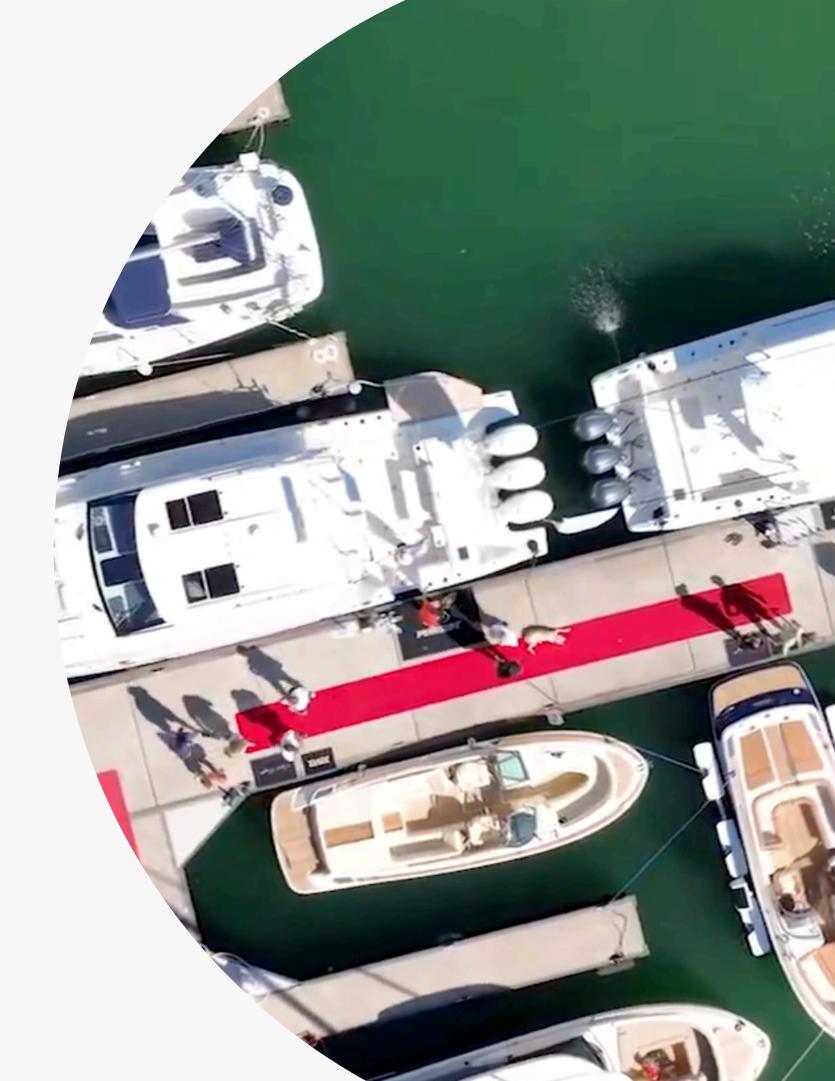


WELCOME TO THE SAUSALITO BOAT SHOW

YEAR 3: MORE BOATS, MORE MOMENTUM

The Sausalito Boat Show is more than an event—it's a waterfront celebration that's fast becoming a Bay Area staple. In just two years, we've grown from a grassroots gathering to a real boat show, drawing attendees with top-tier boats, quality exhibitors, live music, and great food. Set against Sausalito's iconic shoreline, we're cultivating something special—a must-attend for boaters, buyers, and brands.





California boasts 840 miles of coastline, plus major inland waterways like the San Francisco Bay, Sacramento Delta, and Lake Tahoe. This supports a high density of marinas and boating activity.

California ranks top-tier for boat registrations— estimated at 700k registered boats statewide.

- 7.7M Bay Area residents
- Sausalito: \$194k average income
- Marin County: Wealthy boat lovers, 1 boat per 15 residents
- \$1.2B CA marine market

WHY EXHIBIT?

- Showcase Your Brand in a dynamic, inclusive setting, tapping into Sausalito's vibrant maritime community.
- Premier Event featuring top Bay Area boat dealers and marine businesses, attracting a diverse audience of enthusiasts and industry professionals.
- Strong Growth & Trust Now in its 3rd year and expanding, with city-backed support emphasizing Sausalito's rich maritime heritage.
- Extensive Marketing & Exposure Leverage high-impact promotions and networking opportunities to connect with customers and industry leaders.
- Engaging Onsite Experience Beyond boats!
 Enjoy live music, art exhibits, local cuisine,
 expert seminars, and family-friendly activities
 to maximize visitor interaction.



CONNECT





ENGAGE

OUR REACH

MAXIMIZING VISIBILITY
ACROSS PLATFORMS

SOCIAL

60k reached on social during 2024 show promotion

RADIO

8,695,643 total radio audience

PRINT + DIGITAL

1,415,307 total online + print audience

INFLUENCER MARKETING

62k engaged through influencer marketing

A BIGGER VISION FOR BOATING

As a grassroots maritime organization, we are cultivating a growing community of boating enthusiasts through strategic outreach. The Sausalito Boat Show reaches a wide audience with a powerful mix of web, social media, print, TV, and radio promotion.

Our expanding reach and dedicated campaigns drive strong engagement from industry professionals and waterfront lifestyle seekers, fostering a thriving and connected boating culture.

RATES

STANDARD BOOTH:

Secure your booth and be a part of dynamic waterfront event on the rise.

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			RP

\$1,150 \$1,350

CORNER BOOTH: \$1,250 \$1,450

BULK SPACE: \$7/sq. foot \$8/sq. foot

IN-WATER: \$34/LF \$39/LF

MULTIHULL: \$45/LF \$50/LF

Reserve your booth space and pay 50% deposit by May 31st to lock in Early Bird Pricing. Multi-boat Discount of 5% for brokers or dealers bringing 3 or more boats.







REGULAR RATE



If you're interested in sponsorship opportunities that include booth space, visit www.sausalitoboatshow.com/sponsor or email sausalitoboatshow@gmail.com for more details.

JOIN US



www.sausalitoboatshow.com

Contact our sales team to reserve your space



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