



BoatLife Events

# 2024 Sponsor Packages





## About us

BoatLife Events has created a fantastic annual event that's for the entire boating community to come together and celebrate their love of life on (or in) the water.

It's the perfect opportunity to re-connect with colleagues and friends, stay up-to-date, explore and discover the boats, water sports, angling and equipment on show, including the latest and innovative models.

It's the only place in the UK to see over 200 boats under one roof, and meet exhibitors, experts and passionate professionals!



A photograph of a canal boat named 'THE ROSE' with people on board and on the bank. The boat is green and white, with the name 'THE ROSE' in gold letters on the side. Several people are sitting on the upper deck of the boat, and others are standing on the bank in the foreground. The scene is set in a canal with a stone wall in the background.

# BoatLife

## BoatLife Vision

### Community

BoatLife Show isn't just an annual event, we are building a community of people who have one thing in common, they love the water.

Protecting it, fishing in it, paddling, boating, sailing and sometimes living on it.

### Leisure Marine & Lifestyle

Making the water accessible for all who want to enjoy it.



## Show features

BoatLife 2023 was 30% bigger than its inaugural year. We had a variety of new features at the show...





A large indoor boat show with a high ceiling and many exhibition booths. In the foreground, a crowd of people is seen from behind, looking towards the show floor. To the left, a large white banner for 'Primal Tactical' with red lettering is visible. In the background, a tall white banner for 'ALCOOL' with blue and red text is prominent. Other banners include 'HUMMINBIRD' and 'ACTIVE OUTLET'. The scene is filled with people, some looking at displays, others talking. The overall atmosphere is busy and well-lit.

The biggest indoor boat show in the UK  
with over 200 boats under one roof.



## A year-round marketing platform

We offer something genuinely different and much more than a Boat Show, we offer an all-year-round digital marketing platform.

We believe the days of marketing for an event for only a few months a year are over. Events need to work harder to reach visitors and generate new leads for their exhibitors.





## Marketing Strategy

### DIGITAL FIRST

Digital weighted campaign driven by data and insights. Social media at the heart of the strategy to build engagement.

### PARTNERS

Marine partners, event organisers, sponsors. Ticket deals and content generation, which extends our reach.

### MARINE ADVERTISING PRINT AND DIGITAL

Magazine, boat portals targeted and creatively executed.

### NEW AUDIENCES

Highly targeted strategy to reach active lifestyles and the local community through PR, radio and advertising.

### VIDEO

High-end sharable content for social media. Bitesize and full-length commissioned by BoatLife.

### EXHIBITOR COLLABORATION

Working with every single exhibitor to promote the brand and show.



## Marketing the show

Marketing campaigns, on and offline help to promote the event  
increase the exposure of our partners.

- ✓ £160k spend on print and digital advertising in marine press
- ✓ Local radio and media
- ✓ Video content
- ✓ Facebook advertising
- ✓ Partnerships & influencers
- ✓ Media coverage
- ✓ Social media channels







# BoatLife

## Audience



A boating  
population of over 4  
million

An AB&C1 audience;  
typically high earners,  
business owners &  
professionals

A buying audience;  
high value purchases  
occur at boat Shows







# BoatLife

## The UK's largest indoor Boat Show

14,000 visitors

180 exhibitors

200+ boats



# Venue & Location

- First UK Marine event in the year to kick the season off
- Strong continuous digital and social media promotion
- A, B & C1 target audience
- Targeted Marketing focused on lead generation
- Boating enthusiasts, first time buyers, professional boaters
- RIBS, Tenders, Dinghys, yachts up to 50 feet,
- Leisure Boat, Inland Waterways, PWC's, Predator Fishing & UK Holiday sectors
- Located in the middle of the UK to maximise national reach

**nec**  
the**nec.co.uk**



Award winning catering:  
**AMADEUS**



## Biggest audience reach & great onsite attractions

- 75% of UK population within 3 hours drive
- 40% of UK population within 2 hours drive
- Over 2500 hotel rooms onsite
- Resorts World - Shopping, Casino, Restaurants, Bars, Spa, Cinema & more



## Easiest access for your visitors, exhibitors and contractors

- At the heart of the UK's motorway network: J6 of the M42 and just minutes from the M6 and M40
- Bespoke parking solutions for exhibitors
- Dedicated lorry parks for contractors
- 16,500 visitor car parking spaces



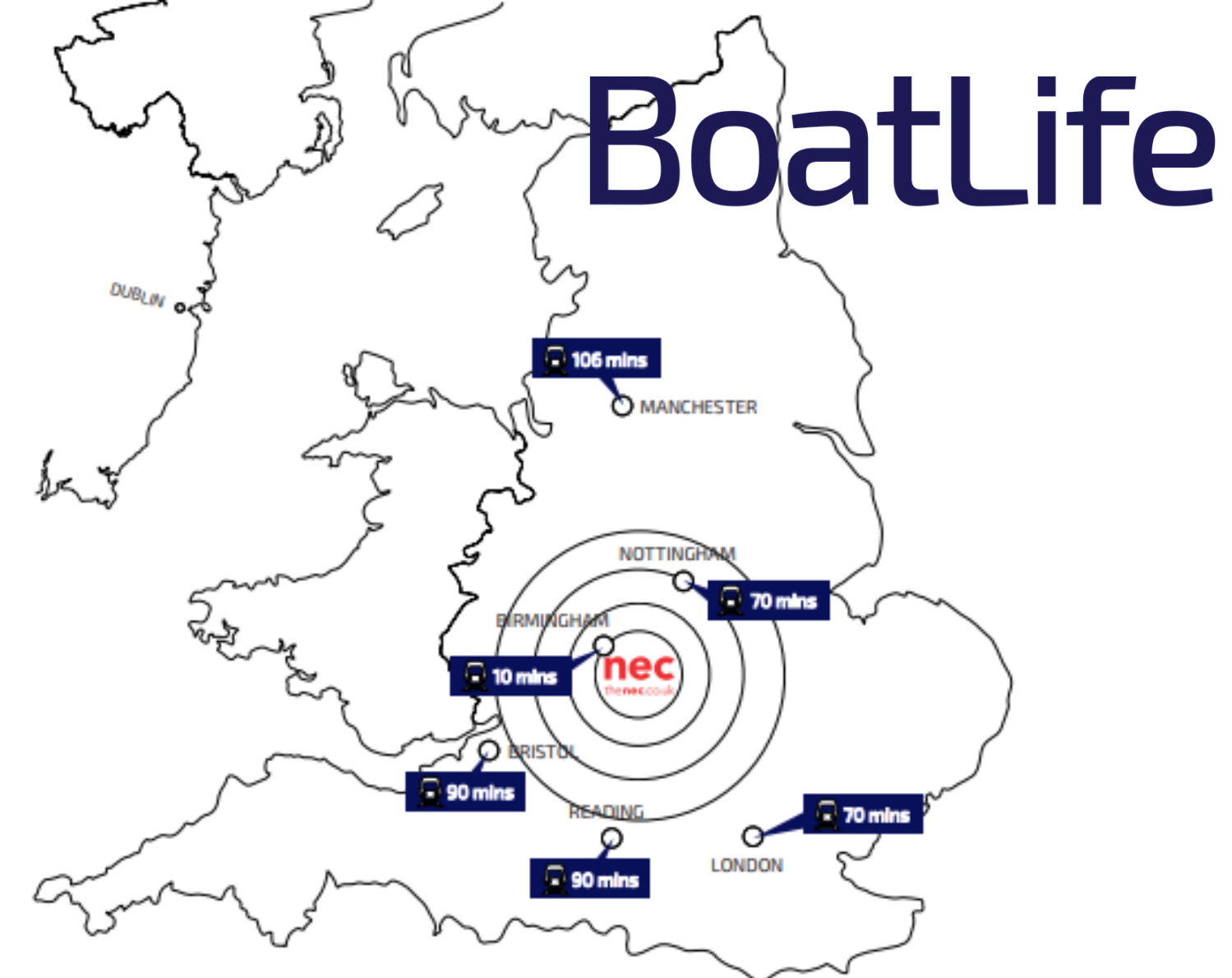
## Fastest rail connections

- Birmingham International train station on-site and just minutes from the halls
- 70 minutes to London Euston
- 106 minutes to Manchester
- Birmingham has more direct rail connections than any city in Europe - including 170 services to London daily
- HS2 planned to stop at Birmingham International



## Best access for international visitors

- The UK's only venue international airport on site
- Birmingham Airport
  - Connected to the NEC by a 90-second monorail, running every 2 minutes
  - 143 direct destinations, including North America, Middle East and Asia
  - Serves over 9.1 million passengers per year
  - Voted "Best UK Airport" by 'Which? Travel' members





# Big brands at BoatLife

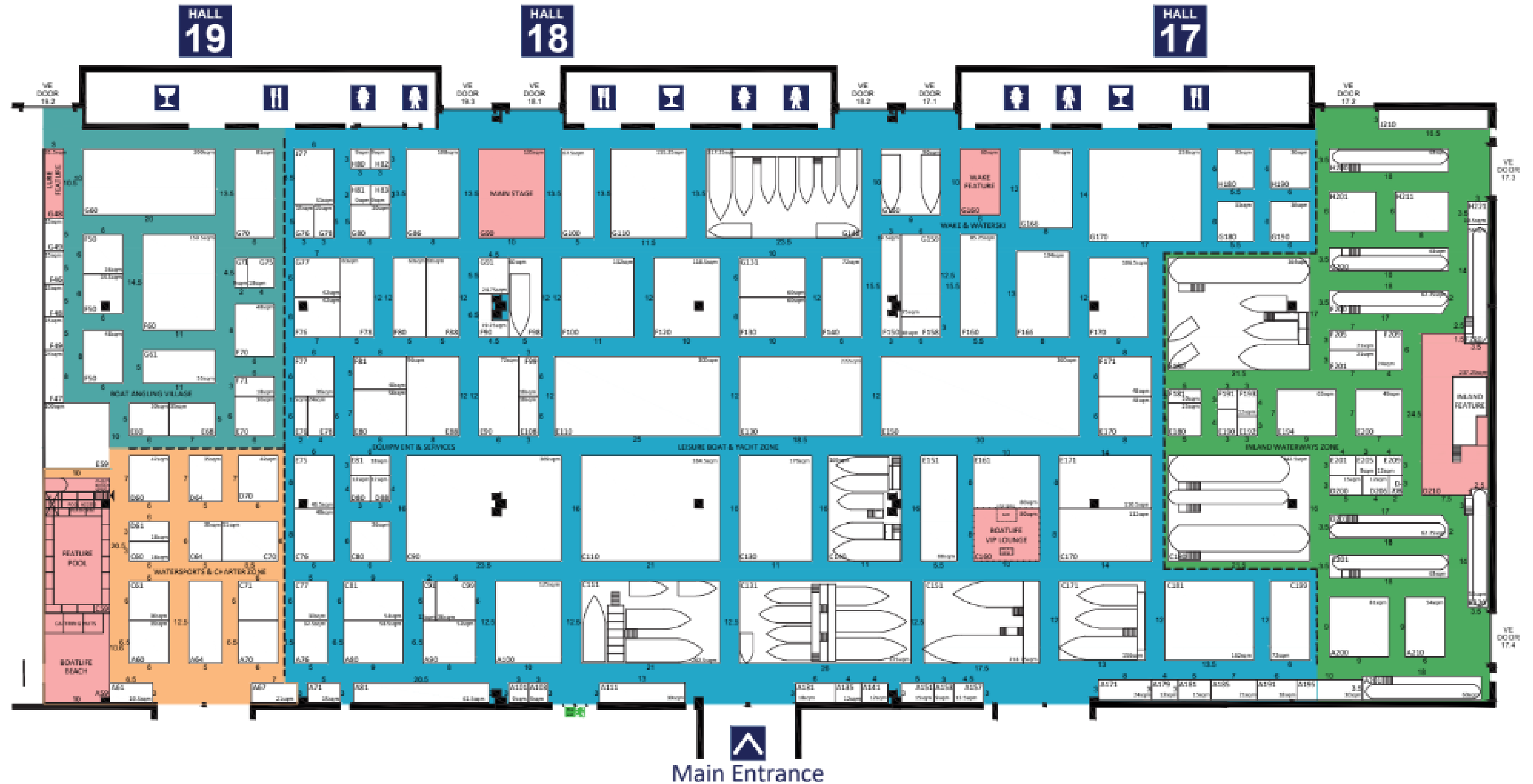
# BoatLife





# 2024 Floor Plan

# BoatLife





# 2023 Partners & Sponsors

# BoatLife





## Sponsorship Overview

- Feature in all promo videos
- Tagged or mentioned in Instagram reels
- Included in social media posts
- Included in print & digital ads
- Featured on show signage
- Mentioned by ambassadors
- Exposure through show media partners
- Radio/podcast mentions
- Featured in newsletters





## Sponsorship Opportunities

Automotive partner  
Stage  
Pool  
Zone sponsor

- Inland Feature
- Leisure Feature
- Fishing

Bar/Pub  
VIP Lounge  
Ticket



## SHOW FEATURE SPONSOR: £10k

(Features available - Main Stage, Activity Pool, Inland Pub)

Pre show assets to include:

- Naming rights of the feature in the form of: Elite Marinas XXX Feature
- News announcement to both consumer & trade via our media partners, visitor database and social media channels
- Inclusion within the main sponsors page on the BoatLife website & a separate company page with backlinks
- Inclusion within the show features page on the Boatlife website
- 1 pre show dedicated promotional piece, such as on location video, competition, interview or advert

In show assets to include:

- Graphic design of the feature to include Elite Dynamics branding
- Reception desk on or adjacent to the feature with Elite Dynamics graphic
- Feature promoted as the Elite Marinas XXX Feature across all digital and print show signage
- Feature highlighted on the show guide and You Are Here maps
- VIP Parking





## BOATLIFE PARTNER SPONSOR: £15k

Pre show assets to include:

- News announcement to both consumer & trade via our media partners, visitor database and social media channels
- Company logo to be included in the sponsors strip underneath the Boatlife logo across all digital & print media
- Inclusion within the main sponsors page on the BoatLife website & a separate company page with backlinks
- 3 pre show dedicated promotional pieces, such as on location video, competitions, interviews & adverts
- 100 complimentary tickets

In show assets to include:

- Branding in the entrance graphics with QR Code
- 15sqm of stand space
- Stand highlighted on the show guide and You Are Here maps
- On stand interview showcasing the brand for promotion within our onsite marketing and post-show distribution
- Inclusion within one of our 'Good Morning BoatLife' behind the scenes live videos
- Post show follow-up promotion, eg, Survey or competition for additional data collection
- VIP Parking



## ZONE SPONSOR: INLAND WATERWAYS £20k

Pre show assets to include:

- Naming rights of the zone in the form of: Elite Marinas Inland Waterways Zone
- News announcement to both consumer & trade via our media partners, visitor database and social media channels
- Company logo to be included in the sponsors strip underneath the Boatlife logo across all digital & print media
- Inclusion within the main sponsors page on the BoatLife website & a separate company page with backlinks
- 3 pre show dedicated promotional pieces, such as on location video, competitions, interviews & adverts
- 100 complimentary tickets

In show assets to include:

- Branding in the entrance graphics with QR Code
- 15sqm of stand space
- Stand highlighted on the show guide and You Are Here maps
- Floor tiles in the gangways of the zone to direct visitors to you and for brand exposure
- Zone promoted as the Elite Marinas Inland Waterways Zone across all digital and print show signage
- On stand interview showcasing the brand for promotion within our onsite marketing and post-show distribution
- Inclusion within one of our 'Good Morning BoatLife' behind the scenes live videos
- Post show follow-up promotion, eg, Survey or competition for additional data collection
- VIP Parking



## HEADLINE SPONSOR: £40k

Pre show assets to include:

- Composite logo creation incorporating the BoatLife & Elite Marinas logos to appear across all digital and print media
- BoatLife 2024 to be named Elite Marinas BoatLife 2024
- News announcement to both consumer & trade via our media partners, visitor database and social media channels
- Inclusion as the Headline sponsor on the main sponsors page on the BoatLife website & a separate company page with backlinks
- 4 pre show dedicated promotional pieces, such as on location video, competitions, interviews & adverts
- 200 complimentary tickets

In show assests to include:

- Branding in the entrance graphics with QR Code
- 25sqm of stand space
- Stand highlighted on the show guide and You Are Here maps
- On stand interview showcasing the brand for promotion within our onsite marketing and post-show distribution
- Inclusion within one of our 'Good Morning BoatLife' behind the scenes live videos
- Post show follow-up promotion, eg, Survey or competition for additional data collection
- VIP Parking





## Thank you for your time!

We hope you will join us in the growing BoatLife community, reaching those who want to begin their adventure on the water...

## Get in touch with us:

**Phone Number**

Add

**Email Address**

[info@boatlifeevents.com](mailto:info@boatlifeevents.com)

