



28TH ANNUAL



**Marine Industries Association**  
*Palm Beach Holiday Boat Parade*

**SATURDAY • DECEMBER 3**

## 2022 SPONSORSHIP OPPORTUNITIES

**ABOUT** On **Saturday, December 3, 2022**, the Marine Industries Association of Palm Beach County will once again bring holiday cheer to the Intracoastal Waterway (ICW) from North Palm Beach to Jupiter for the **28th Annual Palm Beach Holiday Boat Parade and Toy Drive**. Join us in watching festively decorated boats led by a traveling firework display and a special guest appearance by Santa Claus himself as we light up the water for the 28th year in a row!

The Palm Beach Holiday Boat Parade benefits two local toy drives, Toys for Tots and Little Smiles of South Florida. Last year, the event collected 12,912 toys! With your help, we hope to continue to collect thousands of new, unwrapped gifts for local children in need this holiday season.

There will be "toy fleet" of boats traveling along the parade route that will make convenient dockside pickups during the parade: wave a flashlight when you see a boat with toy drive signage and a flashing amber beacon; uniformed Marines and volunteers will pull up to your dock to collect donations.

In the weeks leading up to and after the parade, Little Smiles of South Florida, will deliver donation boxes to businesses throughout our community to help make toy donations as convenient as possible. If you would like to have your own box, or once your donation box is full, please contact the MIAPBC office at (561) 863-0012 and a Little Smiles representative will pick up the donations. Thank you for your support.

**North Palm Beach to the Jupiter Lighthouse**  
**FREE BOAT ENTRY**  
**MORE THAN \$10,000 IN CASH AND PRIZES!**

BENEFITING





# PRESENTING SPONSOR — \$10,000

## OFFICIAL LOGO

- Company logo incorporated into the event logo
- Company's name will be included as 'Presented By' on all promotional materials related to the event

## TELEVISION

- Company logo prominently displayed in all TV commercials on WPBF
- Company mentioned in WPBF Facebook Live during Parade
- Company mentioned during the Televised Boat Parade broadcast

## RADIO

- Company mentioned and highlighted in all radio commercials
  - Radio partners include:
    - Hubbard Radio (97.9 WRMF, 107.9 Sunny, 103.1 WIRK and X102.3)
    - iHeart Radio (KOOL 105.5, WILD 95.5, The Gator 98.7)

## PRINT

- Company logo prominently displayed on all print ads in the major daily, weekly, and neighborhood publications such as *Coastal Angler*, *Florida Weekly*, *Seabreeze Publications*, etc.
- Company logo displayed on pens and rack cards that will be distributed throughout local market
- Company logo will be branded on all sponsorship acknowledgments boards at Kick-Off Party, Captain's Meeting, VIP Viewing Party and Awards Ceremony
- Company logo prominently displayed on the signature Palm Beach Holiday Boat Parade shirt



## DIGITAL

- Recognition on the Palm Beach Holiday Boat Parade page on the Marine Industries Association of Palm Beach County website for one year
- Inclusion in e-marketing campaigns, banners advertisement and blog posts with hyperlink to company website

## SOCIAL MEDIA

- Company will be mentioned throughout event social media campaign (Facebook, Instagram, Twitter and LinkedIn)
- Provide (3) Digital ads/media to be posted on the Facebook event page through 2023

## PUBLIC RELATIONS

- Sponsor will be mentioned in all press releases and will have speaking opportunities

## PARTNER BENEFITS

- Company will receive category exclusivity
- (1) Corporate vessel entry in the PBHBP, prominent position in boat lineup
- (25) Tickets to the PBHBP VIP Viewing Party: entertainment, food, premium viewing of the boat parade
- (8) Tickets to the Kick-Off Party
- (8) Tickets to PBHBP Awards Ceremony
- (25) 2023 Palm Beach International Boat Show tickets
- (1) MIAPBC Membership for two-years
- Company will be provided a 10' x 10' tent at the VIP Viewing Party for promotions
- Company mentioned in stage announcements at the Kick-Off Party, Captain's Meeting, VIP Viewing Party and Awards Ceremony
- Opportunity to have inserts and/or promotional material in all Captain's Buckets
- Company logo included on Palm Beach Holiday Boat Parade Awards





# ADMIRAL SPONSOR — \$8,000

## TELEVISION:

- Company logo displayed in all TV commercials on WPBF
- Company mentioned in WPBF Facebook Live during Parade
- Company mentioned during the Televised Boat Parade broadcast

## RADIO

- Company mentioned and highlighted in all radio commercials
  - Radio partners include:
    - Hubbard Radio (97.9 WRMF, 107.9 Sunny, 103.1 WIRK and X102.3)
    - iHeart Radio (KOOL 105.5, WILD 95.5, The Gator 98.7)

## PRINT

- Company logo displayed on all print ads in the major daily, weekly, and local neighborhood publications such as *Coastal Angler*, *Florida Weekly*, *Seabreeze* Publications, etc.
- Company logo displayed on posters and rack cards that will be distributed throughout local market
- Company logo will be branded on all sponsorship acknowledgments boards at Kick-Off Party, Captain's Meeting VIP Viewing Party and Awards Ceremony
- Company logo displayed on the signature Palm Beach Holiday Boat Parade shirt



## DIGITAL

- Recognition on the Palm Beach Holiday Boat Parade page on the Marine Industries Association of Palm Beach County website for one year
- Inclusion in e-marketing campaigns, banners advertisement and blog posts with hyperlink to company website

## SOCIAL MEDIA:

- Company will be mentioned throughout event social media campaign (Facebook, Instagram, Twitter and LinkedIn)
- Provide (1) Digital ad/media to be posted on the Facebook event page through 2023

## PUBLIC RELATIONS:

- Sponsor will be mentioned in all press releases

## PARTNER BENEFITS:

- Corporate vessel entry in the PBHBP, prominent position in boat lineup
- (15) Tickets to the PBHBP VIP Viewing Party: entertainment, food, premium viewing of the boat parade
- (6) Tickets to the Kick-Off Party
- (6) Tickets to PBHBP Awards Ceremony
- (20) 2023 Palm Beach International Boat Show tickets
- MIAPBC Membership for one-year
- Company mentioned in stage announcements at the Kick-Off Party, Captain's Meeting, VIP Viewing Party and Awards Ceremony.
- Opportunity to have inserts and/or promotional material in all Captain's Buckets

# VIP VIEWING HOSPITALITY SPONSOR — \$5,000

## NAMING RIGHTS

- Company's name will be included as VIP Viewing Hospitality sponsor

## TELEVISION

- Company logo displayed in all TV commercials on WPBF
- Company mentioned in WPBF Facebook Live during Parade
- Company mentioned during the Televised Boat Parade broadcast

## RADIO

- Company mentioned and highlighted in all radio commercials
  - Radio partners include:
    - Hubbard Radio (97.9 WRMF, 107.9 Sunny, 103.1 WIRK and X102.3)
    - iHeart Radio (KOOL 105.5, WILD 95.5, The Gator 98.7)

## PRINT

- (4) Banners displayed at the VIP Viewing Party (provided by MIAPBC)
- Company logo prominently displayed on the invitation to the VIP Viewing Party
- Company logo prominently displayed on the tickets to the VIP Viewing Party
- Company logo displayed on the front cover of the major daily, weekly, and local publications such as Coastal Aerie, The Palm Beach Post, Weekly, Seabreeze Publications, etc.
- Company logo displayed on posters and rack cards that will be distributed throughout local market
- Company logo will be branded on sponsorship acknowledgments boards at Kick-Off Party, Captain's Meeting and Awards Ceremony
- Company logo displayed on the signature Palm Beach Holiday Boat Parade shirt

## DIGITAL

- Recognition on the Palm Beach Holiday Boat Parade page on the Marine Industries Association of Palm Beach County website for one year
- Inclusion in e-marketing campaigns, banners advertisement and blog posts with hyperlink to company website



## SOCIAL MEDIA

- Company will be mentioned throughout event social media campaign (Facebook, Instagram, Twitter and LinkedIn)
- Provide (1) Digital ads/ media to be posted on the Facebook event page through 2023

## PUBLIC RELATIONS

- Sponsor will be mentioned in all press releases

## PARTNER BENEFITS

- Company will receive category exclusivity
- (1) Corporate vessel entry in the PBHBP, prominent position in boat lineup
- (15) Tickets to the PBHBP VIP Viewing Party: entertainment, food, premium viewing of the boat parade
- (6) Tickets to the Kick-Off Party
- (6) Tickets to PBHBP Awards Ceremony
- (15) 2023 Palm Beach International Boat Show tickets
- (1) MIAPBC Membership for one-year
- Company will be provided a 10' x 10' tent at the VIP Viewing Party for promotions
- Company mentioned in stage announcements at the Kick-Off Party, Captain's Meeting, VIP Viewing Party and Awards Ceremony
- Opportunity to have inserts and/or promotional material in all Captain's Buckets





# VIP JUDGING SPONSOR — \$5,000

## TELEVISION

- Company logo displayed in all TV commercials on WPBF
- Company mentioned in WPBF Facebook Live during Parade
- Company mentioned during the Televised Boat Parade broadcast

## RADIO

- Company mentioned and highlighted in all radio commercials
  - Radio partners include:
    - Hubbard Radio (97.9 WRMF, 107.9 Sunny, 103.1 WIRK and X102.3)
    - iHeart Radio (KOOL 105.5, WILD 95.5, The Gator 98.7)

## PRINT

- (4) Banners displayed on Judges' and VIP Viewing Party event area
- Company logo displayed on all print ads in the major daily, weekly, and local neighborhood publications such as *Coastal Angler*, *Florida Weekly*, *Seabreeze Publications*, etc.
- Company logo displayed on posters and back cards that will be distributed throughout the market
- Company logo will be branded on all sponsorship acknowledgments boards at the Kick-Off Party, Viewing Party, Captain's Meeting, and Awards Ceremony
- Company logo displayed on the Palm Beach Holiday Boat Parade shirt



## DIGITAL

- Recognition on the Palm Beach Holiday Boat Parade page on the Marine Industries Association of Palm Beach County website for one year
- Inclusion in e-marketing campaigns, banners advertisement and blog posts with hyperlink to company website

## SOCIAL MEDIA

- Company will be mentioned throughout event social media campaign (Facebook, Instagram, Twitter and LinkedIn)
- Provide (1) Digital ad/media to be posted on the Facebook event page through 2023

## PARTNER BENEFITS

- Corporate vessel entry in the PBHBP, prominent position in boat lineup
- (10) Tickets to the PBHBP VIP Viewing Party: entertainment, food, premium viewing of the boat parade
- (4) Tickets to the Kick-Off Party
- (4) Tickets to PBHBP Awards Ceremony
- (15) 2023 Palm Beach International Boat Show tickets
- MIAPBC Membership for one-year
- Company will be provided a 10' x 10' tent at the VIP Viewing Party for promotions
- Company mentioned in announcements at the Kick-Off Party, Captain's Meeting, VIP Viewing Party and Awards Ceremony
- Opportunity to have inserts and/or promotional material in all Captain's Buckets





# FIREWORKS DESTINATION SPONSOR — \$4,000

## FIREWORKS SHOW

- Fireworks display in front of your business along the Boat Parade route

## TELEVISION

- Company mentioned in WPBF Facebook Live during Parade
- Company mentioned during the Televised Boat Parade broadcast

## RADIO

- Company mentioned and highlighted in all radio commercials
  - Radio partners include:
    - Hubbard Radio (97.9 WRMF, 107.9 Sunny, 103.1 WIRK and X102.3)
    - iHeart Radio (KOOL 105.5, WILD 95.5, The Gator 98.7)

## PRINT

- Company logo displayed on all print ads in the major daily, weekly, and local neighborhood publications such as Coastal Angler, Florida Weekly, Seabreeze Publications, etc.
- Company logo displayed on **HARBORSIDE PLACE JUPITER, FLORIDA** that will be distributed throughout local market
- Company logo will be branded on all sponsorship acknowledgments boards at Kick-Off Party, VIP Viewing Party, Captain's Meeting and Awards Ceremony
- Company logo displayed on the signature Palm Beach Holiday Boat Parade shirt

## DIGITAL

- Recognition on the Palm Beach Holiday Boat Parade page on the Marine Industries Association of Palm Beach County website for one year
- Inclusion in e-marketing campaigns, banners advertisement and blog posts with hyperlink to company website



## SOCIAL MEDIA

- Company will be mentioned throughout event social media campaign (Facebook, Instagram, Twitter and LinkedIn)
- Provide (1) Digital ad/media to be posted on the Facebook event page through 2023

## PARTNER BENEFITS:

- Corporate vessel entry in the PBHBP, prominent position in boat lineup
- (10) Tickets to the PBHBP VIP Viewing Party: entertainment, food, premium viewing of the boat parade
- (4) Tickets to the Kick-Off Party
- Tickets to PBHBP Awards Ceremony
- (15) 2023 Palm Beach International Boat Show tickets
- MIAPBC Membership for one-year
- Company will be provided a 10' x 10' tent at the VIP Viewing Party for promotions
- Company mentioned in stage announcements at the Kick-Off Party, Captain's Meeting, VIP Viewing Party and Awards Ceremony
- Opportunity to have inserts and/or promotional material in all Captain's Buckets

## VALET SPONSOR — \$3,000

### VALET

- Logo prominently displayed at Valet station
- Company mentioned on invitation
- Company logo displayed on valet ticket

### PRINT

- (1) Banners displayed at the VIP Viewing Party event area
- Company logo displayed on all print ads in the major daily, weekly, and local neighborhood publications such as *Coastal Angler, Florida Weekly, Seabreeze Publications*, etc.
- Company logo displayed on posters and rack cards that will be distributed throughout local market
- Company logo will be branded on all sponsorship acknowledgments boards at Kick-Off Party, VIP Viewing Party, Captain's Meeting and Awards Ceremony

### DIGITAL

- Recognition on the Palm Beach Holiday Boat Parade page on the Marine Industries Association of Palm Beach County website for one year
- Inclusion in e-marketing campaigns, banners advertisement and blog posts with hyperlink to company website

### SOCIAL MEDIA

- Company will be mentioned throughout event social media campaign (Facebook, Instagram, Twitter and LinkedIn)
- Provide (1) Digital ad/media to be posted on the Facebook event page through 2023

### PARTNER BENEFITS

- Corporate vessel entry in the PBHBP, prominent position in boat lineup
- (10) Tickets to the PBHBP VIP Viewing Party: entertainment, food, premium viewing of the boat parade
- (4) Tickets to the Kick-Off Party
- Tickets to PBHBP Awards Ceremony
- (15) 2023 Palm Beach International Boat Show tickets
- MIAPBC Membership for one-year
- Company mentioned in stage announcements at the Kick-Off Party, Captain's Meeting, VIP Viewing Party and Awards Ceremony
- Opportunity to have inserts and/or promotional material in all Captain's Buckets
- Provide 6' x 3' banner to be displayed at the VIP Viewing Party

## SHIRT SPONSOR — \$3,000

### SHIRT

- Logo prominently displayed on event shirt
- Shirts are included in all Captain's buckets
- Each sponsor receives official event shirt(s)

### PRINT

- (1) Banners displayed at the VIP Viewing Party event area
- Company logo displayed on all print ads in the major daily, weekly, and local neighborhood publications such as *Coastal Angler, Florida Weekly, Seabreeze Publications*, etc.
- Company logo displayed on posters and rack cards that will be distributed throughout local market
- Company logo will be branded on all sponsorship acknowledgments boards at Kick-Off Party, VIP Viewing Party, Captain's Meeting and Awards Ceremony

### DIGITAL

- Recognition on the Palm Beach Holiday Boat Parade page on the Marine Industries Association of Palm Beach County website for one year
- Inclusion in e-marketing campaigns, banners advertisement and blog posts with hyperlink to company website

### SOCIAL MEDIA

- Company will be mentioned throughout event social media campaign (Facebook, Instagram, Twitter and LinkedIn)
- Provide (1) Digital ad/media to be posted on the Facebook event page through 2023

### PARTNER BENEFITS

- Corporate vessel entry in the PBHBP, prominent position in boat lineup
- (10) Tickets to the PBHBP VIP Viewing Party: entertainment, food, premium viewing of the boat parade
- (4) Tickets to the Kick-Off Party
- Tickets to PBHBP Awards Ceremony
- (15) 2023 Palm Beach International Boat Show tickets
- MIAPBC Membership for one-year
- Company mentioned in stage announcements at the Kick-Off Party, Captain's Meeting, VIP Viewing Party and Awards Ceremony
- Opportunity to have inserts and/or promotional material in all Captain's Buckets

## PHOTO BOOTH SPONSOR — \$3,000

### PHOTO BOOTH

- Exclusive sponsorship with logo printed on photo booth photos

### PRINT

- (1) Banners displayed at the VIP Viewing Party event area
- Company logo displayed on all print ads in the major daily, weekly, and local neighborhood publications such as *Coastal Angler, Florida Weekly, Seabreeze Publications*, etc.
- Company logo displayed on posters and rack cards that will be distributed throughout local market
- Company logo will be branded on all sponsorship acknowledgments boards at Kick-Off Party, VIP Viewing Party, Captain's Meeting and Awards Ceremony

### DIGITAL

- Recognition on the Palm Beach Holiday Boat Parade page on the Marine Industries Association of Palm Beach County website for one year
- Inclusion in e-marketing campaigns, banners advertisement and blog posts with hyperlink to company website

### SOCIAL MEDIA

- Company will be mentioned throughout event social media campaign (Facebook, Instagram, Twitter and LinkedIn)
- Provide (1) Digital ad/media to be posted on the Facebook event page through 2023

### PARTNER BENEFITS

- Corporate vessel entry in the PBHBP, prominent position in boat lineup
- (10) Tickets to the PBHBP VIP Viewing Party: entertainment, food, premium viewing of the boat parade
- (4) Tickets to the Kick-Off Party
- Tickets to PBHBP Awards Ceremony
- (15) 2023 Palm Beach International Boat Show tickets
- MIAPBC Membership for one-year
- Company mentioned in stage announcements at the Kick-Off Party, Captain's Meeting, VIP Viewing Party and Awards Ceremony
- Opportunity to have inserts and/or promotional material in all Captain's Buckets



## CAPTAIN SPONSOR – \$2,000

### PRINT

- (1) Banner displayed at the VIP Viewing Party event area
- Company logo displayed on all print ads in the major daily, weekly, and local neighborhood publications such as *Coastal Angler*, *Florida Weekly*, *Seabreeze Publications*, etc.
- Company logo displayed on posters and rack cards that will be distributed throughout local market
- Company logo will be branded on all sponsorship acknowledgments boards at Kick-Off Party, VIP Viewing Party, Captain's Meeting and Awards Ceremony

### DIGITAL

- Recognition on the Palm Beach Holiday Boat Parade page on the Marine Industries Association of Palm Beach County website for six months

### SOCIAL MEDIA

- Company will be mentioned throughout event social media campaign (Facebook, Instagram, Twitter and LinkedIn)

### PARTNER BENEFITS

- Corporate vessel entry in the PBHBP, prominent position in boat lineup
- (8) Tickets to the PBHBP VIP Viewing Party: entertainment, food, premium viewing of the boat parade
- (10) 2023 Palm Beach International Boat Show tickets
- Opportunity to have inserts and/or promotional material in all Captain's Buckets
- (2) tickets to Kick-Off Party
- (2) tickets to PBHBP Awards Ceremony

## FIRST MATE SPONSOR – \$1,000

### PRINT

- Company logo will be branded on all sponsorship acknowledgments boards at Kick-Off Party, VIP Viewing Party, Captain's Meeting and Awards Ceremony

### DIGITAL

- Recognition on the Palm Beach Holiday Boat Parade page on the Marine Industries Association of Palm Beach County website for six months

### PARTNER BENEFITS

- Corporate vessel entry in the PBHBP, prominent position in boat lineup
- (8) Tickets to the PBHBP VIP Viewing Party: entertainment, food, premium viewing of the boat parade
- (10) 2023 Palm Beach International Boat Show tickets

- Opportunity to have inserts and/or promotional material in all Captain's Buckets
- Provide 6' x 3' banner to be displayed at the VIP Viewing Party

## MARINER SPONSOR – \$500

### PRINT

- Company logo will be branded on all sponsorship acknowledgments boards at Kick-Off Party, VIP Viewing Party, Captain's Meeting and Awards Ceremony

### DIGITAL

- Recognition on the Palm Beach Holiday Boat Parade page on the Marine Industries Association of Palm Beach County website for six months

### PARTNER BENEFITS

- Corporate vessel entry in the PBHBP, prominent position in boat lineup
- (4) Tickets to the PBHBP VIP Viewing Party: entertainment, food, premium viewing of the boat parade
- (4) 2023 Palm Beach International Boat Show tickets
- Opportunity to have inserts and/or promotional material in all Captain's Buckets
- Provide 6' x 3' banner to be displayed at the VIP Viewing Party

## BANNER SPONSOR – \$250

### DIGITAL

- Recognition on the Palm Beach Holiday Boat Parade page on the Marine Industries Association of Palm Beach County website for six months

### PARTNER BENEFITS

- Invitation to PBHBP VIP Viewing Party: entertainment, food, premium viewing of the boat parade
- (2) 2023 Palm Beach International Boat Show tickets
- Provide 6' x 3' banner to be displayed at the VIP Viewing Party

## CAPTAINS MEETING KICK OFF PARTY



## VIP VIEWING PARTY AWARDS PARTY



SAFE HARBOR  
— NORTH PALM BEACH —



FOR MORE INFORMATION ABOUT THE PALM BEACH HOLIDAY BOAT PARADE SPONSORSHIP CALL (561) 863-0012.

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

Photography courtesy of Leonard Bryant Photography and Susan Speaks McGirt.