marketing Logo featured in various pre-event promotional materials such as:
  - Event flyers, social media posts, website banner placement, TV, and emails
- Show Program Coverage
  - Full-page ad in the Official Show Program
- Ad displayed at all bars
- Tickets & VIP Parking
  - 6 Show Tickets & (1) VIP Parking Pass

RESTROOM SPONSOR $8,000

- Sponsorship exclusively for interior and exterior of all restroom trailers (8 TOTAL)
- Brand Exposure:
  - Road decals at restroom locations
  - Exterior Decals
  - Interior Decals & Posters
- Logo will also be featured in various pre-event promotional materials:
  - Event flyers
  - Social media posts
  - Website
  - Emails
- Banner Placement:
  - 3'x4' Banner placed at each show entrance provided by the exhibitor
- Show Program Coverage:
  - Full-page Ad in the Official Show Program
- Tickets & VIP Parking:
  - 10 Show Tickets & (1) VIP Parking Pass

CONTAINER SPONSOR $8,000

- Exclusivity for logo placement on ***90+ trash cans***
- Brand Exposure:
  - Logo will be prominently displayed on every can with a custom sleeve for your company
- Banner Placement:
  - 3'x4' Banner placed at each show entrance (2) provided by the exhibitor
- Show Marketing Logo featured in various pre-event promotional materials such as:
  - Event Flyers
  - Social media posts
  - Website Banner Placement
  - TV
  - Emails
- Show Program Coverage
  - Full-page ad in the Official Show Program
- Tickets & VIP Parking
  - 20 Show Tickets & (1) VIP Parking Pass

RESTROOMS
FOOD COURT
BAR LOCATIONS
ENTRANCES
TENTS
SIDEWALKS
DOCKS
GRAVEL LOT
VENDORS

OFFICIAL SHOW BAG SPONSORS $3,000 EACH

- Presenting sponsor for Offical Boat Show Bags
- Brand Exposure:
  - Logo will be prominently displayed on each bag distributed at show
- Bags displayed at both show entrances & (1) tent display
- Logo will also be featured in various pre-event promotional materials such as: event flyers, social media posts, website, and emails
- Banner Placement at event
  - 3'x4' Banner placed at each show entrance provided by the exhibitor
- Show Program Coverage
  - Full Page Ad in the Official Show Program
- Tickets & VIP Parking:
  - 10 Show Tickets and (1) VIP Parking Pass

LIMITED TO 4

LARGE TENT SPONSOR $9,000

- Exclusivity for (1) 230'x40' tent
- Brand Exposure: Logo will be prominently displayed on custom gables on exterior of tent
- (10) 3' asphalt decals throughout tent
- Rights to display print materials at entrance of tent
- Banner Placement 3'x4' Banner
  - Banner at each show entrance provided by the exhibitor
- Show Marketing Logo featured in various pre-event promotions:
  - Event flyers
  - Social media posts
  - Website & Emails
- Logo Featured on Show Map with Tent
- Show Program Coverage
  - Full-page ad in the Official Show Program
- Tickets & VIP Parking:
- 10 Show Tickets & (1) VIP Parking Pass

MEDIUM TENT SPONSOR $7,000

- Exclusivity for (1 of 3) 100'x30' tent
- Brand Exposure: Logo will be prominently displayed on custom gable
- (5) 3'x6' Banners Displayed inside tent
- Rights to display print materials at entrance
- Banner Placement 3x4 Banner:
  - Banner at each show entrance provided by the exhibitor
- Show Marketing Logo featured in various pre-event promotions:
  - Event flyers
  - Social media posts
- Website & Emails
- Logo Featured on Show Map with Tent
- Show Program Coverage: Full Page ad in the Official Show Program
- Tickets & VIP Parking:
  - 10 Show Tickets & (1) VIP Parking Pass

ROAD BAR SPONSOR $7,000

- Brand Exposure at two available locations
  - North Bar OR South Bar
- Front of Bar Signage & Road Decals
- Show Marketing Logo featured in various pre-event promotions:
  - Event flyers
  - Social media posts
  - Website & Emails
- Logo Featured on Show Map with Bar
- Show Program Coverage:
  - Full-page Ad in the Official Show Program
- Tickets & VIP Parking:
- 10 Show Tickets & (1) VIP Parking Pass.

**Some availability to have bar next to your booth space.

LANYARD SPONSOR $8,000

- Exclusivity for logo placement alongside Stuart Boat Show Logo on all lanyards
- Lanyards worn by 2,000+ exhibitors
- Lanyards are mandatory for all exhibitors throughout show
- Banner Placement 3'x4' Banner placed at each show entrance (2) provided by the exhibitor
- Show Marketing Logo featured in various pre-event promotional materials such as:
  - Event flyers, social media posts, website banner placement, TV, and emails
- Show Program Coverage
  - Full-page Ad in the Official Show Program
- Tickets & VIP Parking
  - 10 Show Tickets & (1) VIP Parking Pass

DIRECTORY SPONSOR $7,000

- Exclusivity for logo placement on Official Show Directory
- Cover of Show Directory with your branding*
  - Logo
  - Color Scheme
  - Contact Information
  - Booth Number
- Directories handed out to all attendees at show
- Banner Placement 3'x4' Banner placed at each show entrance (2) provided by the exhibitor
- Show Marketing Logo featured in various pre-event promotional materials such as:
- Event flyers, social media posts, website banner placement, TV, and emails
- Show Program Coverage
  - Full-page Ad in the Official Show Program
- Tickets & VIP Parking
  - 10 Show Tickets & (1) VIP Parking Pass

*Stuart Boat Staff will have final approval of cover design.

T-SHIRT SLEEVE SPONSOR $5,000

- Exclusive sponsor for ONE sleeve of official show T-shirt created by MANG
- Logo will be prominently displayed on every shirt sold
- Logo will be featured in various pre-event promotional materials such as:
  - Event flyers
  - Social media posts
  - Website & Emails
- Show Program Coverage
- Full Page Ad in the Official Show Program
- Tickets & VIP Parking
  - 10 Show Tickets and (1) VIP Parking Pass

FEATURED EXHIBITOR SPONSOR $2,500

- Banner Placement
  - 3'x4' Banner placed at each show entrance (2) provided by the exhibitor
- Show Marketing Logo featured in various pre-event promotional materials such as:
- Event Flyers
- Social media posts
  - Website Banner Placement
  - TV
  - Emails
- Show Program Coverage
  - Full-page Ad in the Official Show Program
- Email:
  - (1) Press Release & Feature
  - (1) Email Blast within 2026 Calendar Year
- Tickets & VIP Parking
  - 10 Show Tickets & (1) VIP Parking Pass
- Free Show T-Shirt

EXTERIOR TENT DECAL SPONSOR

- **LARGE Logo Placement - $800**
  - 10' Decal on exterior wall of your tent
  - Show Marketing Logo featured in various pre-event promotional materials such as:
    - Event Flyers, Social Media Posts, Emails
  - Email: (1) Email Feature within 2026 Calendar Year
- Tickets: 5 FREE Show Tickets

- **MEDIUM Logo Placement - $600**
  - 8' Decal on exterior wall of your tent
  - Show Marketing Logo featured in various pre-event promotional materials such as:
    - Event Flyers, Social Media Posts, Emails
  - Email: (1) Email Feature within 2026 Calendar Year
- Tickets: 5 FREE Show Tickets

BEVERAGE PLACEMENT $2,500

- Product served at one location:
  - North Bar
  - South Bar
  - Food Court
  - Dock Bar
- Logo feature:
  - Show Poster
  - All emails blasts
  - Website
- Social Media Collaborations
- ¼ Show Ad in Directory
- Tickets:5 Free Show Tickets
- All product must be supplied by sponsor

STUART BOAT SHOW

JANUARY 16-18, 2026

STUARTBOATSHOW.COM

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