



**SOUTHAMPTON  
INTERNATIONAL  
BOAT SHOW**

**13-22 SEPTEMBER 2024**

**BRITAIN'S BIGGEST ON WATER  
BOAT SHOW**

**JOIN US ONBOARD!**



YOUR ROUTE TO A UNIQUE,  
AFFLUENT AUDIENCE



# THE OPPORTUNITY

With exceptional **dwell time**, fantastic **experiential opportunities** and a suite of **unique assets**. Southampton International Boat Show offers access to excite a **high net worth audience** about your brand.

Click image for hyper lapse of the show!

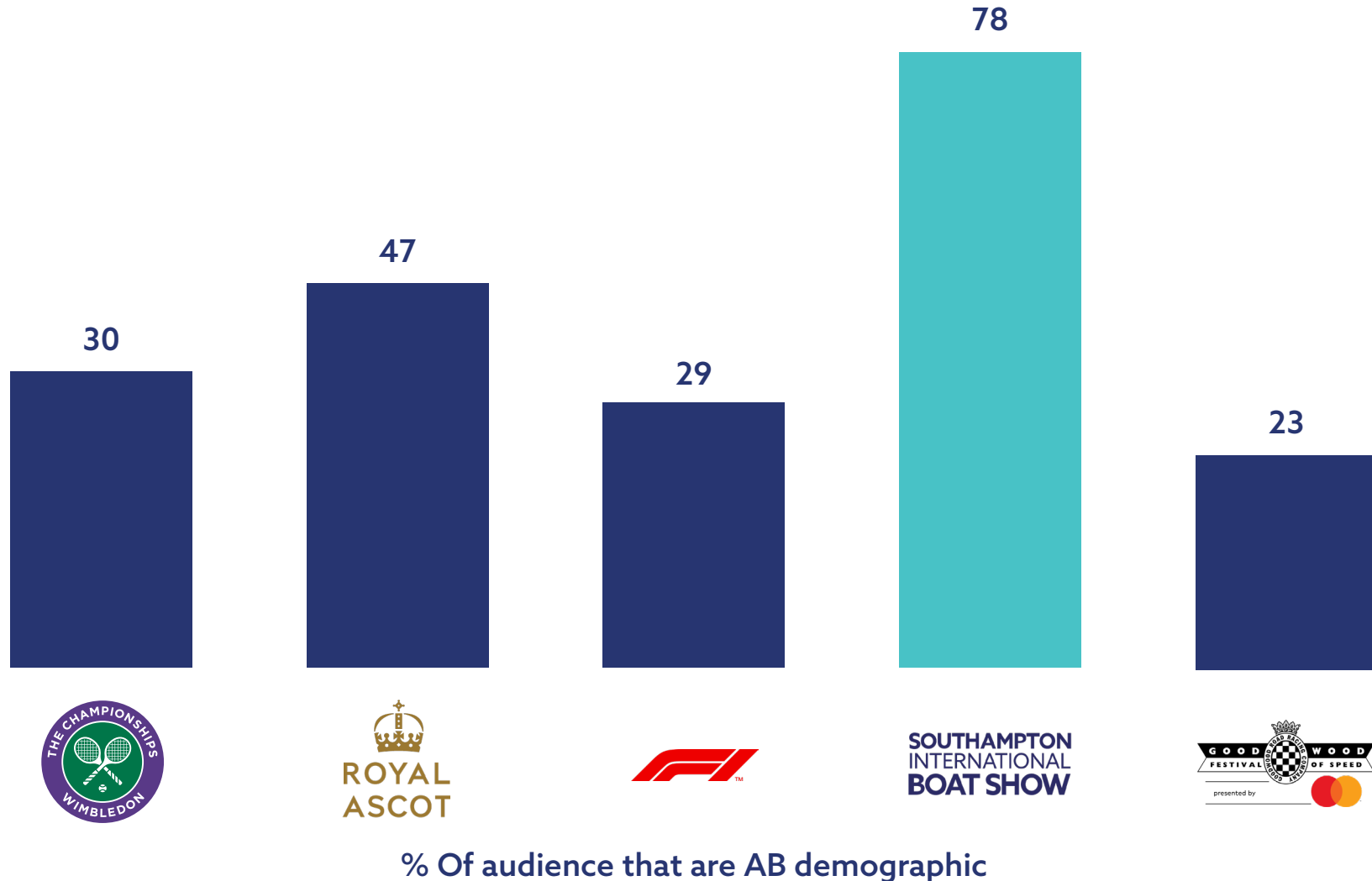
IN EXCESS OF  
£385M IS SPENT AT  
THE SHOW BY OUR  
VISITORS!

THEIR AVERAGE  
HOUSEHOLD  
INCOME IS  
£122,000



# JUST LOOK HOW WE COMPARE!

With one of the highest AB profiles of UK social and sporting events, Southampton International Boat Show is one of the most efficient routes to reaching wealthy individuals.





# BRITAIN'S BIGGEST FESTIVAL OF BOATING





# JUST ADD WATER!

Europe's largest on-water festival brings with it the prestige that will increase the perception of your brand. The 10 day show features everything the leisure marine industry has to offer. Ranging from paddle-boards to super-yachts.

- 70,000 sqm show ground
- 100,000+ visitors
- 685 individual stands and berths
- 167 UK, European and World Debuts
- 14,000+ visitors out on the water





# PR AND MARKETING

## Beyond the day

In addition to the sponsorship assets, brands can also benefit from extensive PR and marketing support.

From major publishers such as The Telegraph and MailOnline through to local titles and boating specialists, the PR expands our reach further than just the day itself.

**TOTAL PR REACH: 84,936,316**

Marketing campaigns in both online and offline channels not only help to promote the event but also increase the exposure of our partners.

**TOTAL ENGAGEMENTS  
THROUGH MARKETING: 113.4m**



# KEY STATISTICS



**326,000**

Website visitors  
between July and  
October 2023



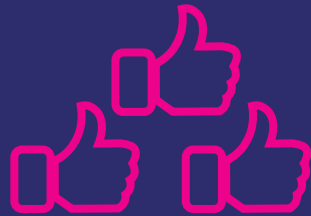
**35,000**

Social media  
followers



**70,000**

Visitor email  
database



**Over 2 million**

Social media  
engagement

**Southampton Boat Show**  
Posted by Hootsuite  
21 Sep · 🌐

Did you see [Captain Sandy Yawn](#) this morning? If not, don't worry the Below Deck Med Captain will be back on the Foredeck Stage on Sunday at 10:4... See more

👍❤️ 152      19 comments   4 shares

**Southampton Boat Show**  
Posted by Hootsuite  
23 Sep · 🌐

The final race of the UKOPRA season took place today. Before the race, the fleet paraded past the Southampton International Boat Show, ma... See more

👍❤️ 132      9 comments   20 shares



# DON'T JUST TAKE OUR WORD

"Southampton International Boat Show is the premier show for the UK and for Princess. This year, despite the weather, we've seen a record number of appointments made. The sunny weekend brought out the crowds in significant numbers. It's been very busy for us and a very successful show. British Marine has done a great job expanding the show and there's more to attract people than ever before. We will definitely be seeing you next year. Southampton International Boat Show is a marker in our calendar and long may it continue."



"This is probably our 30th plus boat show, it has been challenging because of the weather, but footfall has been fantastic, there has been a real buzz about the place and we look forward to being here again next year."



"We've been sponsoring The Beach Haven and Watersports Lake here at the show and it's been a fantastic event for us. It has been great to see so many families playing on the beach, enjoying an ice cream. We've met customers old and new. We've had two areas, here at the beach and over on The Yacht Harbour Association stand and have used the show as the main event to launch our new brands, our commercial brand, our specialist brand and to re-emphasise the Haven Knox-Johnston brand. It has been a great show and definitely thinking about coming next year."



"Another superbly organised show to enable us to connect with our clients both existing and new. We'll certainly be back in 2024 and would like to thank the British Marine Team for all their hard work in making the show what it is."



"Pleased to say as the week has gone on, with a little bit of sunshine, we've written business, the boats are standing up well, our clients come and see us and they enjoy the day. Southampton is still a very good show for us, in the past it's probably been one of the best shows for signing business worldwide, that's business done on the day. The final three days of the show have been pretty good, clients are positive, but there has been a slow down this year, but seeing a pickup with clients enquiries, so definitely people are positive."



"It was our first time as an exhibitor this year and we'll definitely be back. Thank you for the wonderful hospitality British Marine!"



# NEXT STEPS

1. Talk to us about your objectives and how will you measure success.
2. We will tailor your package to deliver on your objectives.
3. We will engage our audience about your brand, before, during and after the show.

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**13-22 SEPTEMBER 2024**



# SOUTHAMPTON INTERNATIONAL BOAT SHOW

13-22 SEPTEMBER 2024



**Simon Taylorson**  
Commercial Director  
Tel: 07706 328489



**Caroline Palmer (Carrie)**  
Sponsorship Event Manager  
Tel: 07717 663794

## GET IN TOUCH

[sponsorship@britishmarine.co.uk](mailto:sponsorship@britishmarine.co.uk)

[southamptonboatshow.com](http://southamptonboatshow.com)

# SOUTHAMPTON INTERNATIONAL BOAT SHOW

13-22 SEPTEMBER 2024



APPENDIX  
ASSETS REGISTER 2024





# MAIN SHOW ENTRANCE

## Boat show Chandlery Boutique - £25,000

Branded crowd barriers - £10,000

Main show entrance branding - From £15,000

Your brand in giant letters - £12,500

Inclusion in show map (back cover) - £3,500

Inclusion in show map - £2,500

Inclusion in show map (banner strip along bottom of A-Z) - £5,000

Ownership of 'You Are Here' boards (QR code) - £7,500

Branded uniforms (catering & information staff) - £tbc



**Your branding as a prominent feature at the entrance to the show - £75,000**

Artist impression of yacht design.

# WATERSPORTS ZONE

**Watersports zone sponsor (takeover) - £50,000**

**Branded Beach & Lake Takeover - £30,000**

Branded beach deckchairs - £tbc

Branded beach umbrellas - £tbc

Branded beach bar - £tbc

Branded feather flags - £tbc

Branded giant deckchairs - £tbc

Branded photo opportunity - £tbc





# DINGHY ZONE

**Dinghy zone sponsor (takeover) - £25,000**

Branded feather flags - £5,000

Branded zone entrance (pillars & flags) - £12,000

Branded zone wall wrap - £7,500

Giant branded floor stickers - £4,000



# CLASSIC & DAY BOAT ZONE

**Classic & Day Boat zone sponsor (takeover) - £15,000**

Branded zone entrance (pillars & flags) - £12,000

Branded feather flags - £3,000

Branded zone wall wrap- £7,500

Holiday Inn branding opportunity - £25,000



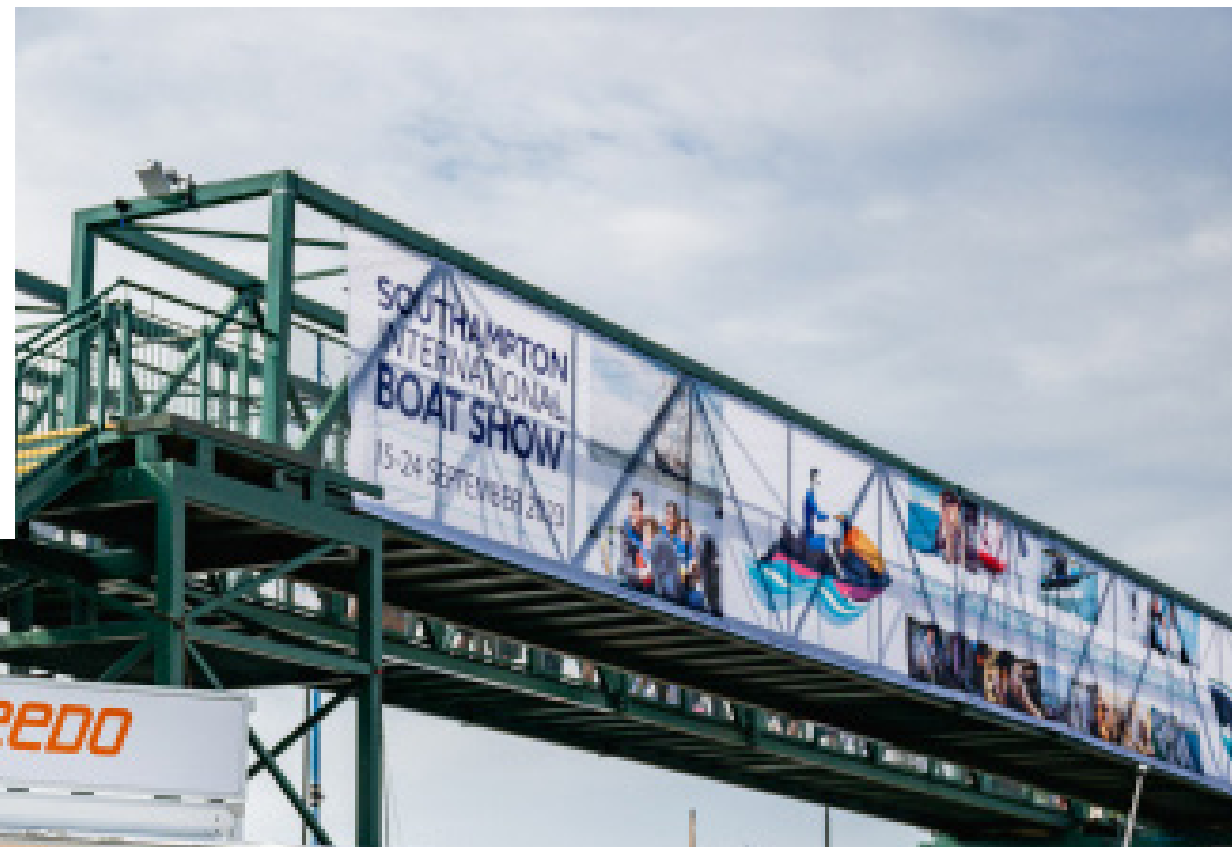
# ROAD BRIDGE OPPORTUNITIES

**Road bridge sponsor (takeover, full wrap) - £25,000**

Overhead branding opportunity - £5,000

Branding alongside of the bridge - £7,200

Roundabout product placement - £15,000



# MAYFLOWER PARK

**Mayflower park total takeover - £50,000**

Branded zone wall wrap - £7,500

Foredeck stage - £12,500

Ocean Hall roof branding - £25,000



# QUARTERDECK BAR & RESTAURANT

**Quarterdeck total takeover - £25,000**

VIP Bar inside Quarterdeck - £10,000

Branded mini bar inside Quarterdeck - £15,000

Branded bar staff uniform - £tbc

Branded entrance feather flags - £4,000

Branded structure (gable end) - £5,000

Official drinks partner - £/contra deal

Opportunity to exhibit inside Quarterdeck (2m x 2m stand) - £tbc



# QUAYSIDE CLUB

**Quayside total takeover - £25,000**

Branded bar/back wall - £7,500

Branded reception desk/back wall - £7,500

Branded staff uniform - £5,000

Branded structure - £7,500

Sponsorship of car park - £10,000

Official drinks partner - £12,500





# FOREDECK STAGE

£15,000

# SHIPYARD

Shipyard total takeover - £25,000

Branding on front structure (container) - £15,000

Branding on stage - £7,500

Umbrellas - £tbc

Beer mats - £tbc

Seating - £tbc

Feather flags - £4,000







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**FLOATING BAR**

**THE FLOATING BAR**

**NEW FOR 2024**

Total takeover of floating bar - £50,000

# MARINA

**Marina total takeover - £50,000**

Branded electrical - £10,000

Branded marina piles - £50,000

Official safety partner - £10,000

Get a Float sponsorship - £30,000

Try a Boat sponsorship - £30,000

**Marina bridge branding - overhead (all 3 bridges) - £13,500**

Marina bridge branding - sides Bridge 1 (nearest QD) - £10,000

Marina bridge branding - sides Bridge 2 (middle) - £10,000

Marina bridge branding - sides Bridge 3 - £10,000



# SITEWIDE OPPORTUNITIES

**Full naming rights - £tbc**

**Exclusive sector partnership - £tbc**

Accommodation partner - £35,000

Branded roller bladders who provide visitors info - £5,000

Branded water refill points - £50,000

Exhibitor party - £17,500

Official payment systems provider - £25,000

Sponsor Free Wifi for visitors - £25,000

**Large screens:**

x4 advertising opportunities

3 tiers starting from £1,995

**Inclusion in our show wrap:**

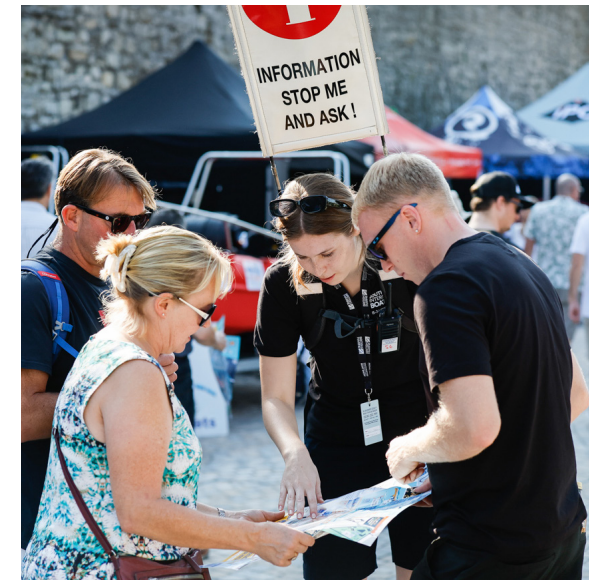
Show wrap space 1 - £6,000

Show wrap space 2 - £6,000

Show wrap space 3 - £6,000

Show wrap space 4 - £6,000

Show wrap space 5 - £6,000



**SOUTHAMPTON INTERNATIONAL BOAT SHOW**

15-24 SEPTEMBER 2023



**Come inside for Britain's biggest watersports festival**



# OTHER OPPORTUNITIES

Trade Tuesday - £15,000

British Marine member's lounge takeover - £12,500

## Digital Marketing Opportunties

Website homepage banner (limited availability) - £3,000

Inclusion in partners section - £3,000

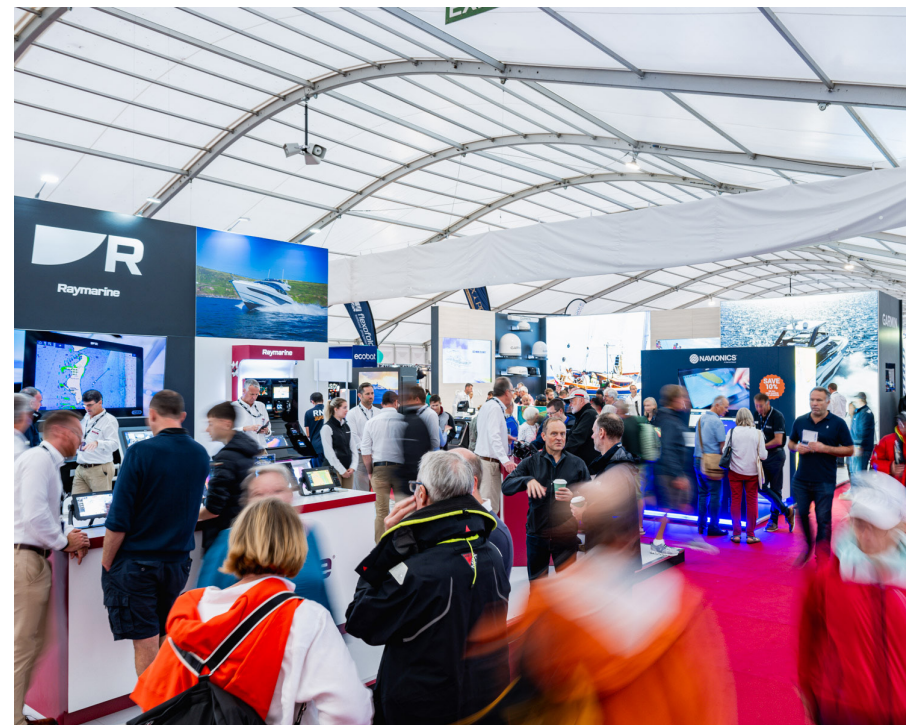
Exhibitor WhatsApp (limited availability) - £350

Eshot banner (limited availability) - £2,000

Solus email (limited availability) - £5,000

Show App Ownership - £20,000

Social Media Post (limited availability) - £600



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