



# POOLE HARBOUR BOAT SHOW

12th - 14th JUNE 2020

## SPONSORSHIP INFORMATION

The sixth Poole Harbour Boat Show will take place within Europe's largest natural harbour between 12 and 14 June 2020.

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 fifth year, the 2019 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 five, 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 2020, the event will open from 10am to 5.30pm on Friday 12, Saturday 13 and Sunday 14 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

#### 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 logos 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.

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

Twitter: @PooleBoatShow

Facebook: PooleHarbourBoatShow



# SPONSORSHIP LEVELS

*This table should only be used as a guide. For detailed benefits for each opportunity please contact Tracy Payne.*

	Platinum	Gold	Silver	Bronze	Partner
<b>Title Logo</b> - 'In association with xx' sponsor logo incorporated into PHBS logo	✓				
Title sponsor announcement <b>Press Release</b>	✓				
<b>Show lanyards</b> - Logo on show lanyards for staff, exhibitors & press	✓				
<b>Marketing collateral</b> - logo on flyers, billboards, emails and other material produced	✓	✓			
<b>Trading</b> – Bespoke packages where required and available	✓	✓			
<b>Generic signage/banners</b> – Company logo included	✓	✓*			
Company pop up display at <b>Exhibitor evening drink reception</b>	✓	✓	✓		
<b>Branding opportunities</b> - display pop-up banner and marketing materials	✓	✓	✓	✓	
<b>Social media</b> - mentions and posts on show channels	✓✓	✓	✓	✓	
<b>PR Activity</b> - Press release announcing your support sent to local/regional media, marine trade press	✓	✓	✓	✓	
<b>Company bio &amp; logo in Show guide / magazine</b>	✓✓	✓	✓	✓	✓
<b>Public Address</b> - sponsor announcements during show hours	✓✓	✓	✓	✓	✓
<b>B2B hospitality lunch</b> - complimentary tickets	✓	✓	✓	✓	✓
<b>Show website</b> – Company bio + logo	✓✓	✓	✓	✓	✓
<b>Approximate value (opportunity value will vary within band)</b>	£25,000	£8,000	£5,000	£4,000	£2,000

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12-14<sup>th</sup> June 2020

# SPONSORSHIP OPPORTUNITIES

Below are a list of example sponsorship opportunities. All packages can be tailored and adapted to meet your corporate goals or objectives. Please discuss your requirements with us and we will be happy to offer flexibility wherever possible. See sponsorship levels for benefits.

	Platinum	Gold	Silver	Bronze	Partner	Details
In Association title sponsor	✓					
Quayside sponsor		✓				
Marina sponsor		✓				
Exhibitor Party			✓			
Music Stage			✓			
B2B lunch sponsor			✓			
Guinness record attempt			✓			Bespoke package
On-water display sponsor				✓		
Show Guide sponsor				✓		2 page spread in guide
Harbour Cruise sponsor				✓		
'Try a Boat' sponsor				✓		
Friday Fireworks				✓		<b>SOLD</b>
Saturday Fireworks				✓		
VIP Area				✓		
Seafood festival sponsor				✓		
Parachute Display				✓		<b>SOLD</b>
Show Signage				✓		<b>SOLD</b>
Careers in Marine Area				✓		
Show partner					✓	
Deck Chair (£125)						Branded deck chair stage area

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Contact [Tracypayne@phc.co.uk](mailto:Tracypayne@phc.co.uk) or call 01202 440 200