

The Mid-Atlantic Sports and
BOATSHOW 

MID-ATLANTIC SPORTS & BOATSHOW SPONSORSHIP OPPORTUNITIES



Over 21K people from Hampton Roads plan to purchase a boat in the next 12 months.

The average household income of “boaters” in HR is \$107K.

Source: Scarborough Nielsen, 2019 Release 1



VIRGINIA
MEDIA



The Mid-Atlantic Sports & Boat Show is a major industry event that gets you in front of more than 10,000 qualified buyers who spend millions of dollars annually on marine equipment and services. From recreational boaters to luxury seekers to career fisherman, you will find them all here.

This is your opportunity to connect face to face with your customer base and continue building and maintaining your business. Whether it's a boat or product, the Mid-Atlantic Sports & Boat Show has display opportunities for your company.

DATE:

Friday, February 7th, Noon - 8 p.m.

Saturday, February 8th, 10am - 8 p.m.

Sunday, February 9th, 10 a.m. - 5 p.m.

LOCATION:

Virginia Beach Convention Center



VIRGINIA
MEDIA

The Mid-Atlantic Sports and
BOATSHOW 

PARTNERSHIP OPPORTUNITY

GREAT WHITE SPONSOR

TOTAL INVESTMENT: \$15,000

ON-SITE EVENT ACCESS

- Category exclusivity and recognition as Blue Marlin sponsor
- 150 admission tickets to the show to give out to employees or customers
- Premium customized activation at event to engage consumers (product sampling, displays, lead gen, etc)
- Opportunity to distribute marketing materials, promotional items and giveaways
- Recognition on prominent event signage
- Customized e-coupons to share with your customer base
- Opportunity for a presentation on the fishing expo stage during peak attendance hours
-

DEDICATED ADVERTISING

Print*

- Full page ad in The Virginian-Pilot or Daily Press
- Full page ad on back cover of event program
- Full page ad in Inside Business

Digital*

- 450,000 targeted, programmatic ad impressions
- 100,000 geo-fenced, mobile ad impressions
- Email blast to 50,000 targeted recipients

PROMOTION

- Sponsor mention in event press release
- Sponsor logo placement/name mention in event promotional advertisements and invitation
- Right to utilize event logo in pre-approved marketing
- Logo recognition on event website with live link to sponsor URL of choice and brief explanation of brand or partnership
- Recognition as sponsor in the event listing on Facebook

**All print and digital ads must run during a limited time-frame. See your Media Sales Executive for more details.*



PARTNERSHIP OPPORTUNITY

BLUE MARLIN SPONSOR

TOTAL INVESTMENT: \$10,000

ON-SITE EVENT ACCESS

- Category exclusivity and recognition as Blue Marlin sponsor
- 100 admission tickets to the show to give out to employees or customers
- Premium customized activation at event to engage consumers (product sampling, displays, lead gen, etc)
- Opportunity to distribute marketing materials, promotional items and giveaways
- Recognition on prominent event signage
- Customized e-coupons to share with your customer base
- Opportunity for a presentation on the fishing expo stage during peak attendance hours
-

DEDICATED ADVERTISING

Print*

- Half page ad in The Virginian-Pilot or Daily Press
- Full page ad in event program
- Half page ad in Inside Business

Digital*

- 300,000 targeted, programmatic ad impressions
- 100,000 geo-fenced, mobile ad impressions
- Email blast to 50,000 targeted recipients

PROMOTION

- Sponsor mention in event press release
- Sponsor logo placement/name mention in event promotional advertisements and invitation
- Right to utilize event logo in pre-approved marketing
- Logo recognition on event website with live link to sponsor URL of choice and brief explanation of brand or partnership
- Recognition as sponsor in the event listing on Facebook

**All print and digital ads must run during a limited time-frame. See your Media Sales Executive for more details.*



PARTNERSHIP OPPORTUNITY

BIG TUNA SPONSOR

TOTAL INVESTMENT: \$5,000

ON-SITE EVENT ACCESS

- 50 admission tickets to the show to give out to employees or customers
- Customized e-coupons to share with your customer base
- Branded sponsor of the Virginia Marine Resource Commission Annual Citation Awards held on-site at the show on Fri evening. (The state of Virginia annually recognizes fisherman who caught the largest fish of the year in each saltwater species category.)

DEDICATED ADVERTISING

Print*

- Quarter page ad in The Virginian-Pilot
- Half page ad in event program

Digital*

- 100,000 targeted, programmatic ad impressions
- 50,000 geo-fenced, mobile ad impressions

PROMOTION

- Sponsor logo placement/name mention in event promotional advertisements and invitation
- Right to utilize event logo in pre-approved marketing
- Logo recognition on event website with live link to sponsor URL of choice
- Recognition as sponsor in the event listing on Facebook

**All print and digital ads must run during a limited time-frame. See your Media Sales Executive for more details.*

PARTNERSHIP OPPORTUNITY

ROCKFISH SPONSOR

TOTAL INVESTMENT: \$2,500

ON-SITE EVENT ACCESS

- 20 admission tickets to the show to give out to employees or Customers
- Customized e-coupons to share with your customer base
- Recognition on prominent event signage
- Customer activation area (10' x 20')

DEDICATED ADVERTISING

Print*

- Half page ad in event program

Digital*

- 100,000 targeted, programmatic ad impressions

PROMOTION

- Presence as sponsor in all event marketing
- Logo placement on show website with link to your website

BOOTH PRICING - \$730

- 10' x 10' space with pipe & drape
- 1 skirted table
- 2 chairs
- Wastebasket
- Basic booth identification sign





The Mid-Atlantic Sports & Boat Show is owned by the Norfolk chapter of the Izaak Walton League.

The Izaak Walton League was formed in 1922 to save outdoor America for future Generations. Active in over 300 communities, chapters work hard to restore watersheds, reduce air pollution, fight litter, protect wildlife habitat and open spaces, and instill conservation ethics in all who enjoy the outdoors.

Our commitment to communities has allowed us to endure for more than eight decades. Our optimism, spirit and vision for a better outdoor America guide our work.

Visit us at iwla.org.



info@virginiamedia.com
757-222-5377

DYNAMIC MARKETING & PROMOTIONS CAMPAIGN

DIGITAL

- Targeted display advertising on Pilotonline.com, Dailypress.com, Insidebiz.com, Flagshipnews.com, StyleWeekly.com and other targeted boating and fishing sites
- Facebook ads, boosted posts, related group postings, marketplace
- Custom e-coupons distributed by participating boat dealers
- Email blasts
- Craigslist listings under boats for sale
- Contests and ticket giveaways

RADIO

- US 106.1 FM - Country
- BOB FM – Adult Contemporary
- WNIS AM – Talk and Sports Radio
- WNOR - Rock

PRINT

- Distinction Magazine
- Growler Magazine
- Outer Banks Magazine
- The Virginian Pilot
- The Daily Press
- Coastal Angler Magazine
- Inside Business – weekly business journal
- Flagship Newspaper - official newspaper of the world's largest naval base

TELEVISION

- WVEC
- WAVY

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