



Boating Ontario Conference

**28 - 30
NOVEMBER
2022**

Increase your brand exposure within the boating industry with our exhibitor and sponsorship opportunities

SPONSORSHIP OPPORTUNITIES

WELCOME



WE INVITE YOU TO JOIN US IN HUNTSVILLE
FOR THE BOATING ONTARIO
2022 ANNUAL CONFERENCE.
NOVEMBER 28-30, AT DEERHURST RESORT.



Here's How You Can Get Involved

As a provincial association with tourism and environmental impact, Boating Ontario is the only boating association exclusively dedicated to marinas, boat manufacturers, marine maintenance and the many companies that supply them.

Sponsorships are a unique and innovative way to grab the attention of Boating Ontario members. There are a wide variety of sponsorships available to meet your marketing objectives and budget! Watch for the **NEW** opportunities.

Exhibiting and/or sponsoring at our Conference gives your company maximum exposure to key decision-makers in the marina industry. These are effective ways to showcase your products and/or services.

This is the perfect opportunity to discuss new products, and materials, hand out samples and create new laneways to better business opportunities. We welcome discussions with your company regarding sponsorship and we look forward to your attendance and participation at the Conference.

MAXIMIZE THE
EXPOSURE OF
YOUR BRAND IN
THE BOATING
INDUSTRY.

BECOME A
SPONSOR.

SPONSOR LEVEL RECOGNITION

DIAMOND LEVEL RECOGNITION \$5500

GOLD LEVEL RECOGNITION \$3000

SILVER LEVEL RECOGNITION \$1750

BRONZE LEVEL RECOGNITION \$1000



DEERHURST RESORT MUSKOKA

Embracing Peninsula Lake, Deerhurst Resort is your year-round retreat for a Muskoka vacation or getaway to Ontario's famous "cottage country". Ideal for fun-filled family vacations, year-round getaways and group meetings.



Book soon to guarantee your delegate pricing and availability as space is limited. All delegates can take advantage of discounted room rates for up to 3 days before, and after the conference.



Why Exhibit?

AWARENESS - Ensure that Boating Ontario members remember your company name and products by keeping your name and products in front of them at all times.

EDUCATE - Take advantage of hands-on access at your exhibit booth to educate and engage with attendees.

INFLUENCE - Attendees have significant purchase power with supplies, products and services. Raise the profile of your organization within the recreational boating industry.

NETWORK - Collaborate, enhance relationships and network with like-minded boating professionals.

What to Expect

“The BOATS event is a great way to catch up with existing delegates and to connect with new delegates about our products and program.”

~Chad Rogers, Crown Battery

Interact and engage with delegates from 5 - 9:30pm at the BOATS Tradeshow, Monday evening.

Taking exhibits to a whole new level, the Boating Ontario Annual Trade Show will take place in the Legacy Room at Deerhurst.



Enjoy food, drink, music and friendly conversations as guests make their way around the room to get to YOUR booth.

We encourage you to create an engaging and interactive presentation to draw conference delegates in.

The floor plan is designed to give your brand optimal exposure & provides endless moments for networking with industry leaders.

BOATING ONTARIO ANNUAL TRADE SHOW OPPORTUNITY

10 X 10 Space for your display

During BOATS - Only \$500

Booth at entire conference - Only \$1000

Includes Monday night dinner for MAXIMUM 2 staff

Electrical & tables are available to order. Pipe & drape is not provided.

Boating Ontario proudly represents over 500 member companies throughout the province of Ontario including private & municipal marina operators, boat dealers, brokers, and suppliers in Ontario's diverse recreational boating industry. The recreational boating industry in Ontario represents over 30,000 jobs and \$4 billion in economic impact.

DIAMOND

\$5500

DIAMOND sponsorship options are reserved for our welcome reception, keynote speakers, Christmas Awards Gala dinner.

At \$5500, DIAMOND sponsors enjoy maximum exposure to all attendees and prospective partners.



5 Buck Bar at BOATS

Your company won't go unnoticed as the attendees gather for drinks and networking at the BOATS 5 BUCK Bar



Keynote Speakers

We have 3 incredible speakers lined up for our delegates. Don't miss the opportunity to announce a keynote speaker, including acknowledgement of your organization as the speaker/session sponsor. (3) Available



Christmas Awards Gala

The long awaited Gala dinner offers you great visibility on our most attended event of the year, with over 300 business owners and representatives. Be a part of the greatest event and join us through this exclusive sponsorship opportunity!

GOLD \$3000

GOLD sponsorship options sponsorship options provide your organisation with targeted publicity to all attendees.

Exclusively sponsor the awards, Santa's Candyland, Gala Christmas decor, Gala wine, registration desk, our WIFI, hot chocolate/smoes station, Welcome dinner, Swag bags, Gala reception drink, or the photo-booth and headshot photo station at the Gala.

We encourage companies to secure sponsorship packages as soon as possible due to limited availability.



Awards

When your business helps to sponsor the awards at our Gala, you showcase your company to more than 300 of the Industry's Sales, Marketing and Business Leaders!



Christmas Gala Decor

A Christmas awards Gala wouldn't be complete without a creative theme and ambience to set the tone and express the spirit of the event.



Gala Wine

Our Wine sponsor will be acknowledged on our website and on all social media platforms. A great opportunity for you to connect individually with each member at the event.



Santa's Candyland

This isn't your ordinary networking break. We are creating a fantasy North Pole Candyland during the event. Don't miss being front and centre for this fantastic, unique, networking opportunity!

GOLD \$3000

GOLD sponsorship options sponsorship options provide your organisation with targeted publicity to all attendees.

Exclusively sponsor the awards, Santa's Candyland, Gala Christmas decor, Gala wine, registration desk, our WIFI, hot chocolate/smores station, Welcome dinner, Swag bags, Gala reception drink, or the photo-booth and headshot photo station at the Gala.



Hot Chocolate / Smores Station at BOATS

Your station won't be missed as attendees stop by for a smores, and to create their own specialty hot chocolate.



Registration

The first place our attendees go after checking in, will be to our Registration table. This is a great opportunity to meet and greet our attendees.



Conference WIFI

You know when everyone asks what the Conference Wifi password is??? What if the password is YOUR Business name? That name will be on the tip of everyone's tongue.



BOATS Welcome Dinner

A great opportunity to meet and greet our delegates on night of arrival.

GOLD

\$3000

GOLD sponsorship options sponsorship options provide your organisation with targeted publicity to all attendees.

Exclusively sponsor the awards, Santa's Candyland, Gala Christmas decor, Gala wine, registration desk, our WIFI, hot chocolate/smoes station, Welcome dinner, Swag bags, Gala reception drink, or the photo-booth and headshot photo station at the Gala.



Swag Bags

Swag bags make people feel like kids at Christmas... kind of appropriate for this event :) People love swag, and they need something to carry it in. Promote your business by providing a personalized swag bag.



Hotel Key Cards

Your company's logo appears on key cards for all conference attendees staying at Deerhurst. Reinforce your brand each time attendees access their room.



Gala Reception Drink

Everyone will remember you when your name is a signature drink from the bar at our North Pole reception.



Professional Headshots

Taking photos to the next level: a professional photographer will be on-site during the Gala to provide attendees with a professional headshot for their career.

SILVER

\$1750

SILVER sponsorship options provide you with the opportunity to promote your organization or brand for a smaller budget. Brand your logo on our hotel keycards envelopes, sponsor breakfast or lunch, our fun photobooth, breakout sessions, or sponsor our closing remarks.



Breakfast Sponsor

We have (2) available sponsorships for the most important meal of the day!



Lunch Sponsor

Our attendees will be treated to Deerhurst signature lunches. (2) available.



Breakout Sessions

Breakout sessions provide timely, engaging content. (6) sponsored sessions are being offered.



Closing Remarks

As we close our event for 2022, we invite you to speak about your business

SILVER

\$1750

SILVER sponsorship give you the opportunity to brand your logo on our hotel keycards envelopes, sponsor breakfast or lunch, our fun photobooth, breakout sessions, or sponsor our closing remarks.



Christmas Photobooth

When brands sponsor a photo experience at an event, everyone wins. People love to take and share photos. Photobooths are entertaining and serve as an effective activity to promote your brand.



Keycard Envelopes

This exclusive opportunity includes your company's logo and additional messages on the keycard pouch which attendees will have right at their fingertips

BRONZE

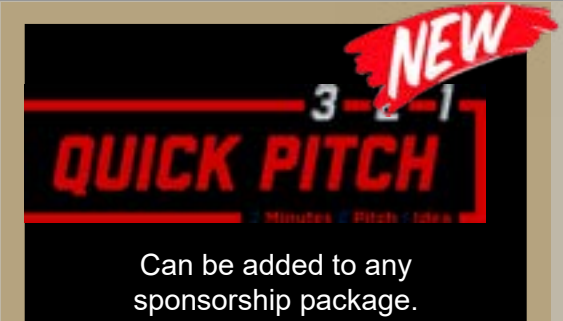
\$1000

BRONZE sponsorship offers an opportunity to sponsor a networking break, or give 3 minute business pitch.



Networking Break

During the breaks, your signage will be located beside Coffee/Tea display. 2 available.



3 minute Pitch Sponsorship

At different times throughout the conference a sponsor will have the opportunity to promote awareness and information of your brand in a 3 minute pitch. (5 available)

BECOME A MEDIA PARTNER

Media partners of the 2022 Boating Ontario Conference will benefit from great brand exposure to boating industry professionals from all over Ontario, both at our BOATS Trade Show, and onsite at the event.

You will make contact with key decision makers, helping you extend your reach to potential new subscribers and advertisers.

PROMOTIONAL BENEFITS

10 x 10 booth in Legacy Room for the entire conference (Value \$1000) (max 2 people)	✓
Logo on Conference App	✓
Podium recognition at selected moment	✓
Opportunity to promote in swag bags	✓



MEDIA PARTNERSHIPS

We have selected a series of unique opportunities for Media Partnerships

1. Conference Video Recording (Select Sessions)
2. Pre and post event editorials
3. Social media posts highlighting people and events at conference

1. Conference Images - From BOATS to Closing Remarks
2. Pre and post event editorials
3. Social media posts highlighting people and events at conference

1. Boating Ontario Advertising Package within your Digital / Print Properties (Minimum value to be discussed)
2. Pre and post event editorials
3. Social media posts highlighting people and events at conference

Media partnerships are exclusively available to Boating Ontario members who are paid Marine Trade Members

COMMITMENT GUARANTEE: I understand that by signing and returning this Partnership Agreement, I am committing to the terms of the opportunity above.

Company: _____

Signature: _____

Date: _____

Print Name: _____

MARINEWORX DEVELOPMENT FUND

The MarineWorx Development Fund is an industry funded, education focused program for members of all sizes, markets, and segments of recreational boating. The focus of MarineWorx is assisting all employees or prospective employees in the Ontario marine workforce with expenses incurred as they further their career. The goal is to create a sustainable long-term funding model that will lead the recreational marine sector to addressing our workforce challenge in all areas of business including service, parts, sales and operations.

MarineWorx is industry funded, therefore, sponsors are key to keeping the program going. If you are interested in becoming a MarineWorx Development Fund sponsor, there are two ways to do so:

MarineWorx corporate sponsorship - \$2,000
MarineWorx scholarship sponsor - any denomination

Corporate sponsors will be recognized in BOA newsletters and at Annual Conference for their contribution to the fund.

Every dollar counts! Please give serious consideration to supporting this worthwhile cause for our industry

*Thank
you!*



SPONSORSHIP BENEFITS

	DIAMOND	GOLD	SILVER	BRONZE
Hyperlinked logo on Conference website and App	✓	✓	✓	✓
10 x 10 booth in Legacy Room for the entire conference (max 2 people)	✓	✓		
Logo on Conference App	✓	✓		
No charge full conference registration	1	1		
Reserved VIP seating at Gala Christmas Event	✓			
Podium recognition at selected moment	✓	✓	✓	✓
Feature in Boating Ontario E-newsletter	✓			
Opportunity to promote in swag bags	✓	✓	✓	✓
Your Investment	\$5,500	\$3,000	\$1,750	\$1,000



NOVEMBER 28TH - 30TH

**To book your sponsorship package,
please complete the following pages
and return by email to
lthough@boatingontario.ca.**

**For questions, or to discuss a unique
sponsorship idea you would like to
explore, please contact Lesley Hough at
(888) 547-6662.**

Contractual Agreement

2022 Boating Ontario Conference Sponsorship

Company Name: _____

Authorized Contact Person: _____

Title: _____

Address: _____

City: _____

Prov: _____ Postal Code: _____

Telephone: _____

Email: _____

Website: _____

Please see the next page to choose your sponsorship opportunity.

Thank-you very much for your sponsorship!



Boating Ontario Conference Sponsorship

Please select the corresponding box for the package you would like to purchase.

DIAMOND - \$5500

BOATS Five Buck Bar
Keynote Speaker (3 available)
Gala Christmas Dinner

GOLD - \$3000

Awards
Gala Christmas Decor
Gala Wine
Registration
CandyLand
Hot Chocolate / Smores Station at BOATS
WIFI
BOATS Welcome Dinner
Swag Bags
Gala Christmas Reception Drink
Headshot Photo
Hotel Keycard

SILVER - \$1750

Breakfast Sponsorship (2 available)
Breakout Sessions (6 available)
Lunch Sponsorship (2 available)
Hotel Keycard Envelope
Photobooth

BRONZE - \$1000

Networking Breaks
3 Minute Business Pitch (5 available)

BOATS TRADE SHOW - \$500

We would like a 10' x 10' display at the event

BOOTH AT ENTIRE CONFERENCE - \$1000

We would like a 10'x10' display at the conference

MARINEWORX DEVELOPMENT FUND

Yes, we would like to add a MarineWorx Development Fund Sponsor to our package

Corporate Sponsor \$2000

Other Amount: _____

Total Amount:

Payment Options:

CONFIRMATION: If you do not receive a confirmation-of-booking within 3 business days, please contact the Boating Ontario office at (888) 547-6662. No order should be considered booked until you receive this confirmation.

Option #1: Please invoice me. Payment is due within 30 days of invoice.

Option #2: Please charge the following credit card.

Visa: _____ M/C: _____

Card Number: _____ Expiry: _____ CVC: _____

Name on Card: _____

Cardholder Signature: _____

Renewal Option:

I am interested in committing to a 3-year sponsorship of the Boating Ontario Conference from 2022-2025

PAYMENT: Rates are in Canadian dollars. If paying by credit card, please submit details as outlined above. If paying by cheque, please make it payable to: Boating Ontario Association, Attention Accounts Receivable, 15 Laurier Road, Penetanguishene, ON L9M 1G8 and include a copy of the Sponsorship Agreement.

COMMITMENT GUARANTEE: I understand that by signing and returning this Sponsorship Agreement, I am committing to the sponsorship above, and that should I fail to attend the event, I am still liable for all charges noted above.

Company: _____

Signature: _____

Date: _____

Print Name: _____