

THE WHARF
BOAT & YACHT
= SHOW =

SPONSORSHIP
OPPORTUNITIES



March 19–21, 2027
Orange Beach, AL

THE EVENT. THE AUDIENCE. THE OPPORTUNITY.

12K-14K+

QUALITY ATTENDEES

800+

BOATS ON DISPLAY

100+

EXHIBITORS

\$120M+

MARINE INVENTORY

A PROVEN STRATEGY

Hosted in the heart of Orange Beach at The Wharf, The Wharf Boat & Yacht Show attracts 12,000-14,000 quality attendees throughout the event weekend. Our marketing strategy is designed to reach consumers across Gulf Coast states through targeted campaigns built on historical event data and proven audience insights.

Our focus is simple:

Attract the right audience.
Quality consumers with a passion for boating, fishing, outdoor recreation and the Gulf Coast lifestyle.

MORE THAN A BOAT SHOW

The show features the latest boats, engines, electronics and marine accessories from major manufacturers and leading regional dealers.

But the experience extends far beyond the boats.

FISHING

Inshore & Offshore Gear

WATERSPORTS

Paddleboards • Kayaks • Diving

OUTDOOR LIVING

Outdoor Furniture & Kitchens

LIFESTYLE

Activewear • Beach cruisers • More

TARGETED REGIONAL REACH

Louisiana | Mississippi | Alabama | Georgia | Florida

EXPLORE 2027 SPONSORSHIP LEVELS

	Presenting	Premier	Platinum	Gold
Prime Exhibitor Space (10x20)	✓			
Prime Exhibitor Space (10x10)		✓		
Exhibitor Space (10x10)			✓	
Product Placement at Entry Gates	✓	✓		
Banners	8	4	2	
Priority Banner Placement	✓	✓		
Logo on Directory Banner	✓	✓	✓	✓
Logo on Promotional Posters	✓	✓		
Social Media Spotlight	✓	✓	✓	✓
Logo/Link on Website	✓	✓	✓	✓
Boat Show Tickets	200	50	30	20
Logo on Boat Show Merchandise	✓			
Media and Interview Opportunities	✓			

PRESENTING

\$15,000

- Boat Show Exhibitor display space in a prime location. 10x20
- Presenting Sponsor of the event "2027 Wharf Boat & Yacht Show presented by *your company name*" Logo incorporated into the official boat show logo. Recognition as Presenting Sponsor in all marketing, advertising, PR and social efforts.
- Press Release announcing the new partnership.
- Logo prominently displayed on boat show digital exhibitor guide.
- Logo on sleeve of Official Boat Show merchandise sold in The Wharf Store.
- 8 official Boat Show shirts.
- Logo placed on Official Exhibitor Directory Banner (at each entrance).
- Product placement at entry gates.
- Logo displayed on boat show promotional items (digital/print).
- Incorporated into live TV interviews with media partner.
- Facebook Live updates brought to you by *your company name*.
- Specialized social media spotlight on Facebook/Instagram.
- 8 banners displayed throughout event venue (sponsor provides, we position).
- 200 boat show tickets to provide to your customers, VIPs guests, etc (\$4,000 value).
- Logo/web-links on Official Boat Show website year-round and included on all e-blasts.

PREMIER

\$5,000

- Premium Boat Show Exhibitor display space. 10x10.
- Product placement at each entry gates.
- 4 Premium banners throughout event space (sponsor provides, we position).
- Logo placed on Official Exhibitor Directory Banner (at each entrance).
- Logo included on promotional poster (print/digital).
- 50 Boat Show Tickets to provide to your owners, VIPs and future prospects. (\$1,000 value).
- Specialized social media spotlight on Facebook/Instagram.
- Year-round logo/web-link on Official WBS website.

PLATINUM

\$3,000

- Boat Show Exhibitor Display Space. 10x10.
- 2 Premium banners throughout event space (sponsor provides, we position).
- Logo placed on Official Exhibitor Directory Banner (at each entrance).
- 30 Boat Show Tickets to provide to your owners, VIPs and future prospects. (\$600 value).
- Specialized social media spotlight on Facebook/Instagram.
- Year-round logo/web-link on Official WBS website.

GOLD

\$1,500

- Logo placed on Official Exhibitor Directory Banner (at each entrance).
- Welcome post on Facebook/Instagram.
- 20 Boat Show Tickets to provide to your owners, VIPs and future prospects. (\$400 value)
- Year-round logo/web-link included on Official WBS website.

EXTENDED ADVERTISING + ADD ONS

- Additional banner in venue (sponsor provides, we position) - \$250
- Print Exhibitor Guides - "brought to you by *your company name*" - \$2,500
- Official Boat Show Koozies with co-branded logo (2500 total to be distributed at both entrance through-out the event) - \$4,000
- Presenter of The Little Guppies Scavenger Hunt - \$1,500
- Vendor Registration Sponsor - \$2,000
- Official Floral Partner - \$2,500 (in-kind or trade)
- Entry Gate Sponsor - \$3,000 each gate
- Official Vacation Rental Partner - \$5,000 (in-kind or trade)
- Official Bar Sponsor (3 locations) - \$6,000
- Official Outfitter (with logo included on apparel) - \$6,000

LOCK IT IN

Make your brand part of The
Wharf Boat & Yacht Show

Ready to join us for 2027?
Scan to secure your sponsorship.



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WharfBoatShow.com
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