



Opportunity

Thank you for the opportunity to introduce the Marine Industries Association of Collier County and our events to you. Our association is dedicated to the marine industry and environment here in southwest Florida and our annual events are an excellent platform to promote boating and protect our waterways!

Marine Industries Association of Collier County (MIACC) produces two consumer events annually. Each show offers a unique experience for show goers and sponsors, but all shows share the same quality experience and value that comes from being produced by Naples's only marine trade association – MIACC, which has been producing consumer events since 1982. Sponsors are invited to sponsor each show independently or take advantage of multi-show discounts.

Collectively, our shows offer:

- Face-to-face exposure to more than 10,000 boating enthusiasts.
- Product branding/logo inclusion in nearly \$50,000 media advertising.
- Test drive, product sampling, and other exciting interactive opportunities to a perfectly matched demographic.

Event Schedule

Naples Boat Show:

- Hosts over one hundred (150) vendors
- Boats Displayed: over one hundred (130)
- Attendance of five to seven thousand (5-7k)

Docktail Party:

- Hosts over thirty (30) vendors
- Attendance of over three-thousand (3,000)

Charitable Community events as well (sponsorship details are also available)

- Naples Bay Christmas Boat Parade: Presented to three to five thousand (3-5k)
- Kids Fishing Clinic hosts over 350 participants and their parents. *Presented by the MIACC Foundation*

Creative Implementation

Marketing & Media Attention

Our promotional efforts give you access and exposure to audiences you cannot afford to reach on your own. A highly visible, fully integrated advertising campaign features a strategic mix of broadcast, radio, print, online, direct mail postcard, posters, flyers, banners, event signage, emails and social media, and **delivers millions of impressions to key buying demographics**. Public relations reinforce the advertising, generate show awareness and secure news stories in TV, newspapers and magazines. There's no better place to introduce new products or promote your company.

Thousands of Attendees! Strong demographics! MIACC events are the Naples-Marco premier consumer boating exhibitions and events. Attendees are motivated consumers who come to see what's new in boats and shop for gear and accessories they won't find elsewhere: Families visiting MIACC Boat Shows have: 70% have an annual income of more than \$75,000, 32% have an annual income of more than \$150,000, 83% are shopping for a boat, 65% plan to purchase a boat within two years. 45% of attendees are prime ages of 35-54 years, 75% are 25-54 years 48% are college graduates 49% own one boat, 33% own two and 18% own 3 or more.

A powerful boating market! The Southwest Florida area has nearly 100,000 registered boats on file which equates to approximately one boat for every 8 households. Conservatively speaking, the industry estimates more than half a million people in Southwest Florida enjoy recreational boating as a favorite past time. Boating contributes \$1.24 billion annually to Southwest Florida's economy and represents more than 10,000 jobs.

Boat Shows remains strong roll in boat buying process! New research continues to affirm Boat Shows remain an important tool in the boat buying process. Nearly six-in-ten (57%) of those surveyed attended a boat show in the 12 months before they bought their most recent boat. This research also shows that pre-purchase show attendance increases with household income and that nearly 50% attended two or more boat shows before purchasing their boat.

Leader of the pack



\$10,000

* Top sponsor benefits for all MIACC & Foundation events (Boat Shows, Boat Parade, Kids Fishing Clinic)

* Name/Logo on MIACC Website

* E-Newsletter Feature

* Corporate Article Featured on the MIACC Website

* Plaque/Certificate of Appreciation

CORPORATE SPONSOR

Marine Industries Association of
Collier County

Director@MIACC.org or (239) 682-0900



Levels of Sponsorship

Multi Event Presenting Sponsor..... \$9,000

Benefits:

- Prominent sponsor recognition on all event-related marketing & promotional materials: save the date, invitations, e-mails and posters
- Sponsor listing on all at-event signage and inside the event program
- Sponsor recognition on the event page www.MIACC.org
- Selection of 2 (two) At-Event Sponsorship Opportunities (see below) per event **additional rates may apply*
- Booth exhibit space per event with the opportunity to display any products, services or company marketing materials
- 15 tickets to each event

Unique Benefits:

- Opportunity to speak to attendees
- Opportunity to provide marketing materials and giveaways for attendee gift bags

Single Event Presenting Sponsor..... \$5,000

Benefits:

- Prominent sponsor recognition on all event-related marketing & promotional: invitations, e-mails and posters
- Sponsor listing on all at-event signage and inside the event program
- Sponsor recognition on the event page www.MIACC.org
- Selection of 2 (two) At-Event Sponsorship Opportunities (see below) **additional rates may apply*
- Booth exhibit space with the opportunity to display any products, services or company marketing materials
- 10 tickets to the event

Official Sponsor \$3,000

Benefits:

- Sponsor recognition on all event-related marketing & promotional materials
- Sponsor listing on select at-event signage and in the event program
- Sponsor recognition on the event page of the MIACC's web site
- Booth exhibit space with the opportunity to display any products, services, or company marketing materials

Supporting Sponsor \$1,000

Benefits:

- Sponsor recognition on select at-event signage and in the event program
- Sponsor recognition on the event page of the MIACC's web site
- Discount on booth vendor exhibit

At-Event Sponsorship Opportunities

Although we encourage imagination and creativity in developing a customized sponsorship program to match your individual business and marketing needs, here are a few of the highly visible sponsorship opportunities available:

- | | | |
|----------------------------|-------------------------|---------------------------|
| • Food Pavilion Sponsor | • Seminar Tent Sponsor | • Attendee Gift Sponsor |
| • Beverage Sales Sponsor | • Daily Entry Sponsor | • Photo Booth Sponsor |
| • Promotional Game Sponsor | • Attendee Gift Sponsor | • Billboard Truck Sponsor |
| | | • Entrance Sign Sponsor |



Owned & Operated by: [Association Of Collier County](http://www.MIACC.org)



Christmas Boat Parade

On Naples Bay

Presented by:



Sponsorship Opportunities:

Silver Bell Sponsor - \$1,000 tax deductible donation

- ◆ Admission for 6 guests to the VIP viewing area at the Naples City Dock
- ◆ Recognition for your organization at the Captain's Party
- ◆ Your logo on the MIACC website
- ◆ Your promotional materials added to the participant's registration packet

Golden Bell Sponsor - \$500 tax deductible donation

- ◆ Admission for 4 guests to the VIP viewing area at the Naples City Dock
- ◆ Recognition for your organization at the Captain's Party
- ◆ Your logo on the MIACC website
- ◆ Your promotional materials added to the participant's registration packets

Blue Bell Sponsor - \$250 tax deductible donation

- ◆ Admission for 2 guests to the VIP viewing area at the Naples City Dock
- ◆ Recognition for your organization at the Captain's Party
- ◆ Your logo on the MIACC website
- ◆ Your promotional materials added to the participant's registration packets

Bell Sponsor— Participant & Best In Class Gift (Gift Certificate, Discount Cards etc.)

- ◆ Recognition for your organization at the Captain's Party
- ◆ Your promotional materials added to the participant's registration packets

**To request sponsorship or ask questions please contact the
Marine Industries Association at: director@miacc.org or (239) 682-0900**



This event is coordinated by the Marine Industries Association of Collier County, Inc. All proceeds benefit the Ricky King Fund.

FREE Kids' Fishing Clinic



Visit
www.miacc.org
to donate to this
worthy cause!

PROUDLY PRESENTED BY



Sponsorship Opportunities

This is a photo Catch-and-Release Event. Participants must be accompanied by an adult. **FREE Shakespeare Fishing Combos** to be given away to participants between the ages of 5 and 15 upon completion of the clinic, while supplies last, compliments of our sponsors.

Hook Sponsor - \$1,000 tax deductible donation

- ◆ Your logo on Participant T-shirts
- ◆ Recognition for your organization on event marketing materials
- ◆ Your logo on the MIACC website www.MIACC.org
- ◆ Your promotional materials added to the participant's registration packet

Line Sponsor - \$500 tax deductible donation

- ◆ Recognition for your organization on event marketing materials
- ◆ Your logo on the MIACC website www.MIACC.org
- ◆ Your promotional materials added to the participant's registration packets

Sinker Sponsor - \$250 tax deductible donation

- ◆ Recognition for your organization on event marketing materials
- ◆ Your promotional materials added to the participant's registration packets

To request sponsorship or ask questions please contact the Marine Industries Foundation at: Foundation@MIACC.org or (239) 682-0900



This event is coordinated by the Marine Industries Association of Collier County Foundation, Inc.