



Sponsorship Opportunities

For more than five decades, the Stuart Boat Show has served as the premier boating event along the Treasure Coast, bringing together the marine industry, boating enthusiasts, and one of the most active waterfront communities in the country. As we prepare for the 53rd Annual Stuart Boat Show, we invite you to be part of this tradition that celebrates the lifestyle, innovation, and economic impact of recreational boating.

Located in the heart of one of Florida's most sought-after destinations, the Stuart Boat Show draws from a market where the waterways are more than a recreational asset—they are a way of life. From offshore fishing and waterfront dining to family cruising and water sports, the Treasure Coast's connection to the water continues to drive strong consumer engagement and purchasing power within the marine industry.

The 2026 Stuart Boat Show welcomed more than 22,000 attendees and featured over 250 exhibiting companies representing boats, marine products, services, and outdoor lifestyle brands. The event showcased hundreds of vessels—land and water—on display and marine experiences that attracted qualified buyers and boating enthusiasts from across the United States.

As we look ahead to 2027, the Stuart Boat Show continues to evolve with enhanced attendee experiences, expanded marketing reach, and new opportunities for brands to connect directly with a highly engaged audience. Through strategic sponsorships and partnerships, companies gain unparalleled visibility before, during, and after the event while aligning themselves with one of Florida's most respected marine showcases.

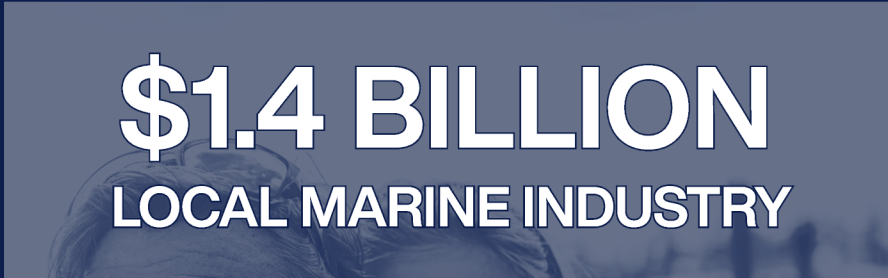
On behalf of the Stuart Boat Show staff and family, we invite you to join us in January 2027 as we continue the tradition in Stuart and connect all who work, breathe, and fuel the marine industry.

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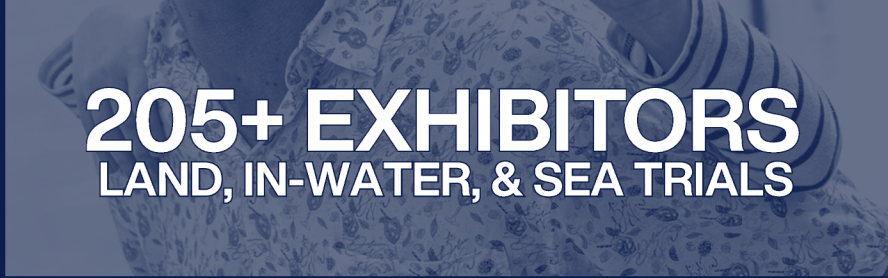




\$1.4 BILLION
LOCAL MARINE INDUSTRY



\$20+ MILLION
DIRECT COMMUNITY IMPACT



205+ EXHIBITORS
LAND, IN-WATER, & SEA TRIALS



22K ATTENDEES
FROM ACROSS THE NATION



Title Sponsorship: \$50,000



Exclusive Naming Rights:

- "Stuart Boat Show Presented by _____ & (Co-Branded Logo)"
 - Name Included on various materials: Tickets, banners, maps, website, emails, event pages, social media advertisements, commercials, billboards, exhibitor materials, interviews, and more

Show-Wide Marketing & Advertisements:

- Ribbon-cutting ceremony exclusive with media coverage
- Road decals
 - 3'x 3' Custom Show Asphalt Decals
 - Locations: Entrances, Food Court, Dock Entrances & Food Court Bar
- Custom street pole banners throughout Stuart
- Custom gable at North Entrance of Stuart Boat Show

Directory Benefits:

- Full-page ad in Official Show Directory distributed to all attendees
- First advertisement in the program

Social Media Marketing Package:

- Collaborations on all social media posts through show dates
 - 10 dedicated social media posts
 - 6 posts prior to the show and 4 during the show
- (1) 60-second video produced at the Stuart Boat Show advertising your business

Press Releases & Email Campaigns:

- Press release announcing your partnership with the Stuart Boat Show
- (2) Exclusive email features sent before show dates
 - (1) 4 weeks prior and (1) Monday before show opening
- Additional 4 email advertisements sent throughout 2027
 - (1) Email feature every 3 months during the 2027 calendar year

Logo included on all print materials:

Posters, tickets, billboards, show maps, website, emails, and 2026 custom signage*

50 FREE Admission Tickets & 4 VIP Parking Passes

In-Water Tent Sponsor: \$25,000



25' x 30' In-water Floating Booth Space branded with your business, including:

- Tent covering entire floating space
- Carpet throughout tent
- Power included at your booth space
- (3) custom feather flags
 - (1) on each entrance pole of tent
- (2) 6x4' floor decals
- Custom 30' banner for rear of display tent

Naming Rights:

- Display named after your company and attraction
- Logo added to all show maps

Directory Benefits:

Full-page ad in Official Show Directory distributed to all attendees

Social Media Marketing Package:

- Collaborations on all dedicated social media posts
 - 4 dedicated social media posts
 - 2 posts prior to show and 2 during show.

Press Releases & Email Campaigns:

- Press release announcing your partnership with the Stuart Boat Show
- (1) Exclusive email features sent before show dates
- Additional 3 email advertisements sent throughout 2027
 - (1) Email feature every 4 months of the 2027 calendar year

Logo included on all print materials:

Posters, show maps, website, and emails

50 FREE Admission Tickets & 4 VIP Parking Passes





Transportation Buyout: \$22,000



Branding Impact:

- Only shuttle system for off-site parking at the Stuart Boat Show
- Off-site parking comprises 75% of parking at the Stuart Boat Show
- Each bus repeats a 3-mile loop through Stuart 15 times per day
- At least 15,000 attendees use our bus transportation system
- Buses seen by attendees and non-attendees throughout the weekend
- Only offsite marketing opportunity for the Show within the #1 coastal town in the United States

Dedicated Signage & Branding at Show Entrances:

- A-frame sign ad at each drop-off and pick-up location
- Road decals at each show location

Custom Branding Bus on all (3) buses:

Custom wind decal on each full-size window of buses

Company logo and link within the Stuart Boat Show website & Transportation Page

Banner Placement:

3'x4' Banner placed at each show entrance provided by sponsor

Directory Benefits:

Full-page ad in Official Show Directory distributed to all attendees

Social Media Marketing Package:

- Collaborations on all dedicated social media posts
- 4 dedicated social media posts
 - 2 posts prior to the show and 2 during the show

Press Releases & Email Campaigns:

- Press release announcing your partnership with the Stuart Boat Show
- (1) Exclusive email feature sent before show dates
- Additional 2 email advertisements sent throughout 2027
 - Email feature every 6 months of the 2027 calendar year

Logo included on all print materials:

Posters, show maps, website, and emails

15 FREE Admission Tickets & 1 VIP Parking Pass

Individual Bus Sponsorship: \$8,000



Branding Impact

- Only shuttle system for off-site parking at the Stuart Boat Show
- Off-site parking comprises 75% of parking at the Stuart Boat Show
- Each bus repeats a 3-mile loop through Stuart 15 times per day
- At least 15,000 attendees use our bus transportation system
- Buses seen by attendees and non-attendees throughout the weekend
- Only off-site marketing opportunity for the Show within the #1 coastal town in the United States

Custom Branding Bus on (1) of (3) buses:

Custom window decal on each full-size window of (1) bus

Company logo and link within the Stuart Boat Show website and the dedicated transportation page

Banner Placement:

3'x4' Banner placed at each show entrance provided by sponsor

Social Media Marketing Package:

- Collaborations on all dedicated social media posts
- 3 dedicated social media posts
 - 2 posts prior to show and 1 during show

Press Releases & Email Campaigns:

- Press release announcing your partnership with the Stuart Boat Show
- (1) Exclusive email feature sent before show dates

Logo included on all print materials:

Posters, show maps, website, and emails

10 FREE Admission Tickets



Exhibitor Party Sponsors



Exhibitor Party held Saturday night of the Stuart Boat Show for all exhibitors & staff

Official Dessert Sponsor

Details:

- Custom Cake & Dessert Display featuring your logo

Live Music Sponsor

Details:

- A
- B

Cigar Bar Sponsorship

Details:

- A
- B

Dinner Presenting Sponsorship

Details:

- A
- B

Door Prize Sponsor - 10 Available

Details:

- A
- B

Nightcap Sponsor

Details:

- A
- B

All sponsors included on exhibitor party emails, invitations, and drink tickets & linked on Stuart Boat Show Exhibitor Party Page.

Food Court Bar Sponsor \$11,000



Exclusive Naming Rights of Main Stuart Boat Show Bar

- Rooftop bar signage
 - Top deck banner
 - Lower bar banner
- “Company Name” bar added to official show maps
- 2 signature cocktails with custom signage

Each additional bar: \$8,000

Two available locations: North & South

Banner Placement

3'x4' banner placed at each show entrance provided by sponsor

Directory Benefits:

Full-page ad in Official Show Directory distributed to all attendees

Social Media Marketing Package:

- Collaborations on all dedicated social media posts
- 4 dedicated social media posts
 - 2 posts prior to the show and 2 during the show

Press Releases & Email Campaigns:

- Press release announcing your partnership with the Stuart Boat Show
- (1) Exclusive email features sent before show dates
 - Additional 2 email advertisements sent throughout 2027
 - Email feature every 6 months of the 2027 calendar year

Logo included on all print materials:

Posters, show maps, website, and emails

20 FREE Admission Tickets & 1 VIP Parking Pass



Cocktail Cup Sponsor: \$10,000



Brand Exposure:

- Logo featured on all cocktails served at Stuart Boat Show
- Signature cups used at 4 bar locations
 - North Entrance
 - South Entrance
 - Food Court
 - Dock Bar
- Cocktails and non-alcoholic beverages served to over 20,000 attendees
- After-hours feature:
 - Cups used at exclusive exhibitor party Saturday night
 - Private networking event for all exhibitors

Cup Details:

- 16 oz. frosted plastic cups
- Color scheme to reflect Stuart Boat Show branding
- Logos:
 - Ability to feature up to (3) logos
 - Multiple logo feature for sister companies only

Banner Placement:

3'x4' banner placed at each show entrance provided by sponsor

Directory Benefits:

Full Page Ad in Official Show Directory distributed to all attendees

Social Media Marketing Package:

- Collaborations on all dedicated social media posts
- 2 dedicated social media posts
 - 1 post prior to the show and 1 during the show

Press Releases & Email Campaigns:

- Press release announcing your partnership with the Stuart Boat Show

Logo included on all print materials:

Posters, show maps, website, and emails

20 FREE Admission Tickets & 1 VIP Parking Pass

Large Tent Sponsor: \$9,000



Exclusivity for (1) 230'x40' Exhibitor Tent

- Tent renamed to reflect your business
 - "_____ Tent"
 - Name reflected on all show maps
 - Your logo added to all show maps
 - Printed & digital

Brand Exposure

- 15 custom water barrel covers along exterior of tent
 - 360-degree design on covers
 - Designed to reflect Stuart Boat yearly color scheme
 - Include your logo, photos, contact info and more
- (10) 3' asphalt decals throughout tent
- Custom banner at each entrance of tent
 - Featuring logo and "_____ Tent"
- Rights to display print materials at entrance of tent

Banner Placement:

3'x4' banner placed at each show entrance provided by sponsor

Directory Benefits:

Full-page ad in Official Show Directory distributed to all attendees

Social Media Marketing Package:

- Collaborations on all dedicated social media posts
- 2 dedicated social media posts
 - 1 post prior to the show and 1 during the show

Press Releases & Email Campaigns:

- Press release announcing your partnership with the Stuart Boat Show
- (1) Exclusive email features sent before show dates

Logo included on all print materials:

Posters, show maps, website, and emails

10 FREE Admission Tickets & 1 VIP Parking Pass





Ticket Sponsor: \$12,000



Branding on all Show Tickets:

- Logo displayed on all physical tickets sold at the show
 - 4 ticket types throughout show
 - General Admission, VIP, Veteran, and Child
- Naming rights of all digital tickets
 - "Ford General Admission Ticket"
- 22"x28" company poster displayed at each ticket booth
- Logo added to Tickets Section of Stuart Boat Show website
 - Linked to your website

Entrance Displays:

- South Entrance: (1) 10'x20' display area
 - Area is adjacent to ticket booths, near bus drop-off
- North Entrance: (1) 7'x20' display area
 - In front of boat display

Banner Placement:

3'x4' banner placed at each show entrance provided by sponsor

Directory Benefits:

Full-page ad in Official Show Directory distributed to all attendees

Social Media Marketing Package:

- Collaborations on all dedicated social media posts
- 2 dedicated social media posts
 - 1 post prior to the show and 1 during the show

Press Releases & Email Campaigns:

(1) Exclusive email features sent before show dates

Logo included on all print materials:

Posters, show maps, website, and emails

20 FREE Admission 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 provided by sponsor

Directory Benefits:

Full-page ad in Official Show Directory distributed to all attendees

Social Media Marketing Package:

- Collaborations on all dedicated social media posts
- 2 dedicated social media posts
 - 1 post prior to the show and 1 during the show

Press Releases & Email Campaigns:

- Press release announcing your partnership with the Stuart Boat Show
- (1) Exclusive email features sent before show dates

Logo included on all print materials:

Posters, show maps, website, and emails

20 FREE Admission Tickets & 1 VIP Parking Pass

Option: Purchase half of the containers at the show for \$5,000





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 provided by sponsor

Directory Benefits

Full-page ad in Official Show Directory distributed to all attendees

Social Media Marketing Package:

- Collaborations on all dedicated social media posts
- 2 dedicated social media posts
 - 1 post prior to the show and 1 during the show

Press Releases & Email Campaigns:

(1) Exclusive email features sent before Show Dates

Logo included on all print materials:

Posters, show maps, website, and emails

10 FREE Admission Tickets & 1 VIP Parking Pass

Restroom Sponsor: \$8,000



Sponsorship exclusively for interior and exterior of all restroom trailers (6 TOTAL)

Brand Exposure:

- Road decals at restroom locations
- Exterior signage
- Interior signage & posters

Banner Placement:

3'x4' banner placed at each show entrance provided by sponsor

Directory Benefits:

Full-page ad in Official Show Directory distributed to all attendees

Social Media Marketing Package:

- Collaborations on all dedicated social media posts
- 2 dedicated social media posts
 - 1 post prior to the show and 1 during the show

Press Releases & Email Campaigns:

(1) Exclusive email features sent before show dates

Logo included on all print materials:

Posters, show maps, website, and emails

10 FREE Admission Tickets & 1 VIP Parking Pass





South Entrance Sponsor: \$7,500



South Entrance renamed as the “South Entrance presented by YOUR COMPANY”

Name change reflected in the following:

- All marketing assets
- Exclusive show map
- All directions from parking locations throughout Stuart
- Verbal directions by Stuart Boat Show staff, exhibitors, and attendees

Brand Exposure:

- Entrance banner
 - 10'x3' custom-branded for your company
- Feather flags
 - (2) Custom feather flags, displayed at entrance
- Road decals
 - (2) 36"x24" asphalt decals displayed at entrance

Banner Placement:

3'x4' banner placed at each show entrance provided by sponsor

Directory Benefits:

Full-page ad in Official Show Directory distributed to all attendees

Social Media Marketing Package:

- Collaborations on all dedicated social media posts
- 2 dedicated social media posts
 - 1 post prior to the show and 1 during the show

Press Releases & Email Campaigns:

(1) Exclusive email features sent before show dates

Logo included on all print materials:

Posters, show maps, website, and emails

10 FREE Admission Tickets & 1 VIP Parking Pass

Directory Sponsor: \$7,000



Exclusivity for logo placement on Official Show Directory:

- Directories handed out to all attendees at show

Show Directory with your Branding:

- Front cover
- Back cover
 - Logo
 - Color scheme
 - Contact Information
 - Booth number and more

Banner Placement:

3'x4' banner placed at each show entrance provided by sponsor

Directory Benefits:

- (2) Full-page ads in Official Show Directory distributed to all attendees
- Centerfold page assignment
 - Design a full-page spread within the Official Show Directory

Social Media Marketing Package:

- Collaborations on all dedicated social media posts
- 2 dedicated social media posts
 - 1 post prior to the show and 1 during the show

Press Releases & Email Campaigns:

- (1) Exclusive email features sent before show dates

Logo included on all print materials:

Posters, show maps, website, and emails

10 FREE Admission Tickets & 1 VIP Parking Pass

**Stuart Boat Show staff will have final approval of cover design.*



Medium Tent Sponsor: \$7,000



Exclusivity for (1 of 3) 100'x30' tent:

- Tent renamed to reflect your business
 - “_____ Tent”
 - Name reflected on all show maps
 - Your logo added to all show maps
 - Printed and digital

Brand Exposure:

- 10 custom water barrel covers along exterior of tent
 - 360-degree design on covers
 - Designed to reflect Stuart Boat yearly color scheme
 - Includes your logo, photos, contact information and more
- (8) 3' asphalt decals throughout tent
- Custom banner at each entrance of tent
 - Featuring logo and “_____ Tent”
- Rights to display print materials at entrance of tent

Banner Placement:

3'x4' Banner placed at each show entrance provided by sponsor

Directory Benefits:

Full-page ad in Official Show Directory distributed to all attendees

Social Media Marketing Package:

- Collaborations on all dedicated social media posts
- 2 dedicated social media posts
 - 1 post prior to the show and 1 during the show

Press Releases & Email Campaigns:

(1) Exclusive email features sent before show dates

Logo included on all print materials:

Posters, show maps, website, and emails

10 FREE Admission Tickets & 1 VIP Parking Pass

Official Show Bag Sponsor: \$6,000



1 of 2 Presenting Sponsor for Official Boat Show Bags:

- Feature your brand on ONE side of the show bag
 - Logo
 - Color Scheme
 - Contact Information
 - Booth number and more

Brand Exposure:

- Logo will be prominently displayed on each bag distributed at show
- Bags displayed at both show entrances and (1) tent display

Banner Placement:

3'x4' banner placed at each show entrance provided by sponsor

Social Media Marketing Package:

- Collaborations on all dedicated social media posts
- 2 dedicated social media posts
 - 1 post prior to the show and 1 during the show

Press Releases & Email Campaigns:

(1) Exclusive email features sent before show dates

Logo included on all print materials:

Posters, show maps, website, and emails

10 FREE Admission Tickets & 1 VIP Parking Pass



Road Bar Sponsor: \$8,000



Brand Exposure at 2 Available Locations:

- North Bar OR South Bar
 - Front bar banner signage
 - Road decals
 - Bar location added to all show maps
 - Bar named to reflect your business
 - "Your Company Bar"
 - Logo featured on all show maps
 - Select signature cocktail with custom signage
 - Cocktail named to reflect your business

Banner Placement

3'x4' banner placed at each show entrance provided by sponsor

Press Releases & Email Campaigns:

- (1) Exclusive email features sent before show dates

Social Media Marketing Package:

- Collaborations on all dedicated social media posts
- 2 dedicated social media posts
 - 1 post prior to the show and 1 during the show

Logo included on all print materials:

Posters, show maps, website, and emails

10 FREE Admission Tickets & 1 VIP Parking Pass

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

Banner Placement:

3'x4' banner placed at each show entrance provided by sponsor

Directory Benefits:

Full-page ad in official show directory distributed to all attendees

Social Media Marketing Package:

- Collaborations on all dedicated social media posts
- 2 dedicated social media posts
 - 1 post prior to the show and 1 during the show

Press Releases & Email Campaigns:

(1) Exclusive email features sent before show dates

Logo included on all print materials:

Posters, show maps, website, and emails

10 FREE Admission Tickets & 1 VIP Parking Pass





Show Map Sponsor: \$4,000



All boat show maps titled “OFFICIAL STUART BOAT SHOW MAP presented by YOUR COMPANY”

Name change reflected in the following:

All marketing assets and on website

Verbal Directions by Stuart Boat Show Staff, Exhibitors, & Attendees

(3) 22"x28" Show Map Displays within the Stuart Boat Show

Banner Placement:

3'x4' banner placed at each show entrance provided by sponsor

Directory Benefits:

Full-page ad in Official Show Directory distributed to all attendees

Social Media Marketing Package:

- Collaborations on all dedicated social media posts
- 2 dedicated social media posts
 - 1 posts prior to the show and 1 during the show

Press Releases & Email Campaigns:

(1) Exclusive email features sent before show dates

Logo included on all print materials:

Posters, show maps, website, and emails

10 FREE Admission Tickets & 1 VIP Parking Pass

Beverage Placement: \$3,000



Product served at one location:

- North Bar
- South Bar
- Food Court
- Dock Bar

All product must be supplied by sponsor

Social Media Marketing Package:

- Collaborations on all dedicated social media posts
- 2 dedicated social media posts
 - 1 post prior to the show and 1 during the show

Logo included on all print materials:

Posters, show maps, website, and emails

5 FREE Admission Tickets & 1 VIP Parking Pass



Featured Exhibitor: \$2,500



Banner Placement:

3'x4' banner placed at each show entrance provided by sponsor

Directory Benefits:

Full-page ad in Official Show Directory distributed to all attendees

Social Media Marketing Package:

- Collaborations on all dedicated social media posts
- 2 dedicated social media posts
 - 1 post prior to the show and 1 during the show

Press Releases & Email Campaigns:

(1) Exclusive press release sent before show dates

Logo included on all print materials:

Posters, show maps, website, and emails

10 FREE Admission Tickets & 1 VIP Parking Pass

A La Carte Pricing

Show Program Ad: \$800

FULL-PAGE AD
LIMITED QUANTITY



Please inquire about
sponsorship booth spaces.
Select booths available for
purchase by sponsors only.



Banner Placement: \$400

3'X4' BANNER FROM
PLACED IN HIGH-TRAFFIC AREA



Contact Us



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