

MARINE INDUSTRIES ASSOCIATION



PALM BEACH HOLIDAY BOAT PARADE



29th ANNUAL PALM BEACH HOLIDAY BOAT PARADE

SATURDAY, DECEMBER 2, 2023

SPONSORSHIP OPPORTUNITIES





ABOUT THE PALM BEACH HOLIDAY BOAT PARADE

On **Saturday, December 2, 2023**, the **Marine Industries Association of Palm Beach County (MIAPBC)** will once again bring holiday cheer to the Intracoastal Waterway (ICW) – from North Palm Beach to Jupiter – for the **29th Annual Palm Beach Holiday Boat Parade and Toy Drive**. Join us in watching dozens of festively decorated boats, led by a traveling fireworks display, and a special guest appearance by Santa Claus, as we light up the water for the brightest night of the year!

The Palm Beach Holiday Boat Parade (PBHBP) benefits two local toy drives, Toys for Tots and Little Smiles of South Florida. Last year, the event collected 14,229 toys! With your help, we hope to continue to collect thousands of new, unwrapped gifts for local children in need this holiday season.

There will be a “toy fleet” of boats traveling along the parade route that will make convenient dockside pickups during the parade. Wave a flashlight when you see a boat with a flashing amber beacon and toy drive signage, and uniformed Marines and volunteers will pull right up to your dock to collect your donations.

In the weeks leading up to and after the parade, Little Smiles of South Florida will deliver donation boxes to businesses throughout our community to help make toy donations as convenient as possible. If you would like to have your own box, or when your donation box becomes full, please contact the MIAPBC office at (561) 863-0012 and a Little Smiles representative will drop off a box or pick up the donations.

Thank you for your support.



PRESENTING SPONSOR

\$15,000

EXCLUSIVE:

- Company logo incorporated into the boat parade event logo.
- Company name will be included as “Presented by” on all event promotional materials.

TELEVISION:

- Company logo prominently displayed in all TV commercials.
- Company mentioned during the televised boat parade broadcast.

RADIO:

- Company mentioned and highlighted in all radio commercials.

Radio partners include:

- Hubbard Radio (97.9 WRMF, Sunny 107.9, 103.1 WIRK, and X102.3)
- iHeart Radio (KOOL 105.5, WILD 95.5, and The Gator 98.7)

PRINT:

- Company logo prominently displayed on all print ads in the major daily, weekly, and local neighborhood publications.
- Company logo prominently displayed on posters and rack cards distributed throughout the local market.
- Company logo prominent on sponsorship board at the Kickoff Party, Captain’s Meeting, VIP Viewing Party, and Awards Ceremony.
- Company logo on event shirts and ornaments.
- Company logo on banners displayed at the VIP Viewing Party and on the Grand Marshal boat.

DIGITAL:

- Recognition on the Palm Beach Holiday Boat Parade website with link.
- Inclusion in e-marketing campaigns, banner advertisements, and blog posts with hyperlink to company website.

SOCIAL MEDIA:

- Company will be mentioned throughout event social media campaign.
- Provide three (3) digital ads/media to be posted on Facebook and Instagram event pages.

PUBLIC RELATIONS:

- Sponsor will be mentioned in all press releases and will have speaking opportunities.

PARTNER BENEFITS:

- Company will receive category exclusivity.
- Corporate vessel entry in the PBHBP with prominent position.
- (25) Tickets to the PBHBP VIP Viewing Party.
- (8) Tickets to the Kickoff Party.
- Reserved table at the Awards Ceremony.
- (25) Palm Beach International Boat Show tickets.
- MIAPBC membership for three (3) years.
- Company will be provided a 10' x 10' tent at the VIP Viewing Party for promotions.
- Company logo projected at the VIP Viewing Party.
- Company mentioned in stage announcements at all VIP events.
- Opportunity to have one (1) representative from your company be an official Palm Beach Holiday Boat Parade judge.
- Opportunity to have inserts and/or promotional material in all Captain’s Buckets.
- Company logo included on the Palm Beach Holiday Boat Parade Awards.



ADMIRAL SPONSOR

\$10,000

TELEVISION:

- Company logo displayed in all TV commercials.
- Company mentioned during the televised boat parade broadcast.

RADIO:

- Company mentioned and highlighted in all radio commercials.

Radio partners include:

- Hubbard Radio (97.9 WRMF, Sunny 107.9, 103.1 WIRK, and X102.3)
- iHeart Radio (KOOL 105.5, WILD 95.5, and The Gator 98.7)

PRINT:

- Company logo displayed on all print ads in the major daily, weekly, and local neighborhood publications.
- Company logo displayed on posters and rack cards distributed throughout the local market.
- Company logo prominent on sponsorship board at the Kickoff Party, Captain's Meeting, VIP Viewing Party, and Awards Ceremony.
- Company logo prominent on event shirts.

DIGITAL:

- Recognition on the Palm Beach Holiday Boat Parade website with link.
- Inclusion in e-marketing campaigns, banner advertisements, and blog posts with hyperlink to company website.

SOCIAL MEDIA:

- Company will be mentioned throughout event social media campaign.
- Provide two (2) digital ads/media to be posted on Facebook and Instagram event pages.



PUBLIC RELATIONS:

- Sponsor will be mentioned in all press releases.

PARTNER BENEFITS:

- Corporate vessel entry in the PBHBP with prominent position.
- (20) Tickets to the PBHBP VIP Viewing Party.
- (6) Tickets to the Kickoff Party.
- (6) Tickets to the Awards Ceremony.
- (20) Palm Beach International Boat Show (PBIBS) tickets.
- MIAPBC membership for one (1) year.
- Company mentioned in stage announcements at all VIP events.
- Company logo projected at the VIP Viewing Party.
- Opportunity to have inserts and/or promotional material in all Captain's Buckets.
- Provide a 6' x 3' banner to be displayed at the VIP Viewing Party.



VIP VIEWING PARTY HOSPITALITY SPONSOR

JUDGING SPONSOR

(1 OPPORTUNITY EACH)

\$5,000

EXCLUSIVE:

- Each sponsor area will have banners with company logo.

TELEVISION:

- Company logo displayed in all TV commercials.
- Company mentioned during the televised boat parade broadcast.

RADIO:

- Company mentioned and highlighted in all radio commercials.

Radio partners include:

- Hubbard Radio (97.9 WRMF, Sunny 107.9, 103.1 WIRK, and X102.3)
- iHeart Radio (KOOL 105.5, WILD 95.5, and The Gator 98.7)

PRINT:

- Company logo prominent on the VIP Viewing Party invitations.
- Company logo displayed on all print ads in the major daily, weekly, and local neighborhood publications.
- Company logo displayed on posters and rack cards distributed throughout the local market.
- Company logo prominent on sponsorship board at the Kickoff Party, Captain's Meeting, VIP Viewing Party, and Awards Ceremony.
- Company logo prominent on event shirts.

DIGITAL:

- Recognition on the Palm Beach Holiday Boat Parade website with link.
- Inclusion in e-marketing campaigns, banner advertisements, and blog posts with hyperlink to company website.

SOCIAL MEDIA:

- Company will be mentioned throughout event social media campaign.
- Provide one (1) digital ad/media to be posted on Facebook and Instagram event pages.

PUBLIC RELATIONS:

- Sponsor will be mentioned in all press releases.

PARTNER BENEFITS:

- Company will receive category exclusivity (Hospitality **or** Judging).
- Corporate vessel entry in the PBHBP with prominent position.
- (15) Tickets to the VIP Viewing Party.
- (6) Tickets to the Kickoff Party.
- (6) Tickets to the Awards Ceremony.
- (15) Palm Beach International Boat Show tickets.
- MIAPBC membership for one (1) year.
- Company will be provided a 10' x 10' tent at the VIP Viewing Party for promotions.
- Company mentioned in stage announcements at all VIP events.
- Opportunity to have one (1) representative from your company be an official Palm Beach Holiday Boat Parade judge.
- Company logo projected at the VIP Viewing Party.
- Opportunity to have inserts and/or promotional material in all Captain's Buckets.



AWARDS SPONSOR

\$5,000

EXCLUSIVE:

- Company logo on event awards distributed to winners at the Awards Ceremony.
- Table for promotions at the Awards Ceremony.

TELEVISION:

- Company logo displayed in all TV commercials.
- Company mentioned during the televised boat parade broadcast.

RADIO:

- Company mentioned and highlighted in all radio commercials.

Radio partners include:

- Hubbard Radio (97.9 WRMF, Sunny 107.9, 103.1 WIRK, and X102.3)
- iHeart Radio (KOOL 105.5, WILD 95.5, and The Gator 98.7)

PRINT:

- Company logo displayed on all print ads in the major daily, weekly, and local neighborhood publications.
- Company logo displayed on posters and rack cards distributed throughout the local market.
- Company logo prominent on sponsorship board at the Kickoff Party, Captain's Meeting, VIP Viewing Party, and Awards Ceremony.
- Company logo prominent on event shirts.

DIGITAL:

- Recognition on the Palm Beach Holiday Boat Parade website with link.
- Inclusion in e-marketing campaigns, banner advertisements, and blog posts with hyperlink to company website.



SOCIAL MEDIA:

- Company will be mentioned throughout event social media campaign.
- Provide one (1) digital ad/media to be posted on Facebook and Instagram event pages.

PUBLIC RELATIONS:

- Sponsor will be mentioned in all press releases.

PARTNER BENEFITS:

- Company will receive category exclusivity.
- Corporate vessel entry in the PBHBP with prominent position.
- (15) Tickets to the VIP Viewing Party.
- (6) Tickets to the Kickoff Party.
- Reserved table at the Awards Ceremony.
- (15) Palm Beach International Boat Show tickets.
- MIAPBC membership for one (1) year.
- Company mentioned in announcements at all VIP events.
- Company logo projected at the VIP Viewing Party.
- Opportunity to have inserts and/or promotional material in all Captain's Buckets.
- Provide a 6' x 3' banner to be displayed at the VIP Viewing Party.



FIREWORKS DESTINATION SPONSOR

\$5,000

TELEVISION:

- Company logo displayed in all TV commercials.
- Company mentioned during the televised boat parade broadcast.

RADIO:

- Company mentioned and highlighted in all radio commercials.

Radio partners include:

- Hubbard Radio (97.9 WRMF, Sunny 107.9, 103.1 WIRK, and X102.3)
- iHeart Radio (KOOL 105.5, WILD 95.5, and The Gator 98.7)

PRINT:

- Company logo displayed on all print ads in the major daily, weekly, and local neighborhood publications.
- Company logo displayed on posters and rack cards distributed throughout the local market.
- Company logo prominent on sponsorship board at the Kickoff Party, Captain's Meeting, VIP Viewing Party, and Awards Ceremony.
- Company logo prominent on event shirts.

DIGITAL:

- Recognition on the Palm Beach Holiday Boat Parade website with link.
- Inclusion in e-marketing campaigns, banner advertisements, and blog posts with hyperlink to company website.

SOCIAL MEDIA:

- Company will be mentioned throughout event social media campaign.
- Provide one (1) digital ad/media to be posted on Facebook and Instagram event pages.

PUBLIC RELATIONS:

- Sponsor will be mentioned in all press releases.

PARTNER BENEFITS:

- Extended fireworks display in front of your business along the boat parade route.
- Corporate vessel entry in the PBHBP with prominent position.
- (15) Tickets to the PBHBP VIP Viewing Party.
- (6) Tickets to the Kickoff Party.
- (6) Tickets to the Awards Ceremony.
- (15) Palm Beach International Boat Show tickets.
- MIAPBC membership for one (1) year.
- Company mentioned in stage announcements at all VIP events.
- Company logo projected at the VIP Viewing Party.
- Opportunity to have inserts and/or promotional material in all Captain's Buckets.
- Provide a 6' x 3' banner to be displayed at the VIP Viewing Party.



SHIRT SPONSOR

\$4,000

EXCLUSIVE:

- Logo prominently displayed on event shirt/sleeve (300).

PRINT:

- Company logo displayed on all print ads in the major daily, weekly, and local neighborhood publications.
- Company logo displayed on posters and rack cards distributed throughout the local market.
- Company logo prominent on sponsorship board at VIP events.

DIGITAL:

- Recognition on the Palm Beach Holiday Boat Parade website with hyperlink.
- Inclusion in e-marketing campaigns, banner advertisements, and blog posts with hyperlink to company website.

SOCIAL MEDIA:

- Company will be mentioned throughout event social media campaign.
- Provide one (1) digital ad/media to be posted on Facebook and Instagram event pages.



PARTNER BENEFITS:

- Corporate vessel entry in the PBHBP with prominent position.
- (12) Tickets to the PBHBP VIP Viewing Party.
- (4) Tickets to the Kickoff Party.
- (4) Tickets to the Awards Ceremony.
- (12) Palm Beach International Boat Show tickets.
- MIAPBC membership for one (1) year.
- Company mentioned in stage announcements at all VIP events.
- Company logo projected at the VIP Viewing Party.
- Opportunity to have inserts and/or promotional material in all Captain's Buckets.
- Provide a 6' x 3' banner to be displayed at the VIP Viewing Party.

VALET SPONSOR

PHOTO BOOTH SPONSOR

(1 OPPORTUNITY EACH)

\$3,000

EXCLUSIVE TO VALET SPONSOR:

- Logo prominently displayed at the valet station.

EXCLUSIVE TO PHOTO BOOTH SPONSOR:

- Logo on all print and digital photos at the VIP Viewing Party photo booth.

PRINT:

- Company logo displayed on all print ads in the major daily, weekly, and local neighborhood publications.
- Company logo displayed on posters and rack cards distributed throughout the local market.
- Company logo prominent on sponsorship board at VIP events.
- Company logo on event shirt.

DIGITAL:

- Recognition on the Palm Beach Holiday Boat Parade website with hyperlink.
- Inclusion in e-marketing campaigns, banner advertisements, and blog posts with hyperlink to company website.



SOCIAL MEDIA:

- Company will be mentioned throughout event social media campaign.
- Provide one (1) digital ad/media to be posted on Facebook and Instagram event pages.

PARTNER BENEFITS:

- Corporate vessel entry in the PBHBP with prominent position.
- (10) Tickets to the PBHBP VIP Viewing Party.
- (4) Tickets to the Kickoff Party.
- (4) Tickets to the Awards Ceremony.
- (10) Palm Beach International Boat Show tickets.
- MIAPBC membership for one (1) year.
- Company mentioned in stage announcements at all VIP events.
- Company logo projected at the VIP Viewing Party.
- Opportunity to have inserts and/or promotional material in all Captain's Buckets.
- Provide a 6' x 3' banner to be displayed at the VIP Viewing Party.



CAPTAIN SPONSOR

\$2,500

PRINT:

- Company logo displayed on all print ads in the major daily, weekly, and local neighborhood publications.
- Company logo displayed on posters and rack cards distributed throughout the local market.
- Company logo on sponsor board at VIP events.
- Company logo on event shirt.

DIGITAL:

- Recognition on the Palm Beach Holiday Boat Parade website with hyperlink.

SOCIAL MEDIA:

- Company will be mentioned throughout event social media campaign.

PARTNER BENEFITS:

- Corporate vessel entry in the PBHBP with prominent position.
- (10) Tickets to the PBHBP VIP Viewing Party.
- (4) Tickets to the Kickoff Party.
- (4) Tickets to the Awards Ceremony.
- (10) Palm Beach International Boat Show tickets.
- Company logo projected at the VIP Viewing Party.
- Opportunity to have inserts and/or promotional material in all Captain's Buckets.
- Provide a 6' x 3' banner to be displayed at the VIP Viewing Party.

FIRST MATE SPONSOR

\$1,000

PRINT:

- Company logo on sponsor board at VIP events.

DIGITAL:

- Company logo on the Palm Beach Holiday Boat Parade website.

SOCIAL MEDIA:

- Company will be tagged on social media.

PARTNER BENEFITS:

- Corporate vessel entry in the PBHBP.
- (6) Tickets to the PBHBP VIP Viewing Party.
- (2) Tickets to the Kickoff Party.
- (2) Tickets to the Awards Ceremony.
- (6) Palm Beach International Boat Show tickets.
- Company logo projected at the VIP Viewing Party.
- Opportunity to have inserts and/or promotional material in all Captain's Buckets.
- Provide a 6' x 3' banner to be displayed at the VIP Viewing Party.



BOSUN SPONSOR

\$500

PRINT:

- Company logo on sponsor board at VIP events.

DIGITAL:

- Company logo or listing on the Palm Beach Holiday Boat Parade website.

SOCIAL MEDIA:

- Company will be tagged on social media with logo.

PARTNER BENEFITS:

- Corporate vessel entry in the PBHBP.
- (4) Tickets to the PBHBP VIP Viewing Party.
- (2) Tickets to the Kickoff Party.
- (2) Tickets to the Awards Ceremony.
- (4) Palm Beach International Boat Show tickets.
- Opportunity to have inserts and/or promotional material in all Captain's Buckets.
- Provide a 6' x 3' banner to be displayed at the VIP Viewing Party.

EXCLUSIVE IN-KIND SPONSORSHIPS

THESE SPONSORS WILL RECEIVE THE BENEFITS LISTED UNDER THE FIREWORKS DESTINATION SPONSOR:

KICKOFF PARTY SPONSOR: AVAILABLE

CAPTAIN'S MEETING SPONSOR: SOLD

VIP VIEWING PARTY SPONSOR: SOLD

AWARDS PARTY SPONSOR: SOLD





Little Smiles

**Helping Kids Be Kids
During Difficult Times**



**For more information about the
Palm Beach Holiday Boat Parade Sponsorship,
call (561) 863-0012 or email info@marinepbc.org.**

palmbeachboatparade.com

Photography courtesy of Sean Paul, Leonard Bryant Photography, and Susan Speaks McGirt.