

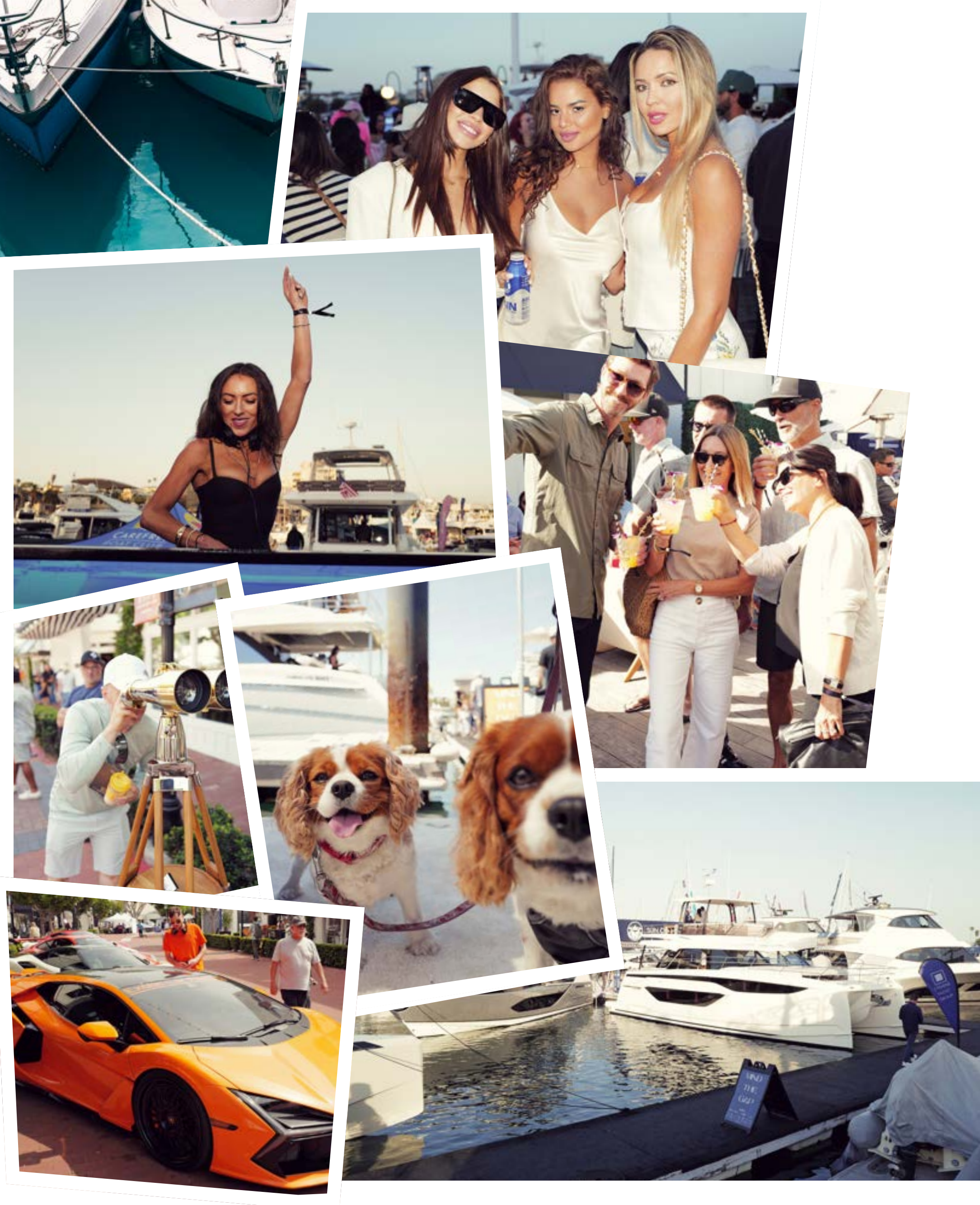


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# NEWPORT BEACH INTERNATIONAL BOAT SHOW

APRIL 15 - 18

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



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01

## SHOW OVERVIEW

The Newport Beach International Boat Show is a premier 4-day maritime event hosting 250 vessels, 70+ exhibitors, and 25,000 attendees at Lido Marina Village. The event anchors on industry professionals, dealers, buyers actively shopping for vessels, and serious boating enthusiasts evaluating the latest in marine technology and innovation.

Beyond on-water demonstrations and direct dealer access, the activation expands into elevated lifestyle experiences that attract diverse sponsorship categories. A VIP lounge offers premium hospitality for high-net-worth attendees. Exotic automobiles on display connect luxury automotive sponsors to the affluent audience. Curated culinary programming and bar activations create touchpoints for food, beverage, and hospitality brands. Photo-worthy moments and experiential zones throughout the venue generate social amplification and brand visibility.

The four-day format allows for layered programming—industry-focused mornings transitioning into evening entertainment, dining, and social moments. This structure positions the event as both a serious marketplace for marine professionals and a destination experience for affluent consumers seeking premium waterfront moments.

The venue becomes a multi-sponsor ecosystem where marine, automotive, hospitality, and lifestyle brands activate alongside one another—each amplifying the others' reach.

# THE LOCATION



**LIDO MARINA VILLAGE  
NEWPORT BEACH, CA**

**Coordinates: ~ 33.618489, -117.925466**

02

## EVENT LOCATION

The Newport Beach International Boat Show takes place at Lido Marina Village, Newport Beach's premier waterfront destination. The venue sits at the heart of the harbor, capturing traffic from boat show attendees, waterfront promenaders, and the affluent resident base. High-end retail and dining surround the activation, creating a destination experience rather than an isolated event.

Lido Marina Village offers unobstructed harbor views, direct water access, and the natural prestige of Newport Beach—aspirational, maritime-centric, and designed for elevated brand presence.

NEWPORT BEACH, CA | EST. 1971

**LIDO MARINA**  
VILLAGE



## 03

### SIGNATURE MOMENTS

The Newport Beach International Boat Show creates immersive moments throughout the four-day activation that anchor memory, drive repeat visits, and fuel social sharing. Every touchpoint is calibrated to feel distinctive and worth experiencing in person.

Attendees explore 250 vessels positioned throughout the harbor, climb aboard, and engage directly with dealers, brokers, and designers. The vessels become the centerpiece. The event expands beyond the water with Via Oporto shut down to feature exotic automobiles on display, creating an elevated automotive-marine luxury pairing that drives foot traffic throughout the venue.

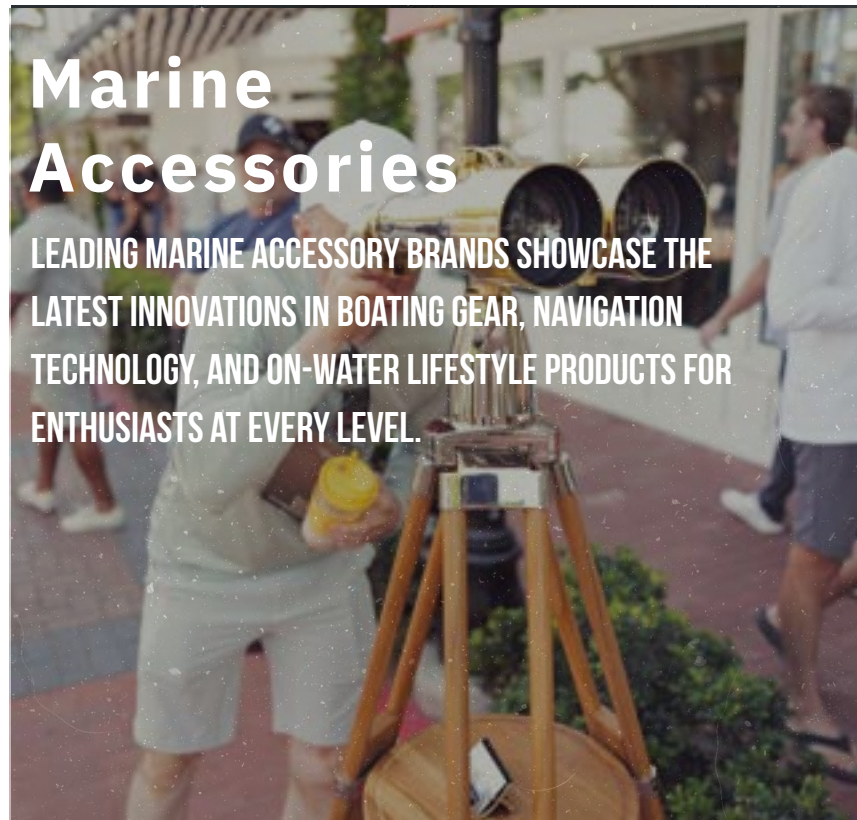
On-water public lounges and a VIP Lounge host a variety of curated events, programming, and private gatherings—anchored by the opening party with Nobu, setting the tone for the four-day activation. Larger brand partners build extensive experiential spaces, hosting their own demonstrations, activations, and guest experiences. An Exhibitor Pavilion showcases marine accessories and specialized service providers, connecting boat owners with the ecosystem supporting their vessels.

The activation culminates at Topside at the Lido House Hotel, where the closing party brings attendees, sponsors, and industry leaders together for a final evening on the water. Together, these moments transform the boat show into a multi-sensory destination where attendees naturally linger, gather, photograph, and return across all four days.



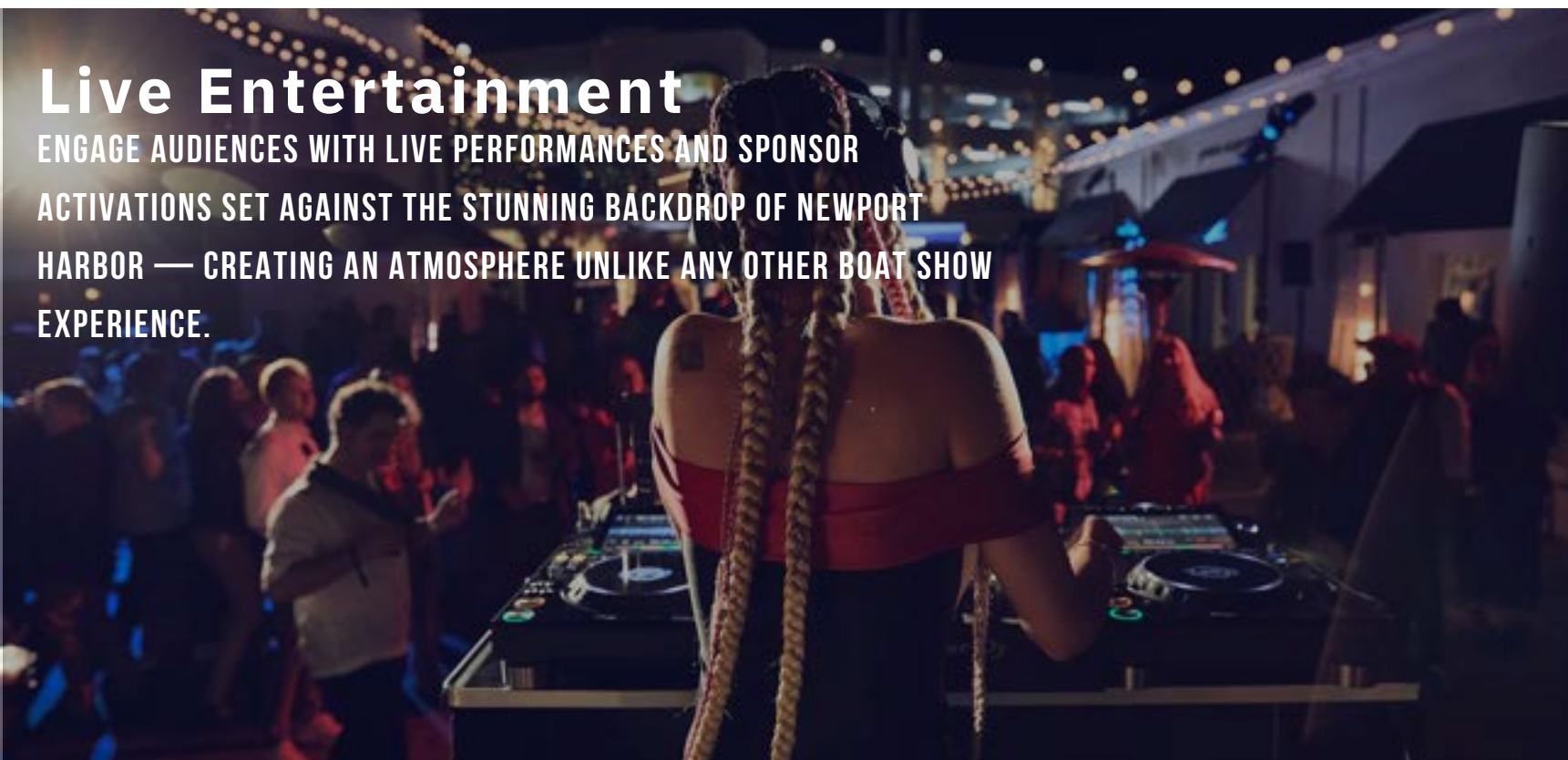
## Interactive Activations

AN EXCLUSIVE SPONSOR LOUNGE OFFERS PREMIUM HOSPITALITY FOR GUESTS AND PARTNERS, WITH CURATED REFRESHMENTS AND ELEVATED BRAND ENGAGEMENT THROUGHOUT THE 4-DAY EVENT.



## Marine Accessories

LEADING MARINE ACCESSORY BRANDS SHOWCASE THE LATEST INNOVATIONS IN BOATING GEAR, NAVIGATION TECHNOLOGY, AND ON-WATER LIFESTYLE PRODUCTS FOR ENTHUSIASTS AT EVERY LEVEL.



## Live Entertainment

ENGAGE AUDIENCES WITH LIVE PERFORMANCES AND SPONSOR ACTIVATIONS SET AGAINST THE STUNNING BACKDROP OF NEWPORT HARBOR — CREATING AN ATMOSPHERE UNLIKE ANY OTHER BOAT SHOW EXPERIENCE.



## Culinary Experiences

WORLD-CLASS CULINARY OFFERINGS INVITE GUESTS TO INDULGE IN PREMIUM DINING AND TASTING EXPERIENCES, COMPLEMENTING THE SOPHISTICATION OF NEWPORT BEACH'S PREMIER BOATING EVENT.



## Exotic Automobiles

AN EXCLUSIVE SHOWCASE OF HIGH-PERFORMANCE AND LUXURY VEHICLES BRINGS AN ADDITIONAL DIMENSION OF ASPIRATION TO THE SHOW, ATTRACTING NEWPORT BEACH'S MOST DISCERNING CLIENTELE.



## Vessels On Display

GUESTS CAN EXPLORE AN EXTRAORDINARY COLLECTION OF YACHTS, POWERBOATS, AND WATERCRAFT — WITH THE OPPORTUNITY FOR PRIVATE TOURS, SEA TRIALS, AND DIRECT CONVERSATIONS WITH INDUSTRY EXPERTS.



A PLACE  
FOR LOCALS,  
VISITORS  
AND EVERYONE  
IN BETWEEN

TARGET DEMOGRAPHICS & REACH

Newport Beach Harbor sits along the Orange County coastline. This waterfront location draws locals and visitors from across Southern California and is surrounded by some of the most affluent communities. Dana Point, Ladera Ranch, San Clemente, Talega and Laguna Beach with average home prices from 2-4 million dollars.

|                                                                                                       | 10 Min    | 15 Min    | 30 Min    |
|-------------------------------------------------------------------------------------------------------|-----------|-----------|-----------|
|  Population          | 104,670   | 233,452   | 1,055,120 |
|  Household Income    | \$149,679 | \$156,254 | \$148,738 |
|  Daytime Employment  | 45,303    | 104,759   | 599,461   |
|  College Education | 58.73%    | 59.52%    | 65.14%    |

416,287  
Totaltrade  
area population

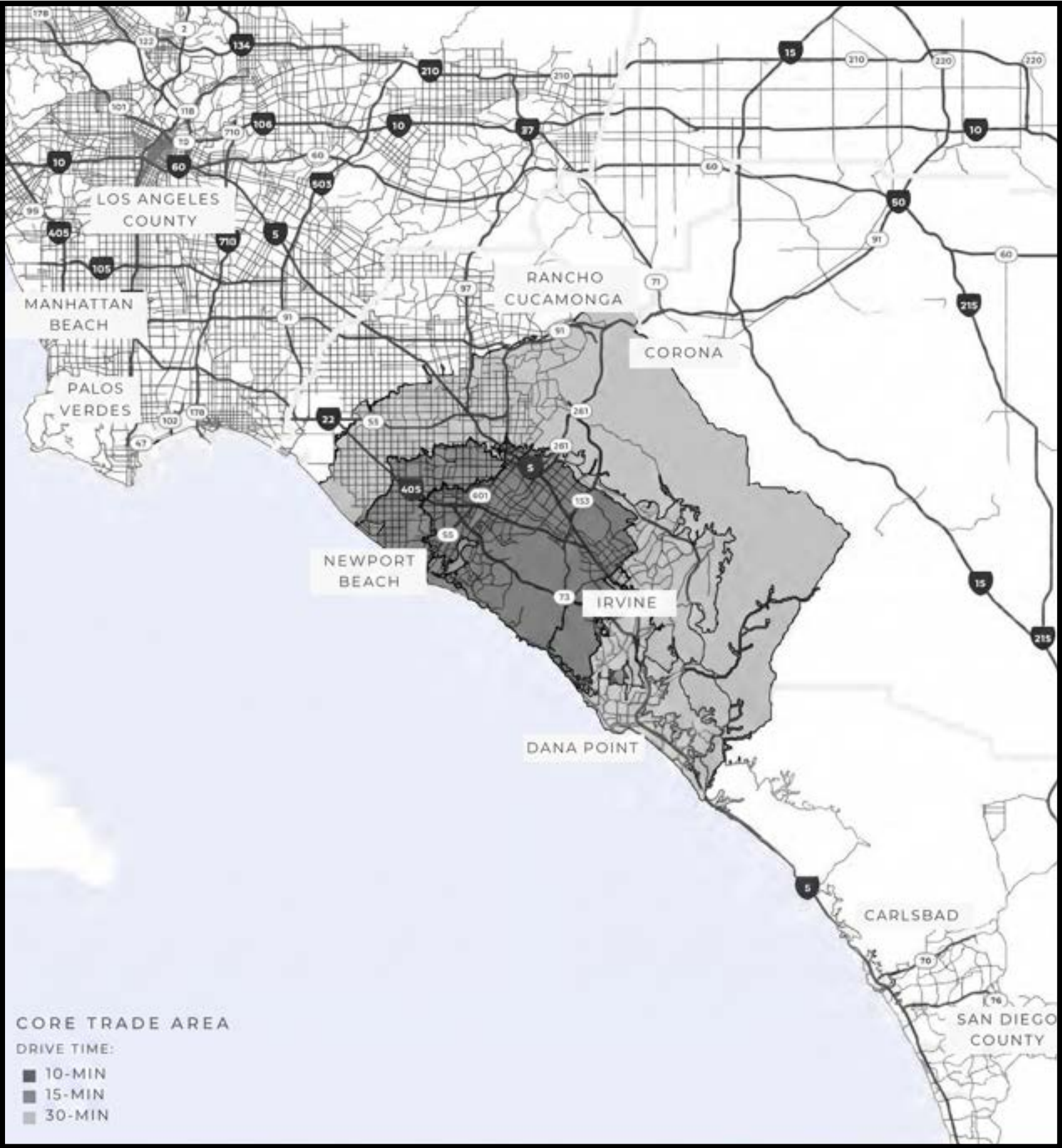
\$163,255  
Average  
household income

50  
Hotels, resorts and inns  
within a 15 minute drive time

\$3.02M  
Median  
home value

70%  
Of households  
with an annual income  
of over \$100,000

113,274  
Daytime workers  
within the core trade area.





05

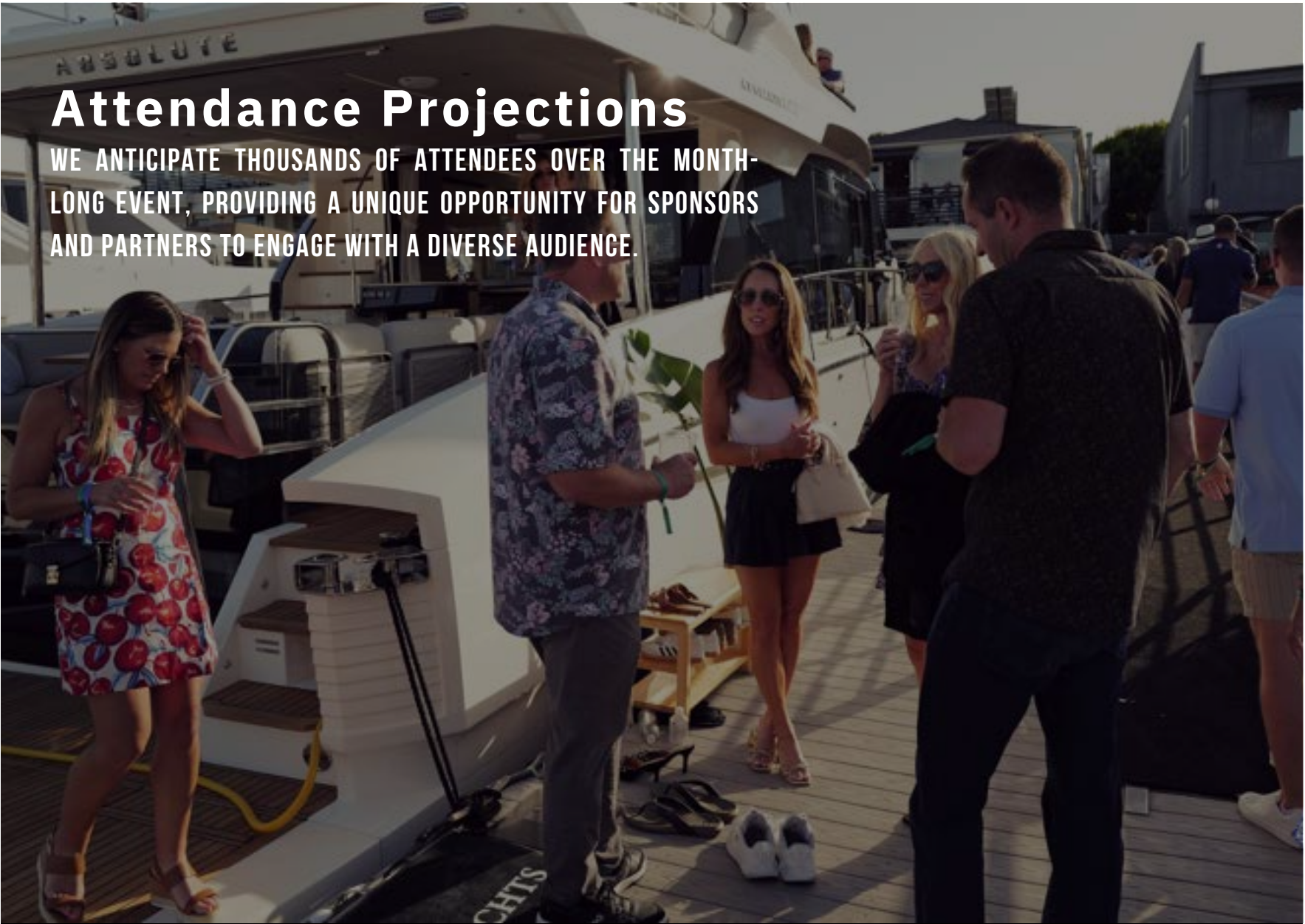
## MARKETING & PROJECTED VISIBILITY

The Newport Beach International Boat Show draws one of the most concentrated audiences of high-net-worth consumers in Southern California — boat owners, waterfront homeowners, and luxury lifestyle enthusiasts gathered over four days in April at one of the country's premier harbor venues.

Visibility spans the full show footprint and extends well beyond it. On-site presence captures foot traffic from an engaged, affluent audience already in a purchasing mindset. Social media coverage, influencer attendance, and press from the boat show's media partners extend reach organically across regional and national audiences.

For sponsors, the boat show context provides direct access to decision-makers and high-income households in a high-attention, low-distraction environment. Brand activations on the water carry inherent visual distinction — every photo taken at the venue becomes a content asset that extends sponsor exposure beyond the event window.

Community positioning reinforces long-term brand equity in Newport Beach. Presence at the International Boat Show signals alignment with the waterfront lifestyle and places sponsors within a curated ecosystem of premium marine, real estate, and luxury hospitality brands for the duration of the event and its surrounding coverage.



# Attendance Projections

WE ANTICIPATE THOUSANDS OF ATTENDEES OVER THE MONTH-LONG EVENT, PROVIDING A UNIQUE OPPORTUNITY FOR SPONSORS AND PARTNERS TO ENGAGE WITH A DIVERSE AUDIENCE.



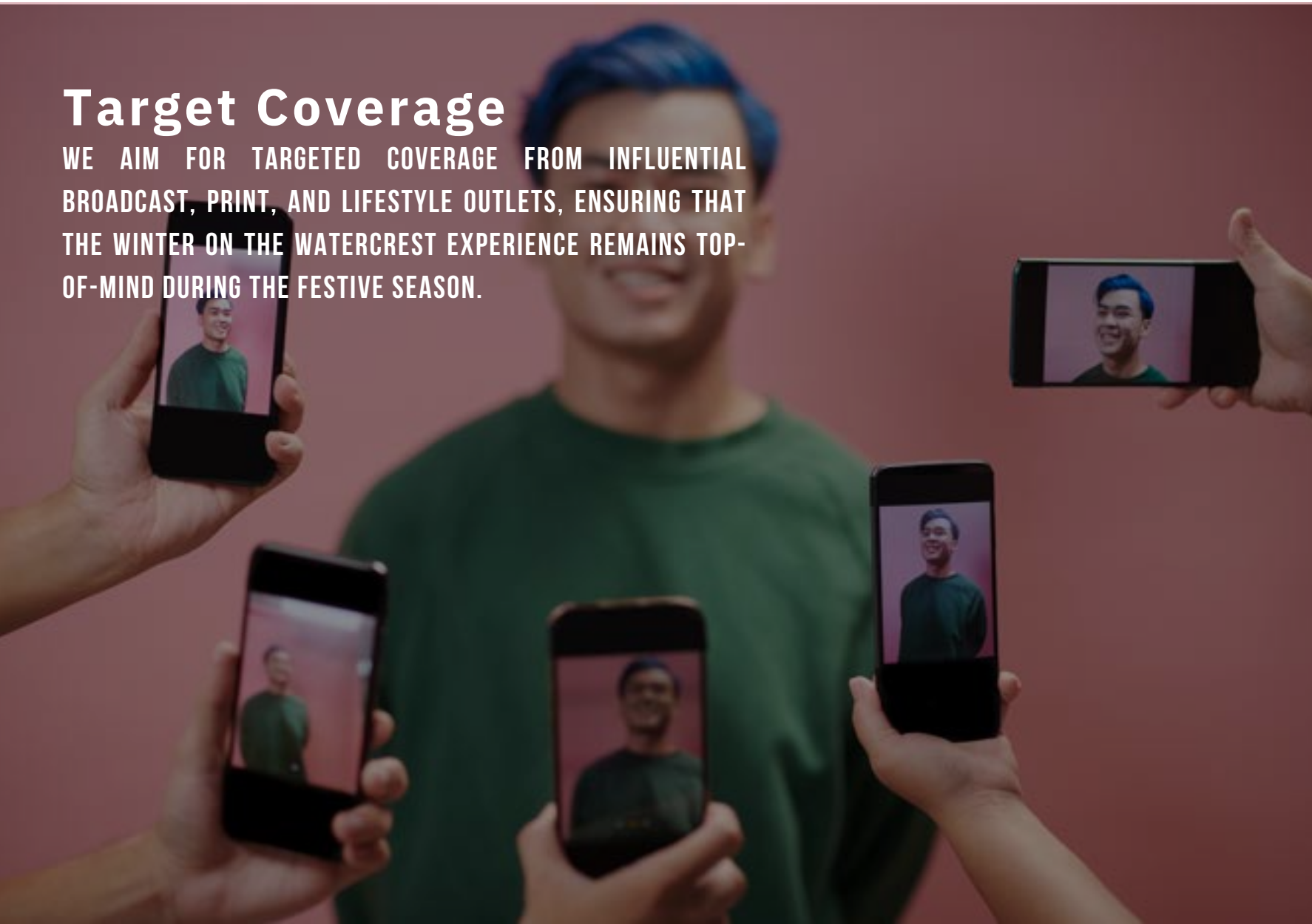
# Media Impressions

THE EVENT IS EXPECTED TO GENERATE MULTI-MILLION ORGANIC SOCIAL MEDIA IMPRESSIONS, ENHANCING SPONSOR VISIBILITY AND REACH WITHIN THE LOCAL COMMUNITY AND BEYOND, FOSTERING DEEPER CONNECTIONS WITH GUESTS.



# Earned Media Value

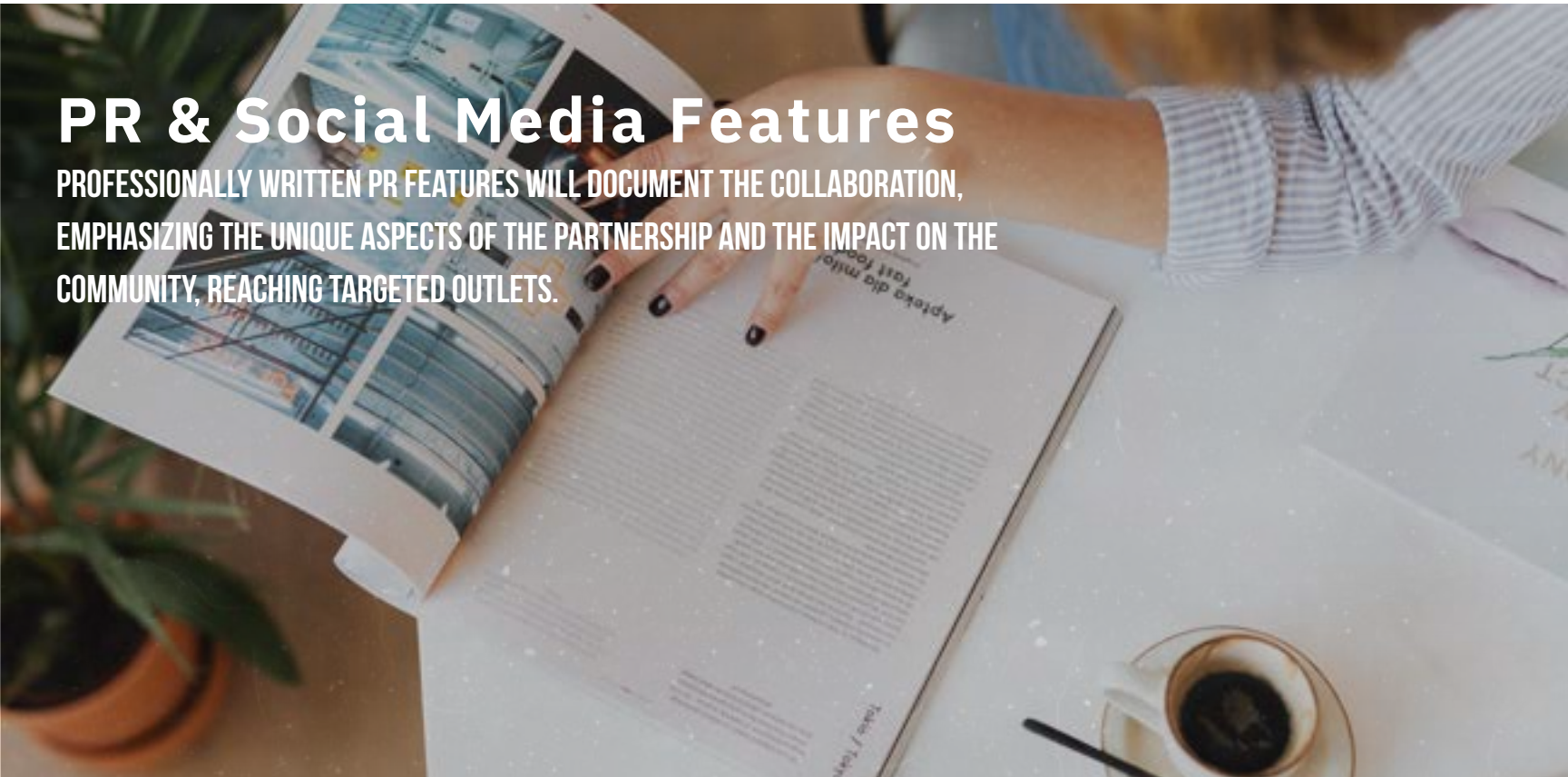
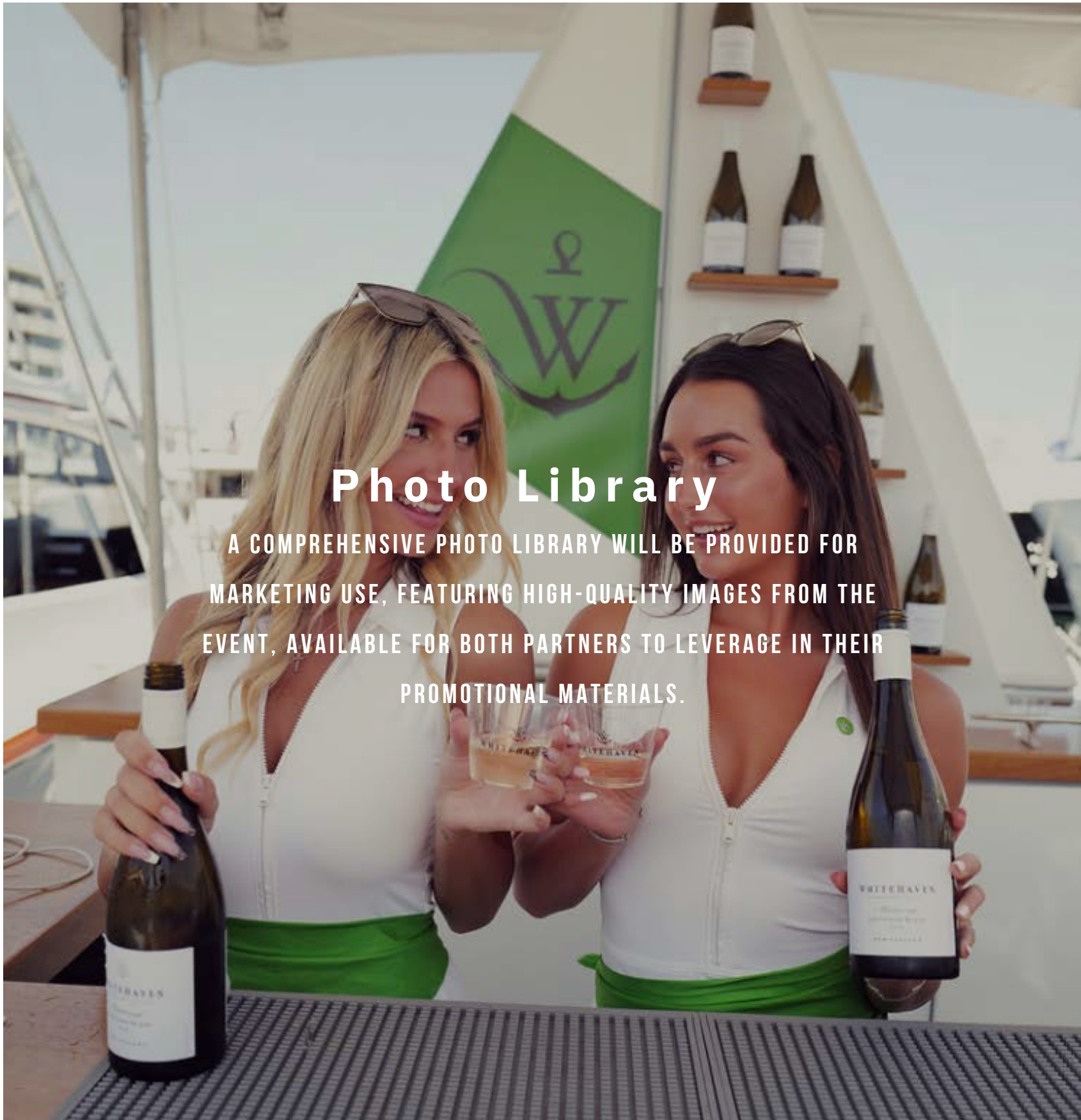
ESTIMATED EARNED MEDIA VALUE WILL BE SUBSTANTIAL, AS MAJOR LOCAL AND REGIONAL OUTLETS COVER THIS UNIQUE ACTIVATION FOR SPONSORS, PARTNERS, AND MEDIA EXCLUSIVE EVENTS, SOLIDIFYING THE PARTNERSHIP'S PROMINENCE IN SOUTHERN CALIFORNIA'S HOLIDAY DISCUSSIONS.



# Target Coverage

WE AIM FOR TARGETED COVERAGE FROM INFLUENTIAL BROADCAST, PRINT, AND LIFESTYLE OUTLETS, ENSURING THAT THE WINTER ON THE WATERCREST EXPERIENCE REMAINS TOP-OF-MIND DURING THE FESTIVE SEASON.

# MEDIA DELIVERABLES





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## SPONSORSHIP PACKAGES

Three tiered sponsorship levels designed to maximize brand exposure and audience engagement throughout the 4-day activation. Each package offers distinct visibility, activation opportunities, and direct access to Newport Beach's affluent demographic.

For brands seeking a more tailored approach, à la carte sponsorship opportunities are available — allowing partners to customize their investment around specific moments and activations that best align with their goals.

# FEATURED SPONSOR

STARTING AT \$15,000

- ACTIVATION SPACE
- COMPANY LOGO INTEGRATION ON PLATFORMS AND ONSITE SIGNAGE
- SOCIAL MEDIA FEATURES
- EVENT GALLERY
- 25 PUBLIC ACCESS TICKETS

# PREMIER SPONSOR

STARTING AT \$30,000

- ALL BENEFITS OUTLINED IN FEATURED SPONSOR
- EXCLUSIVE FIRST LOOK PREVIEW AND MEDIA MOMENT
- GIFTING OPPORTUNITY FOR VIP GUESTS
- DEDICATED SOCIAL MEDIA POST
- DEDICATED SIZZLE REEL
- 40 PUBLIC ACCESS TICKETS



# TITLE SPONSOR

## NAMING & BRANDING

- EVENT BRANDED AS “NBIBS, PRESENTED BY [SPONSOR]”
- LOGO PROMINENT THROUGHOUT ALL AREAS OF EXPERIENCE: PICK UP LOCATION, WATER TAXI OPPORTUNITY
- BRAND LOGO ON ALL WRISTBANDS OR TICKETS
- RIGHT OF FIRST REFUSAL FOR TITLE SPONSORSHIP IN FUTURE YEARS
- DEDICATED BRANDED SPONSOR SUITE
- FIRST ACCESS/PRIORITY BOOKING FOR PRIVATE EVENTS
- BRANDED ACTIVATION SPACE ON SITE
- BRANDED SIGNAGE THROUGHOUT THE EVENT FOOT PRINT
- OPPORTUNITY FOR BRANDED ITEMS (CUPS, SWAG, ETC.)
- SET NUMBER OF TICKETS THROUGHOUT THE SHOW
- VIP OPENING NIGHT INVITATION FOR A SET NUMBER OF GUESTS\

## MEDIA & MARKETING

- LOGO/MENTION IN ALL PRESS RELEASES, MEDIA ALERTS, AND INTERVIEWS
- FEATURED PLACEMENT ON EVENT WEBSITE (LOGO + LINK, “PRESENTED BY” BANNER)
- DEDICATED SOCIAL POSTS
- INCLUSIONS IN ALL PAID DIGITAL/SOCIAL AD CREATIVE
- CO-BRANDED CONTENT: BEHIND THE SCENES VIDEO, SPONSOR SPOTLIGHT REEL
- EMAIL NEWSLETTER PLACEMENT TO THE FULL ATTENDEE TARGET DATABASE
- FEATURED INTERVIEW WITH SHOW HOST

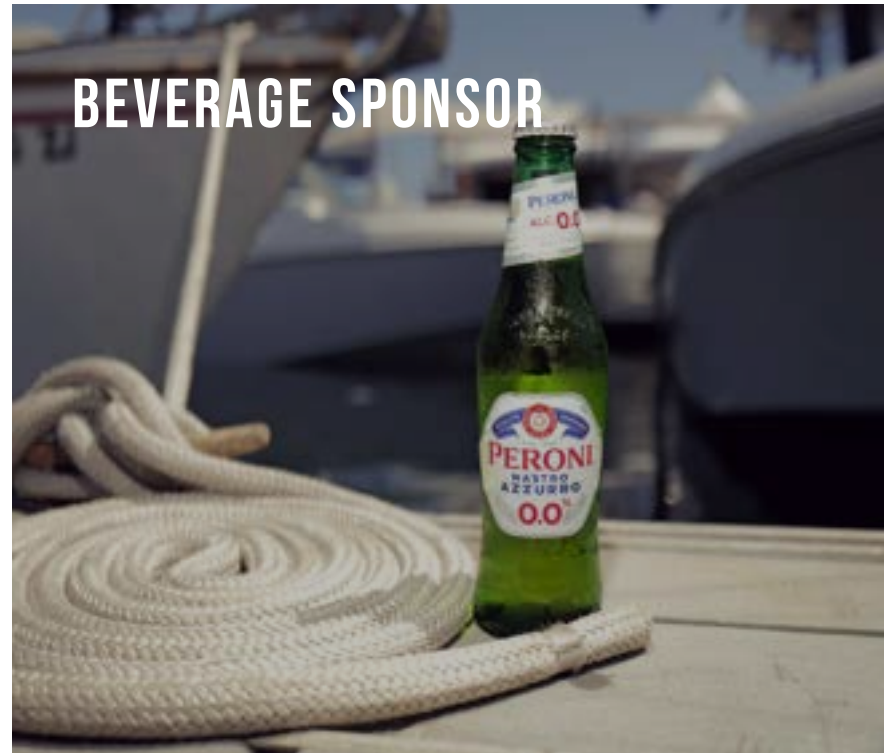
INQUIRE FOR PRICING INFO@REVEL-REPUBLIC.COM

# À LA CARTE OPPORTUNITIES

LUXURY BRAND PARTNER



BEVERAGE SPONSOR



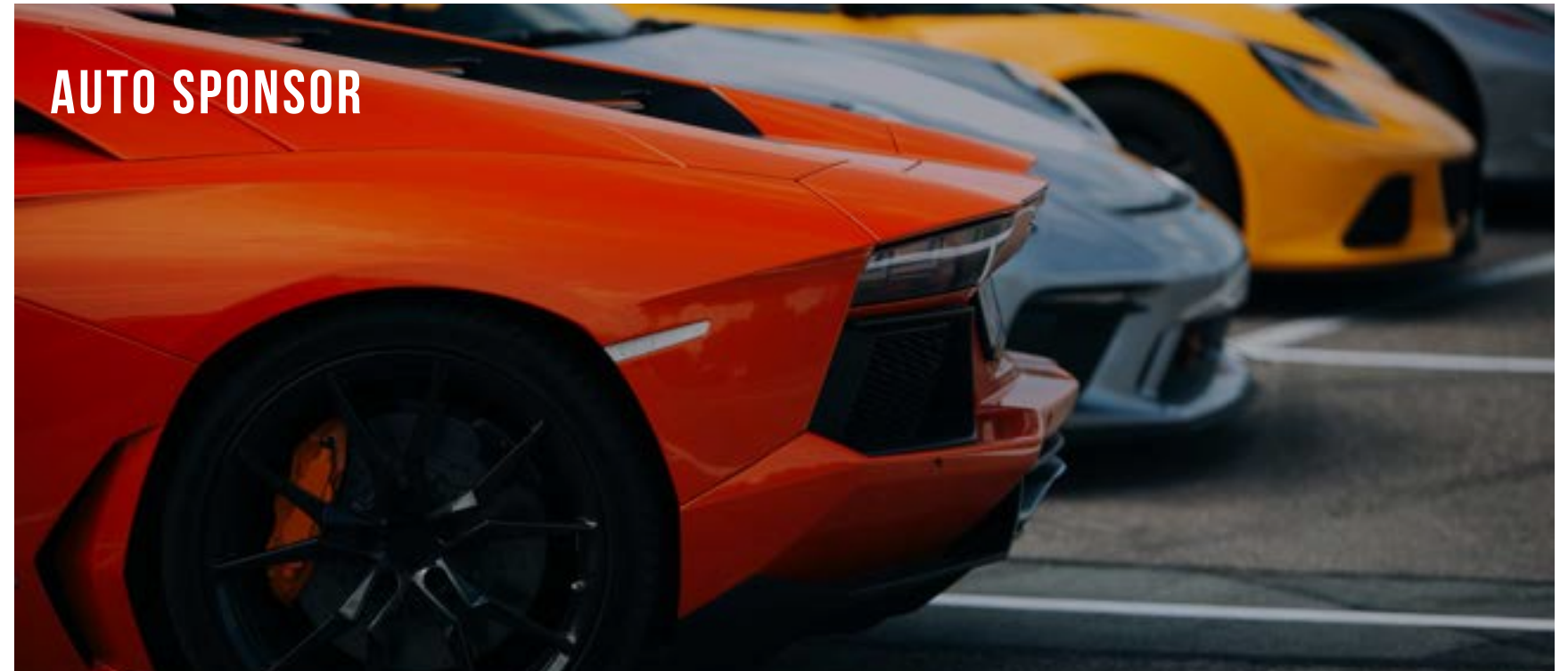
CULINARY SPONSOR



AVIATION SPONSOR



AUTO SPONSOR



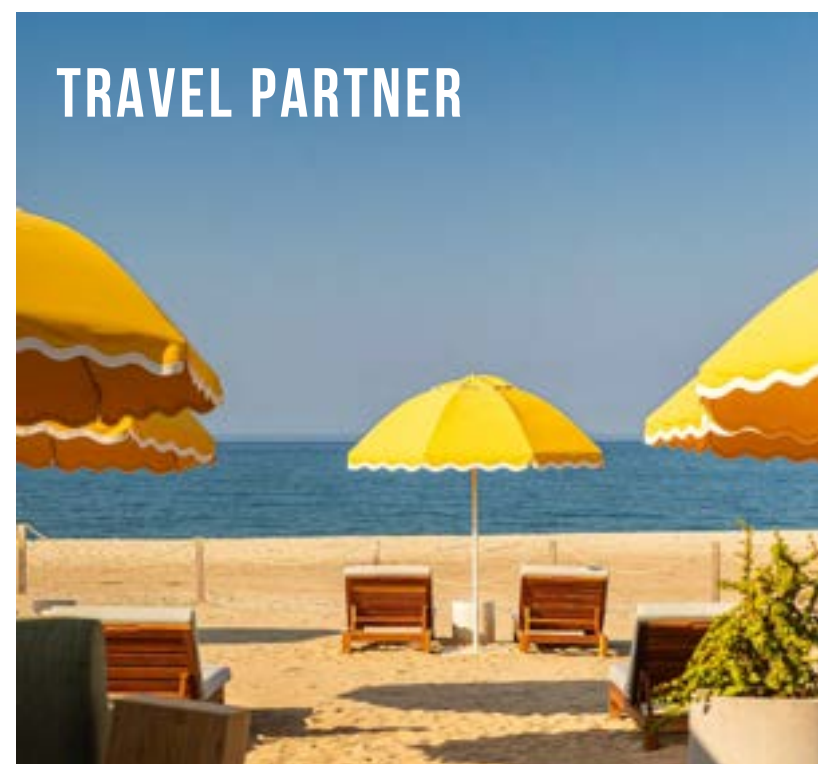
REAL ESTATE PARTNER



LOUNGE SPONSOR



TRAVEL PARTNER



MEDIA PARTNER



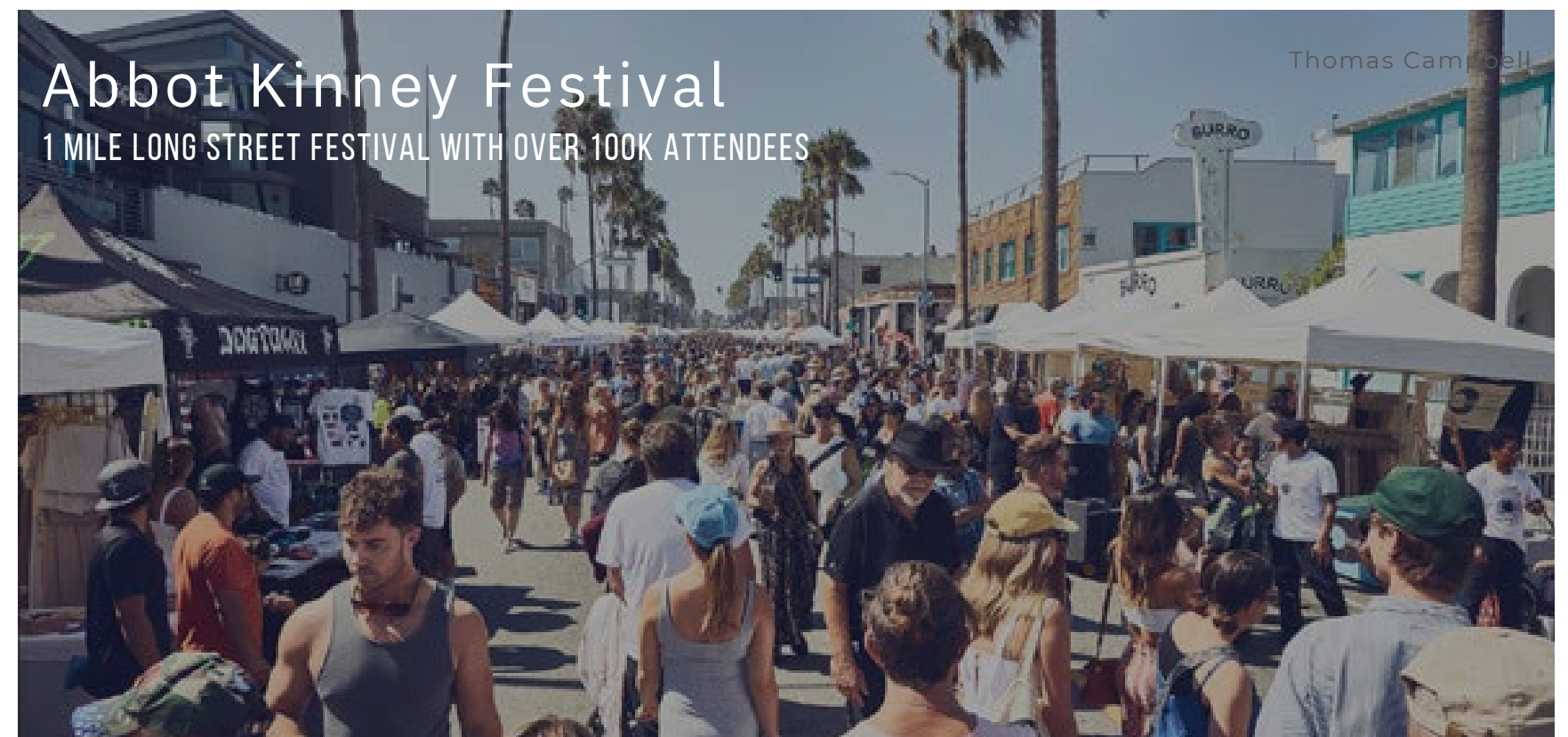


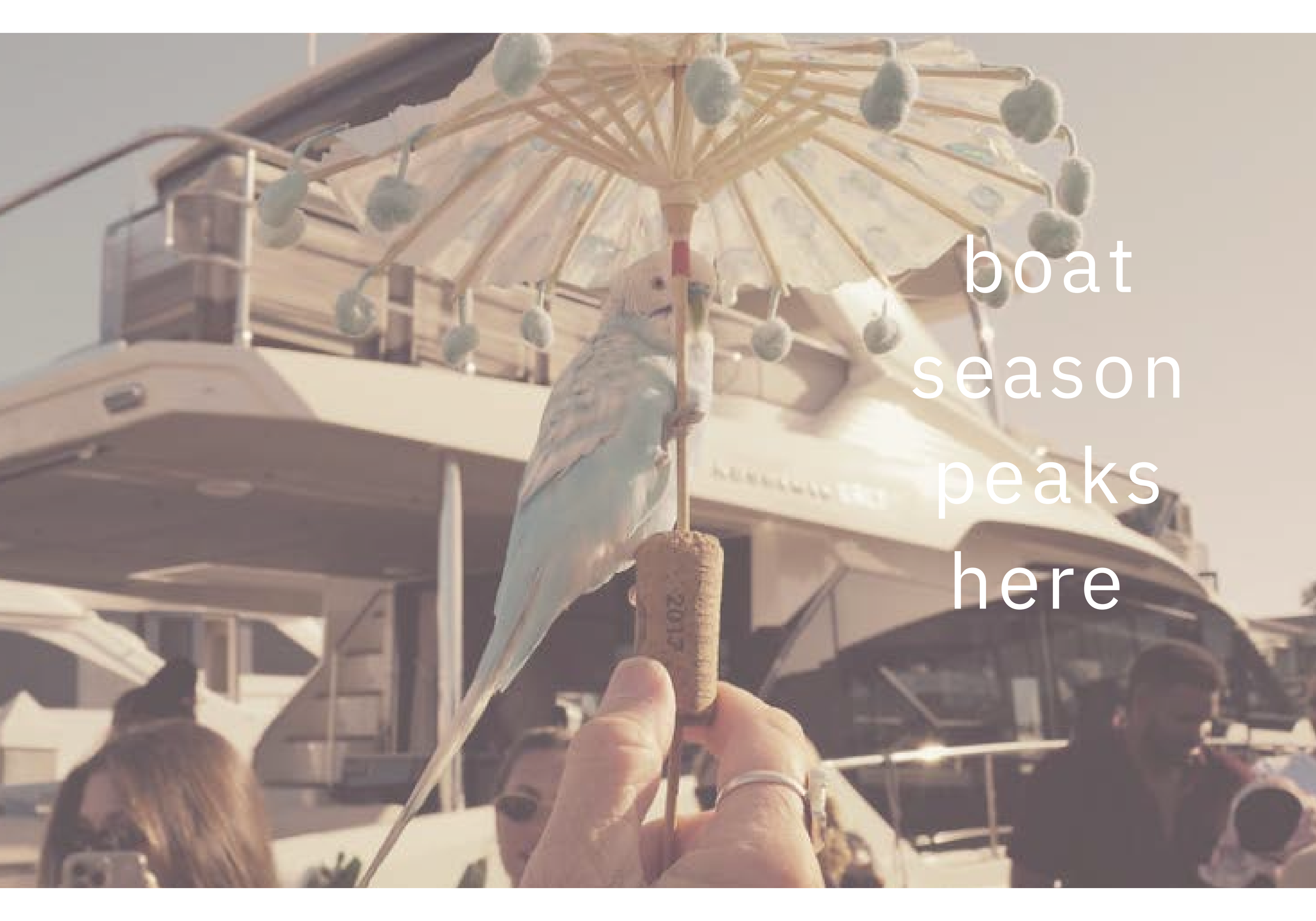
07

## WHO IS REVEL REPUBLIC?

Revel Republic is an experiential event production company specializing in large-scale activations, community programming, and destination experiences. We manage venue logistics, vendor coordination, permitting, and execution for complex events across the nation. Our work spans municipal partnerships, public gatherings, and curated experiential activations that bring communities together.

# MAJOR PRODUCTIONS



A light blue budgie is perched on a wooden stick held by a person's hand. The stick has a date stamp that reads "2017". In the background, there is a boat with a string of lights hanging from it. The text "boat season peaks here" is overlaid on the right side of the image.

boat  
season  
peaks  
here



[www.revel-republic.com](http://www.revel-republic.com)