



EXHIBIT

REACH THE BAY AREA'S BOATING COMMUNITY

SEPTEMBER 19-21 | CLIPPER YACHT HARBOR, SAUSALITO, CA

www.sausalitoboatshow.com

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.

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A photograph of the Golden Gate Bridge in San Francisco, California, taken at sunset. The bridge's iconic red-orange structure is silhouetted against a sky with soft orange and yellow clouds. The bridge spans the water, with hills visible in the background.

THE BAY AREA MARKET

GROW YOUR BRAND IN THE HEART OF THE WEST COAST BOATING MARKETING

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

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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.

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CONNECT

GROW



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

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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

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

STANDARD BOOTH:

CORNER BOOTH:

BULK SPACE:

IN-WATER:

MULTIHULL:

EARLY BIRD

\$1,150

\$1,250

\$7/sq. foot

\$34/LF

\$45/LF

REGULAR RATE

\$1,350

\$1,450

\$8/sq. foot

\$39/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.



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

JOIN US



www.sausalitobootshow.com

**Contact our sales team to
reserve your space**



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