



# ANNAPOLIS BOAT SHOWS

## 2026-27 Sponsorship Prospectus

BAY BRIDGE BOAT SHOW  
SAFE HARBOR NARROWS POINT  
APRIL 16-18, 2027

ANNAPOLIS SPRING  
SAILBOAT SHOW  
APRIL 23-25, 2027

ANNAPOLIS  
POWERBOAT SHOW  
OCTOBER 8-11, 2026

ANNAPOLIS  
SAILBOAT SHOW  
OCTOBER 15-18, 2026

Find additional information at [AnnapolisBoatShows.com](https://AnnapolisBoatShows.com)



# About the Annapolis Boat Shows

Every year, Annapolis Boat Shows brings together **over 75,000 attendees, 1,200 exhibitors, and 800 boats.** Each of our four annual in-water shows represents a distinct niche of the recreational boating community — yet all share one purpose: connecting buyers and sellers to make boating better.

We achieve this through a fun, family-friendly atmosphere, on-site educational opportunities like Cruisers University, and the creation of meaningful connections between brands and boaters.

We believe that Annapolis Boat Shows offers an outstanding branding opportunity for your company providing visibility across four premier events — delivering regional reach throughout the Mid-Atlantic and national exposure through our digital platforms.





**Each show represents a unique audience and opportunity for sponsors.**

### **Bay Bridge Boat Show at Safe Harbor Narrows Point**

Set against the Eastern Shore backdrop, this event combines relaxed, on-the-water experiences with serious boat shopping. It's a family-friendly celebration that kicks off boating season across the region.

**BAY BRIDGE BOAT SHOW  
SAFE HARBOR NARROWS POINT  
APRIL 16-18, 2027**

### **Annapolis Spring Sailboat Show**

Known as the fall show's "little sister," the Spring Sailboat Show launches the Chesapeake sailing season. It draws sailors from across the Mid-Atlantic to explore new boats, gear, and innovations.

**ANNAPOLIS SPRING  
SAILBOAT SHOW  
APRIL 23-25, 2027**

### **Annapolis Powerboat Show**

The Annapolis Powerboat Show is indispensable for boat buyers and enthusiasts alike. Attendees experience a wide range of vessels firsthand, alongside entertainment, food, and a vibrant waterfront atmosphere that celebrates the boating lifestyle.

**ANNAPOLIS  
POWERBOAT SHOW  
OCTOBER 8-11, 2026**

### **Annapolis Sailboat Show**

Located in the heart of America's sailing capital, the Annapolis Sailboat Show has been the world's largest in-water sailing show for over 50 years. Its prestige draws exhibitors and attendees from around the globe, making it the premier site for new product launches and global networking within the sailing community.

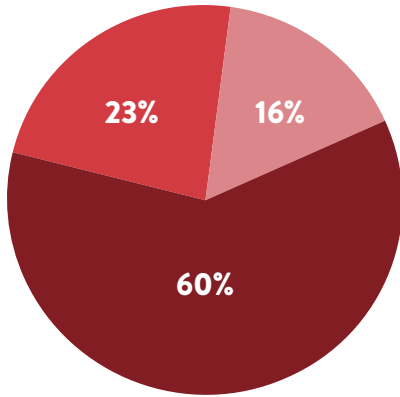
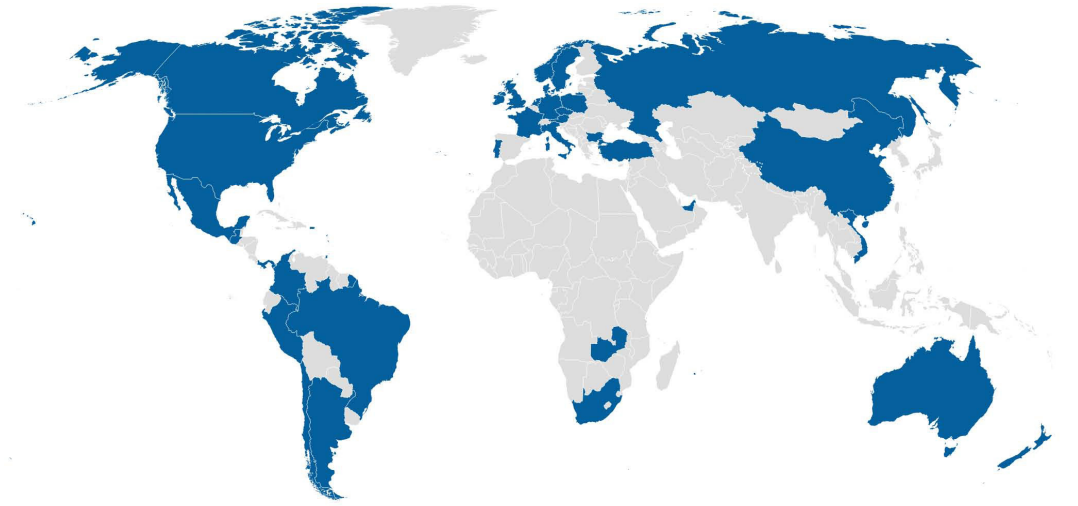
**ANNAPOLIS  
SAILBOAT SHOW  
OCTOBER 15-18, 2026**



# Demographics

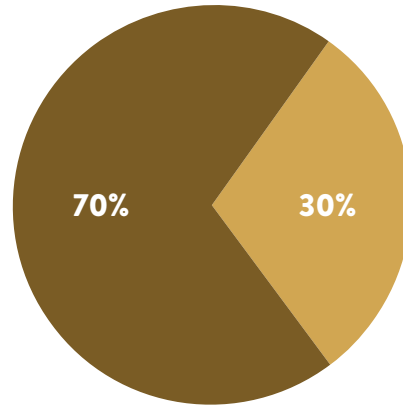
**Annual Attendance:**  
**~75,000**

Our attendees represent a truly global community, with visitors from all 50 U.S. states, four Canadian provinces, and over 30 countries.



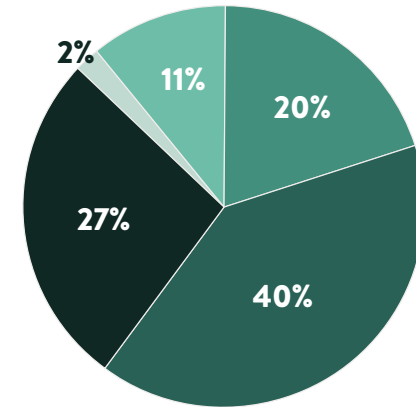
### Reported Household Income

- More than \$300,000
- \$100,000 - \$300,000
- Less than \$100,000



### Gender

- Female
- Male



### Age

- Under 30
- 30 - 45
- 46 - 55
- 56 - 65
- Over 65

# Show Reach

Our marketing program generates millions of impressions across multiple channels — engaging both regional and global boating audiences.



Over **80,000** Email Subscribers



Over **300** spots on the top television stations in the DC, Baltimore, and Philadelphia markets



More than **42,000** Social Community Members



Over **200** spots on regional radio stations and streaming radio in the DC and Baltimore markets



AnnapolisBoatShows.com annually receives **450,000** unique users and **1.1 million** pageviews



Print advertising placed with industry and regional publications, providing a combined circulation of more than **1.5 million**



Over **4.3 million** total impressions via Facebook and Instagram



**500,000** impressions via Podcast promotion through SXM Media



**12 million** regional digital impressions through display banners and pre-roll ads

# Presenting Show Sponsorship

As the Presenting Sponsor, your company receives top-level branding and visibility across all Annapolis Boat Shows, with recognition as the official presenting partner on all event materials and promotions.  
(3-year commitment)



## Investment:

Spring Shows: \$175,000 | Fall Shows: \$350,000

All Four Shows: \$500,000

## Includes:

- 10'x20' Booth Space
- 20' Scrim on Fence Line  
(Artwork provided by sponsor)
- Banner on Main Gate Trussing
- Branded Reusable Bags at Gates
- Linked Logo on Website
- Logo on All Show Signage
- Logo in All Advertising
- Dedicated Social Media Posts
- Two Email Features (85,000+ subscribers)
- Full-page & Half-page Ads in Partner Publications
- 20 Preview Day + 60 General Admission Tickets
- Enhanced Program Listing (Fall Only)



# VIP Experience

As the **VIP Experience Title Sponsor**, your brand is featured at the most exclusive hospitality destination at the Annapolis Powerboat and Sailboat Shows, delivering premium visibility and direct engagement with top-tier attendees.

*(3-year commitment)*

**Investment:** \$100,000 per year  
*Includes both Powerboat and Sailboat Shows*



## Includes:

- 30'x80' carpeted floating space
- 10'x20' area reserved in back of floating space for sponsor
- Private restrooms for VIP guests
- Catering and open bar for 150 guests per day
- Branded gable on VIP tent
- Linked logo on Annapolis Boat Shows' website
- Logo in all print advertising
- Logo in all e-blasts
- Full-page ad in show programs
- 50 VIP tickets per day

# Premier Sponsorship

As a Premier Sponsor, your company is recognized as a key partner of the Annapolis Boat Shows, enjoying strong brand visibility across event marketing and on-site experiences.  
*(3-year commitment)*



## Investment:

Spring Shows: \$20,000 per show

Fall Shows: \$40,000 per show

## Includes:

- 10'x10' Booth Space
- 20' Scrim on Fence Line  
*(Artwork provided by sponsor)*
- Linked Logo on Website
- Logo on Signage and Ads
- Social Media Posts
- Inclusion in Sponsor Email
- Half-page Ads (Spring and Fall)
- 10 Preview Day + 40 General Admission Tickets
- Enhanced Program Listing *(Fall Only)*

# Gold Sponsorship

As a Gold Sponsor, your brand is prominently featured across all event marketing and on-site activations, reinforcing your partnership with the premier boating events of the Mid-Atlantic.



## Investment:

Spring Shows: \$10,000 per show

Fall Shows: \$20,000 per show

## Includes:

- 10'x10' Booth Space
- 20' Scrim on Fence Line  
(Artwork provided by sponsor)
- Linked Logo on Website
- Logo on Signage and Ads
- Social Media Posts
- Inclusion in Sponsor Email
- 6 Preview Day + 30 General Admission Tickets
- Enhanced Program Listing (*Fall Only*)

# Silver Sponsorship

As a Silver Sponsor, your company enjoys strong visibility across digital, print, and on-site placements, highlighting your support of the Annapolis Boat Shows community and boating lifestyle.

## Includes:

- Linked Logo on Website
- Logo on Signage and Ads
- Social Media Posts
- Inclusion in Sponsor Email
- 6 Preview Day + 20 General Admission Tickets
- Enhanced Program Listing (*Fall Only*)



## Investment:

Spring Shows: \$5,000 per show

Fall Shows: \$10,000 per show

# Gate Sponsorship

As the Gate Sponsor, your company receives prominent branding at the main entrances of the Fall Shows, creating a strong first impression for every attendee.  
*(Fall Shows Only)*



## Investment:

Fall Shows: \$15,000 per show  
or \$25,000 for both

## Includes:

- Banner on Entrance Gate (*sponsor provided*)
- 20' Scrim Banner (*sponsor provided*)
- 10'x10' Booth Space
- Linked Logo on Website
- Logo on Signage and Ads
- Social Media Posts
- Sponsor Email Inclusion
- Quarter-page Ads
- 10 Preview Day + 40 General Admission Tickets
- Enhanced Program Listing

# Sponsorship Opportunities

Your company can further enhance brand visibility through select on-site activations — from reusable bags and water bottles to branded hydration stations — offering lasting, high-impact impressions with every guest.



## Water Station Sponsorship

*Support sustainability while promoting your brand.*

**Spring:** \$2,000/station | **Fall:** \$4,000/station

- Branding on refill stations (2 per show)
- Recognition on show map • Social post + 20 GA tickets

## Reusable Bag Sponsorship

*Keep your brand in guests' hands long after the show.*

**Spring:** \$5,000 + 5,000 bags | **Fall:** \$10,000 + 10,000 bags

**All Four:** \$25,000 + 30,000 bags

- Distributed by staff at gates • Social post + 20 GA tickets

## Reusable Water Bottle Sponsorship

*A lasting, eco-friendly brand impression.*

**Spring:** \$5,000 + 5,000 bottles | **Fall:** \$10,000 + 10,000 bottles

**All Four:** \$25,000 + 30,000 bottles

- Distributed by staff • Social post + 20 GA tickets