



NEWPORT BEACH INTERNATIONAL BOAT SHOW

2026

April 16th - 19th



REVEL REPUBLIC

Overview

The Newport Beach International Boat Show (NBIBS) is back and better than ever, bringing a fresh and innovative experience to the boating industry. Set to take place April 16–19 against the stunning backdrop of Lido Marina Village, this event promises to showcase the best in boating, yachting, and marine technology while offering attendees live entertainment, immersive activations, and stunning yachts on display from top builders and brokerages.

With on-land and on-water areas of the show, guests will immerse themselves in the Newport Beach lifestyle and all that it represents—the love of the ocean, the pursuit of adventure, and the enjoyment of the finer things in life.



Exhibitors

75+ **20-30**

On-water

On-land

Vessels on Display

200-300

Represented by **40-60 brokerages**

Impressions

**25,000 to
1,000,000**

Based on level of participation

Marketing Data - Demographics & Daily Visitors

Projected Core Audience

35 - 65 years old

60% men

40% women

- 25% have an annual income of over \$1 million, and 50% have an annual income of \$250,000 or more
- 65% own two or more residential properties
- 40% are "C-level" executives or business owners

Geographic Origins



- 60% from California
- 30% from other states
- 10% international

Expected Attendance

25,000-30,000

Visitors





**THE
SHOW**



The Show



Activities

01

IN-WATER ACTIVATIONS

Step aboard and dive into the action. Guests can explore vessels up close, test the latest watercraft, and engage with hands on demos—all set against the backdrop of Newport Beach's iconic waterfront. From on the water trials to immersive marine tech, this is where adventure meets access.

ON-LAND ACTIVATIONS

On shore, the experience continues with a curated mix of marine technology, accessories, and services, alongside a standout collection of exotic, classic, and adventure vehicles. This interactive space invites guests to explore premium gear, engage with industry experts, and discover the lifestyle that surrounds life on the water.

Activities

02

Activities

03

RVL Club VIP Lounge

The RVL Club VIP Lounge offers a refined escape within the show, reserved for our most distinguished guests. Featuring elevated hospitality, custom furnishings, premium cocktails, and live entertainment, it's an intimate space designed for meaningful moments and brand integration.

OPENING & CLOSING EVENTS

The show begins and ends in style. From welcome mixers to waterfront wrap ups, our official opening and closing events offer guests the chance to gather, toast, and celebrate. Hosted at partner venues and select locations, these curated experiences set the tone and the finale for an unforgettable weekend.

Activities

04



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REVEL REPUBLIC PRODUCES 3 INTERNATIONAL BOAT SHOWS AND IS RANKED #1 IN THE US FOR
2025 BEST BOAT SHOW BY USA TODAY

NBIBS
nb



Contact Us
info@revel-republic.com



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Lido Marina Village
3434 Via Lido Newport Beach CA 92662





**OUR
PACKAGES**

TRAFF

Morgan PR

On-Site Package Opportunities

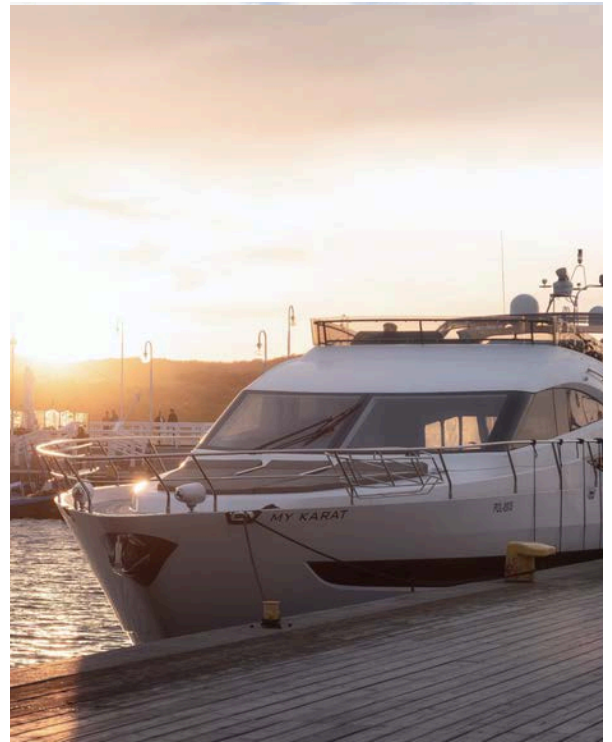
All packages include recognition as a sponsor online and in the show directory

Presenting Sponsor

*Contact for Pricing

As the presenting sponsor, your brand will take center stage in all mentions across all platforms for the duration of the partnership. In addition to Platinum benefits the

- On-site signage on all primary and entrance banners
- Registration branding on credentials, digital tickets lanyards, ticketing, LED, & website w/ highlighted interview
- Brand/logo displayed throughout the event as presenting sponsor
- Brand/logo highlighted on website as presenting sponsor
- Brand included on promotional materials & all publications
- Ticket & VIP packages, access to opening/closing events,
- Custom experience and exclusive dinners
- Designated activation space for presenting sponsor
- All Premier benefits



**Marketing Package: Includes up to \$250,000 in various marketing opportunities such as social posts, ads, logos, emails, and signage*

Premier Sponsor

Starting at \$50,000

Considered a premier sponsorship with maximum exposure.

- Logo featured on all event materials, including, promotional posters, and event website.
- Brand mention in all event-related press releases and media coverage.
- Access to opening and closing events.
- Co-sponsorship of one (1) VIP party - TBD
- Opportunity to address the audience at the beginning of key events or performances.
- Space for product displays in high-traffic areas.
- Option to include promotional material as a gift to VIPs
- Prominent advertising spaces including digital screens and Press Wall
- Inclusion in pre/post-event promotional marketing and highlight reels
- 50 tickets to the RVL Club VIP Lounge for hosting clients
- Opportunity to host a one-time seminar or product demonstration.
- Detailed analytics and feedback reports post-event to gauge sponsorship impact.
- Opportunity for post-event follow-up through organized mailing lists.

Featured Sponsor

Starting at \$10,000

Recognized as a featured partner with strategic brand placement and VIP access included.

- Logo featured on specific event materials and event website.
- 25 tickets to the RVL Club VIP Lounge for hosting clients.
- Space for product displays in high-traffic areas.



Contact us 1.949.328.4581

**Marketing Package: Includes up to \$250,000 in various marketing opportunities such as social posts, ads, logos, emails, and signage*

Digital Opportunities

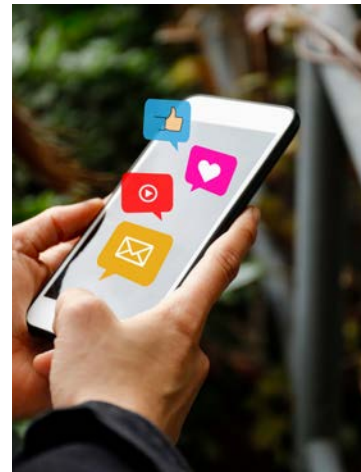
SMS + Email Campaigns

- Dedicated Spotlight Email | \$2,000
 - (1) fully dedicated email
- Featured Email Mention | \$1,000
 - (2-3) sentences in an email
- Logo Feature | \$500 per email
 - Appears in Footer + links to a designated URL
- Dedicated SMS | \$2,500
 - (1) fully dedicated text message



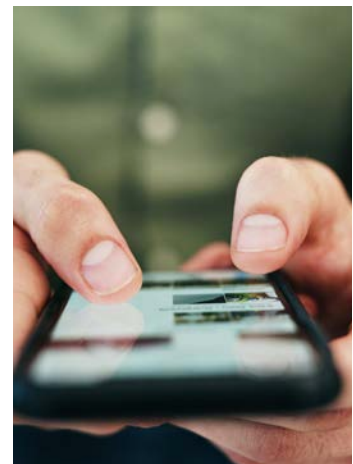
Social Media

- Champion - \$3000
 - Instagram 'takeover': 3 story posts in one day
 - Tag and mention w/ Customized hashtags
 - Analytics report
- Ambassador - \$1500
 - 1 post, 1 story • Tag and mention
 - Analytics report
- Advocate - \$500
 - 1 story • Tag and mention
 - Analytics report



Digital Add-Ons

- Facebook Retargeting Ad | \$5,000 (\$30/CPM) • Targets: Includes people who have visited the Newport Beach (NBIBS) and San Diego (SDIBS), websites showing interest in event pages, and purchased show tickets.
- Website Banner Ad | \$3,000
 - Inquire for available landing pages
- Website Show Partner Logo Feature | \$500
 - Your logo included on the Show Website, "Show Partners"



On-Site Opportunities

Registration Sponsor \$25,000

- Make a strong first impression as attendees register for the event.
 - Logo at all registration points
 - Website and social media presence
 - Branding on registration materials
 - Mention in welcome emails to attendees

Wi-Fi Sponsor \$25,000

- Connect attendees to seamless internet access throughout the event.
 - Logo on Wi-Fi signage and login page
 - Website and social media presence
 - Branding on Wi-Fi access cards
 - Mention in event app notifications



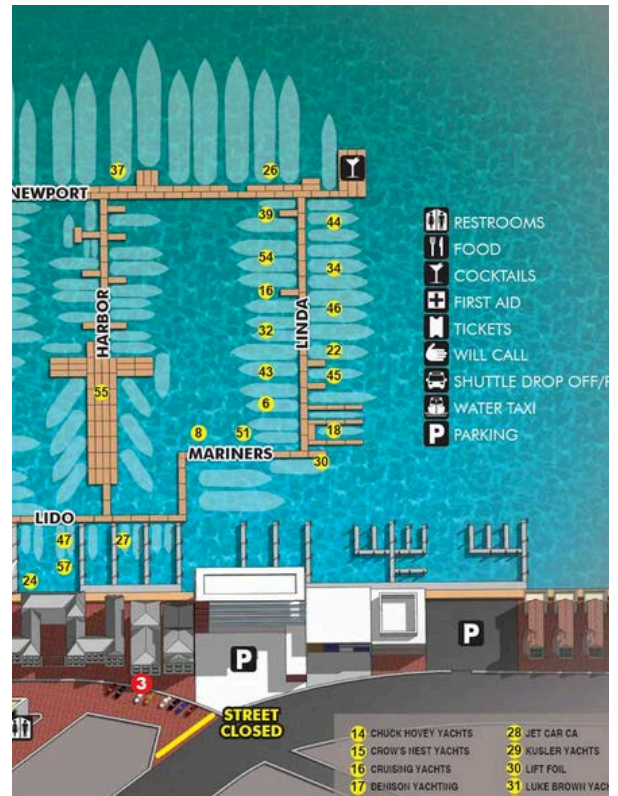
On-Site Opportunities

Shuttle Sponsor \$25,000

- Ensure smooth transportation while showcasing your brand on shuttles.
 - Logo on all shuttle signage and schedules
 - Website and social media presence
 - Branding on shuttle vehicles
 - Mention in shuttle route announcements

Map Sponsor \$25,000

- Guide attendees with your brand featured on all event maps.
 - Logo prominently displayed on event maps
 - Website and social media presence
 - Branding on map distribution points
 - Highlighted location on the map



On-Site Opportunities

Lanyard Sponsor

\$10,000

- Get maximum visibility with your brand on every exhibitor's lanyard.
 - Logo on all attendee lanyards
 - Website and social media presence
 - Branding on lanyard distribution points
 - Mention in registration confirmation emails



Wristband Sponsor

Starting at \$15,000

- Be on the wrist of every attendee with branded wristbands.
 - Logo on all attendee wristbands
 - Website and social media presence
 - Branding on wristband distribution points
 - Mention in event app notifications

On-Site Opportunities

Elk's Garden Title Sponsor

\$75,000

- Cultivate an environment with your brand at center stage within the Elk's Garden.
 - Naming rights for Elk's Garden
 - Logo on garden signage and materials
 - Website and social media presence
 - Branding on garden-related materials

Elk's Garden Activation

Starting at \$2,750

- Create unique experiences in Elk's Garden with your brand.
 - Exclusive activation space within Elk's Garden
 - Logo on garden signage
 - Opportunity for branded experiences



On-Site Opportunities

VIP Lounge Title Sponsor

\$95,000

- Enhance the VIP experience with your brand leading the VIP Lounge.
 - Naming rights for the VIP Lounge
 - Logo on VIP Lounge signage and materials
 - VIP access for your guests
 - Branding on VIP invitations

VIP Lounge Activation

Starting at \$4,750

- Create exclusive experiences in the VIP Lounge with your brand.
 - Exclusive activation space within VIP Lounge
 - Logo on VIP Lounge signage
 - Website and social media presence
 - Opportunity for branded experiences



On-Site Opportunities

On-Water Lounge Sponsor

Starting at \$20,000 (Co-sponsor) \$60,000 (Exclusive)

- Float your brand in style with naming rights for the On-Water Lounge.
 - Naming rights for the On-Water Lounge
 - Logo on lounge signage and materials
 - VIP access for your guests
 - Branding on On-Water invitations

On-Water Activation

Starting at \$4,950 (10' x 16')

- Create a welcoming space on the water to engage potential customers.
 - Activation space on the water
 - Logo on activation signage
 - Interactive opportunities with event attendees



On-Site Opportunities

On-Land Activation

Starting at \$3,750

- Activate your brand in high-traffic areas on land.
 - On-land activation space approx 200 sq ft.
 - Opportunity for branded experiences

Auto Sponsor

\$25,000

- Drive attention with your vehicles displayed at key event locations.
 - Logo on website and social media
 - Display space for vehicles at event entrances
 - Branding on auto-related materials
 - Mention in selected press releases
 - Includes (1) After party Co-Sponsorship



Official Truck Sponsor

\$95,000

- Your brand will have exclusive truck rights to showcase its vehicles, including branded display areas and activations. Additionally, your brand will have the ability to co-sponsor an evening after party.

Official Aviation Partner

\$50,000

- With premier on-site branding opportunities and the chance to engage attendees through high-impact displays. Your brand will be the sole aviation partner, gaining maximum visibility with the ability for co-sponsorship of an after party.



On-Site Opportunities

Tasting Activation

\$15,000

- Serve Samples at single location
 - Product available at all bars
 - *Market Package included

Satellite Bar Sponsor

\$20,000

- Branded full public satellite bar
 - Logo on show map
 - *Market Package included

VIP Bar Sponsor

\$25,000

- Branded full service VIP Bar
 - Logo on show map
 - *Market Package included



*Marketing Package: Includes up to \$250,000 in various opportunities such as social posts, ads, logos, emails and signage

After Party Sponsor

Starting at \$10,000 (Co-sponsor) \$50,000 (Exclusive)

- Branding and Promotion at the Official After Party
- Opportunity to host a branded activation or experience at the After Party.
- VIP access for select guests with reserved VIP seating or area.
- Opportunity to provide branded giveaways or promotional items to After Party attendees.



On-Site Package Opportunities

All packages include recognition as a sponsor online and in the show directory

EMBARK MAGAZINE

We have a luxury lifestyle magazine designed to complement and promote the show, the exhibitors, and the community. The publication is printed in a standard magazine format, featuring articles on boating, destinations, and trends. It is distributed in key locations prior to NBIBS, as well as during the show. The magazine is produced in partnership with Natalie McCollum, former Sales and Marketing Manager at the Irvine Company Resorts. With more than 5,000 copies printed, it provides an exclusive opportunity for select companies that align with our model and target audience.

Full Page Ads – Starting at \$1,500



On-Site Opportunities

Additional Signage

- Maximize brand exposure with a variety of signage opportunities.
 - Directional Signage: Logo on signs guiding attendees throughout the event
 - Floor Decals: Logo on high-traffic floor areas for maximum visibility
 - Banners and Flags: Logo on banners and flags at key locations
 - Entrance Arches: Branding on entrance arches for a grand welcome
 - Restroom Signage: Logo on restroom signs for consistent exposure
 - Sponsor Walls: Logo on photo-op walls where attendees take pictures





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