



*Presented by:*

**LESSING'S**  
HOSPITALITY GROUP



## **PALM BEACH HOLIDAY BOAT PARADE**

SATURDAY, DECEMBER 6, 2025

## **SPONSORSHIP OPPORTUNITIES**





CELEBRATE THE SEASON ON THE WATER - PALM BEACH STYLE!

Mark your calendars for **Saturday, December 6, 2025**, when the **Marine Industries Association of Palm Beach County (MIAPBC)** sets the Intracoastal Waterway aglow with the **31st Annual Palm Beach Holiday Boat Parade and Toy Drive**. From North Palm Beach to Jupiter, this beloved local tradition brings a dazzling display of holiday spirit to our shores.

Experience the magic as a spectacular flotilla of holiday-themed boats – led by a traveling fireworks show and a jolly visit from Santa himself – cruise the waterway in a night full of lights, music, and cheer.

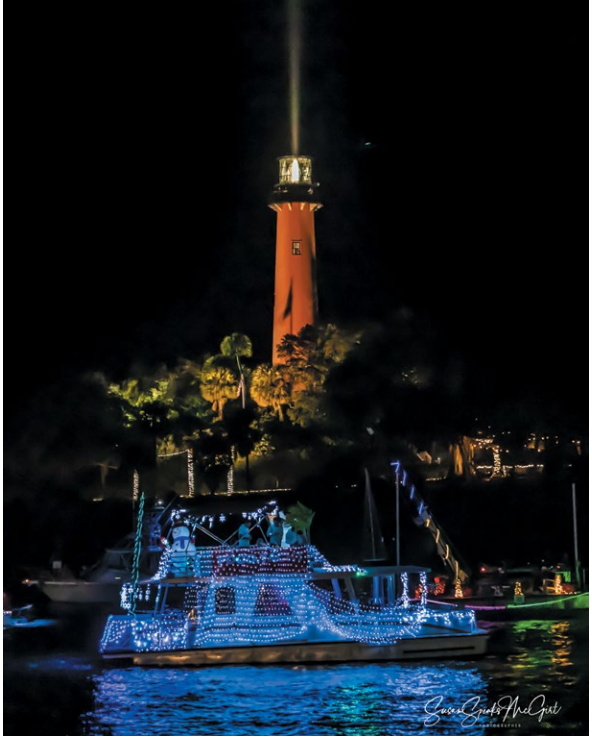
More than just a beautiful parade, this event supports **Toys for Tots** and **Little Smiles of South Florida**, two incredible organizations bringing joy to children during the holidays. Thanks to our generous community, we collected more than **14,000 toys** last year – and we’re aiming even higher this season!

As the parade passes by, keep an eye out for boats with a flashing amber beacon and toy drive signage. These special “toy fleet” vessels will pull right up to docks along the route to collect your new, unwrapped toy donations. Just shine a flashlight to signal them!



You can also contribute throughout the season. **Little Smiles** will be placing toy donation boxes at local businesses before the parade. Want a box for your office, shop, or community space? Need a full box picked up? Simply call **(561) 863-0012**, and the team will take care of the rest.

Thank you  
for helping us spread light,  
joy, and generosity!



PRESENTING SPONSOR  
SOLD

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.

PRINT:

- Company logo prominently displayed on all print ads.
- 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.

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 (PBIBS) tickets.
- MIAPBC membership for three (3) years.
- 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.
- 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 mentioned during the televised boat parade broadcast.

### RADIO:

- Company mentioned and highlighted in all radio commercials.

### PRINT:

- Company logo displayed on all print ads.
- 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.
- 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

**\$5,000**

### EXCLUSIVE:

- Each sponsor area will have banners with company logo.

### RADIO:

- Company mentioned and highlighted in all radio commercials.

### PRINT:

- Company logo prominent on the VIP Viewing Party invitations.
- Company logo displayed on all print ads.
- 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 (PBIBS) 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.
- 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.

**RADIO:**

- Company mentioned and highlighted in all radio commercials.

**PRINT:**

- Company logo displayed on all print ads.
- 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 (PBIBS) tickets.
- MIAPBC membership for one (1) year.
- Company mentioned in announcements at all VIP events.
- 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

**RADIO:**

- Company mentioned and highlighted in all radio commercials.

**PRINT:**

- Company logo displayed on all print ads.
- 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 (PBIBS) tickets.
- MIAPBC membership for one (1) year.
- Company mentioned in stage announcements at all VIP events.
- 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

**SOLD**

### EXCLUSIVE:

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

### PRINT:

- Company logo displayed on all print ads.
- 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 (PBIBS) tickets.
- MIAPBC membership for one (1) year.
- Company mentioned in stage announcements at all VIP events.
- 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.



**FERREIRA**



**SAFE HARBOR**  
MARINAS

## VALET SPONSOR & PHOTO BOOTH SPONSOR

**SOLD**

### 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.
- 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 (PBIBS) tickets.
- MIAPBC membership for one (1) year.
- Company mentioned in stage announcements at all VIP events.
- 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.
- 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 (PBIBS) 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.



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 (PBIBS) 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.

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 (PBIBS) 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: **SOLD**



CAPTAIN'S MEETING SPONSOR: **SOLD**



VIP VIEWING PARTY SPONSOR: **SOLD**

The CLUBHOUSE  
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](mailto:info@marinepbc.org).

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

Photography courtesy of Sean Paul, Tom Serio, and Susan Speaks McGirt.

