



# EXHIBIT

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REACH THE BAY AREA'S BOATING COMMUNITY

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

[www.sausalitoboatshow.com](http://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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# THE BAY AREA MARKET

## GROW YOUR BRAND IN THE HEART OF THE WEST COAST BOATING MARKET

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.*

<b>STANDARD BOOTH:</b>	<b>\$1,095</b>
<b>CORNER BOOTH:</b>	<b>\$1,195</b>
<b>BULK SPACE:</b>	<b>\$6.50/per sq. foot</b>
<b>IN-WATER:</b>	<b>\$30.50LF</b>
<b>MULTIHULL:</b>	<b>\$45LF</b>

**"Alone, we can do  
so little; together,  
we can do so much."  
– Helen Keller**



***If you're interested in sponsorship opportunities that include booth space, visit  
[www.sausalitobootshow.com/sponsor](http://www.sausalitobootshow.com/sponsor) or email [sausalitobootshow@gmail.com](mailto:sausalitobootshow@gmail.com) for more details.***



# JOIN US



[www.sausalitoboatshow.com](http://www.sausalitoboatshow.com)

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



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