



SAN DIEGO INTERNATIONAL BOAT SHOW

JUNE 11-14, 2026



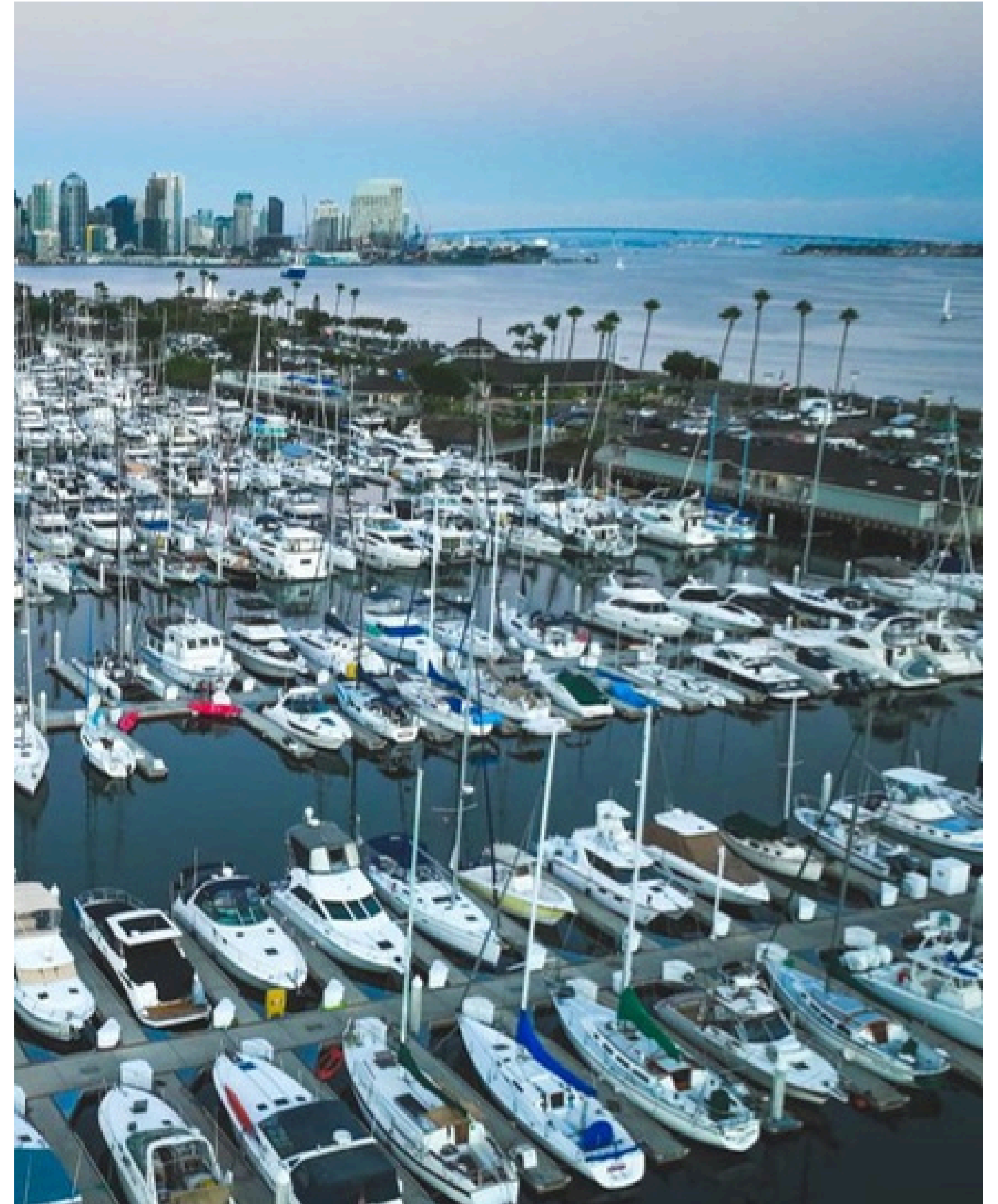
SAFE HARBOR
— SUNROAD —



REVEL REPUBLIC

Overview

The San Diego International Boat Show (SDIBS) is better than ever, bringing a fresh and innovative experience to the boating industry. Set to take place June 26-29 against the stunning backdrop of the San Diego Harbor, 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 San Diego lifestyle and all that it represents.



Facts at a Glance

Demographics

35 - 65 years old

60% **40%**

Men

Women

Avg. household income: \$250k

Daily Visitors

4,000 - 7,000

Friday - Sunday

Media Outlets

30+

Mix of digital media, television, and print

Exhibitors

40+ **80+**

On water

On land

Vessels on Display

100-200

Represented by 40-60 brokerages

Impressions

25,000 to 1,000,000

Based on level of participation

The Show



Activities

01

ON-WATER ACTIVATIONS

As guests wander the exhibits, they can immerse themselves in interactive photo moments, product testing, and captivating performances. The possibilities are endless, from testing out the newest watercraft on the open water to taking a virtual-reality dive into the depths of the ocean to even getting up close and personal with marine life.



Activities

02

ON-LAND ACTIVATIONS

The stage is set for an unparalleled showcase of the most sought-after brands in the industry. With the inclusion of exotic vehicles, high-end trucks, interactive technology, and delicious food, the on-land area of the event promises to be bigger and more exciting than ever. As guests explore Sunroad, they will be greeted by the irresistible aroma of gourmet cuisine from our many local food vendors and restaurants.



Activities

03

VIP LOUNGE DECKS

As the sun begins to set on Sunroad the atmosphere transforms into an exclusive VIP experience. Multiple VIP lounges come alive, offering our guests a front-row seat to an unforgettable evening. Sip on handcrafted cocktails as you take in live entertainment featuring some of the most talented musicians and performers around.



Activities

04

OPENING & CLOSING EVENTS

As the sun sets on the event, the celebrations begin. Whether at a brokerage or one of our partner properties, guests will partake where they can indulge in delectable fare and libations as they toast to the success of the weekend.



Why Sponsor?

SDIBS 2025 promises to be a marvelous spectacle, showcasing some of the most renowned names in the boating industry and presents a unique opportunity for brands to gain access to an elite group of customers and target audiences. With sponsorship options customized to meet each brand's specific needs, SDIBS 2025 provides the perfect platform to elevate a brand and make a lasting impression.

Participating Brands:



Additional Participating Brands:

ALEXANDER
MARINE USA™



Market Data

SDIBS

 XSHORE
SAFE HARBOR MARINAS

Market Data - Demographics & Daily Visitors

Projected Core Audience — 35 - 65 years old



- 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 —

15,000 - 20,000
Visitors



Market Data - Exhibitors & Vessels on Display

Exhibitors — **40+ on water**
80+ on land

Vessels on Display — **100-200 vessels**
Represented by 40+ brokerages



Market Data - Impressions & Media Outlet

Impressions — **25,000 to
1,000,000**

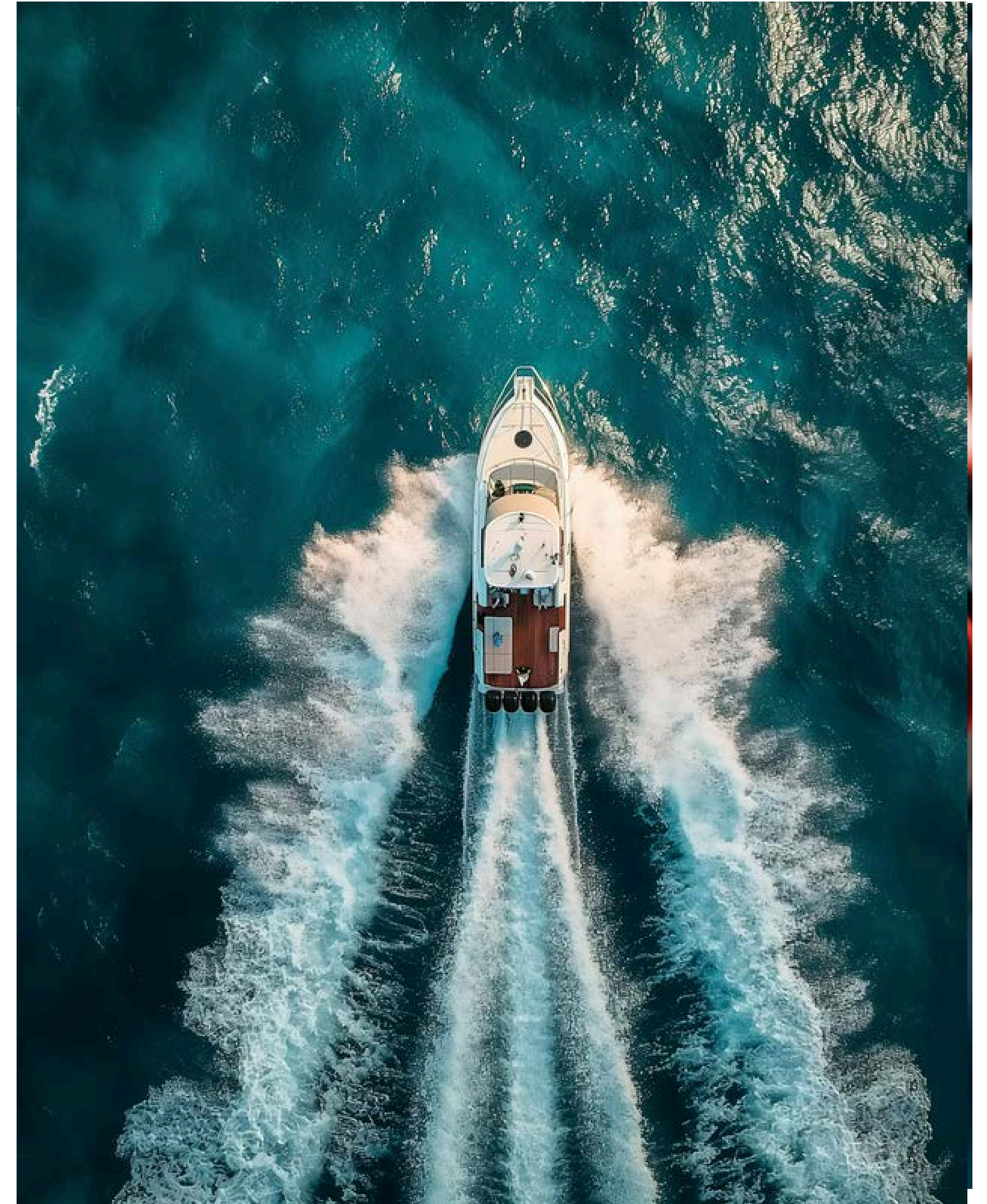
Based on level of participation

Projected Media — **30+**

Media Outlets Coverage

- Local TV, cable, and radio with key show schedules
- Billboards, newspapers, and publications in San Diego, Los Angeles, and Orange County.

- National news and luxury publication advertising
- Local and national PR coverage
- Heavy paid and organic social media presence
- Digital ads, re-targeting and SEM campaigns
- Extensive direct mail to U.S. boat owners and custom invitation packages



Our Packages



On-Site Package Opportunities

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

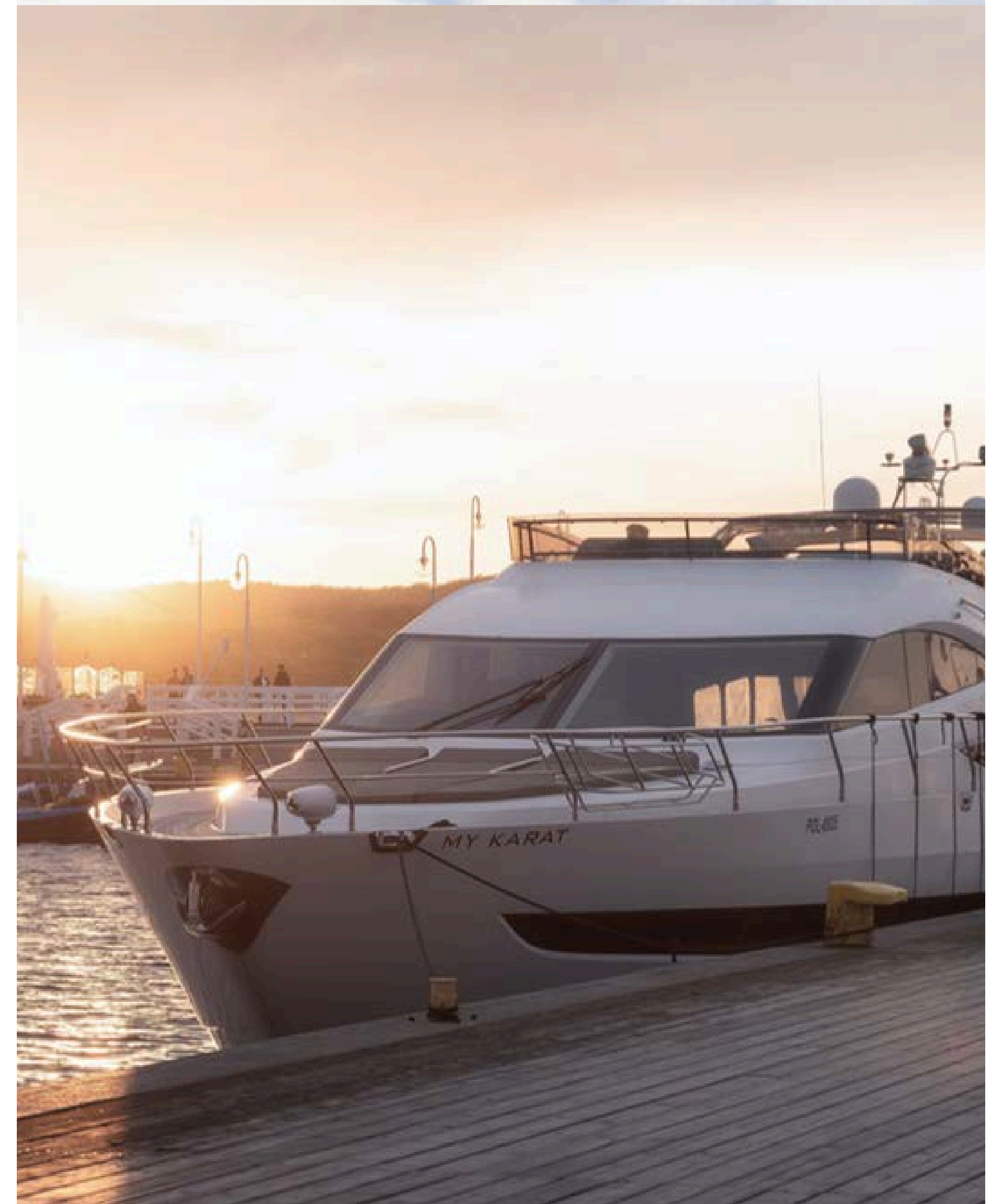
Presenting Sponsor (Call for Pricing)

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

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*



On-Site Package Opportunities

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

Premier Sponsor at \$30,000

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 After 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
- Access to the VIP lounge for hosting clients
- Invitations to exclusive networking events during the boat show.
- 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.

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DIGITAL OPPORTUNITIES:

Dedicated Spotlight Email - \$1,000

- (1) Fully dedicated email

Featured Email Mention - \$500

- Mention within regular SDIBS email

SMS Spotlight Text Message - \$1,500

- (1) SMS Text message

Social Media Package 1 Instagram Takeover -\$2,000

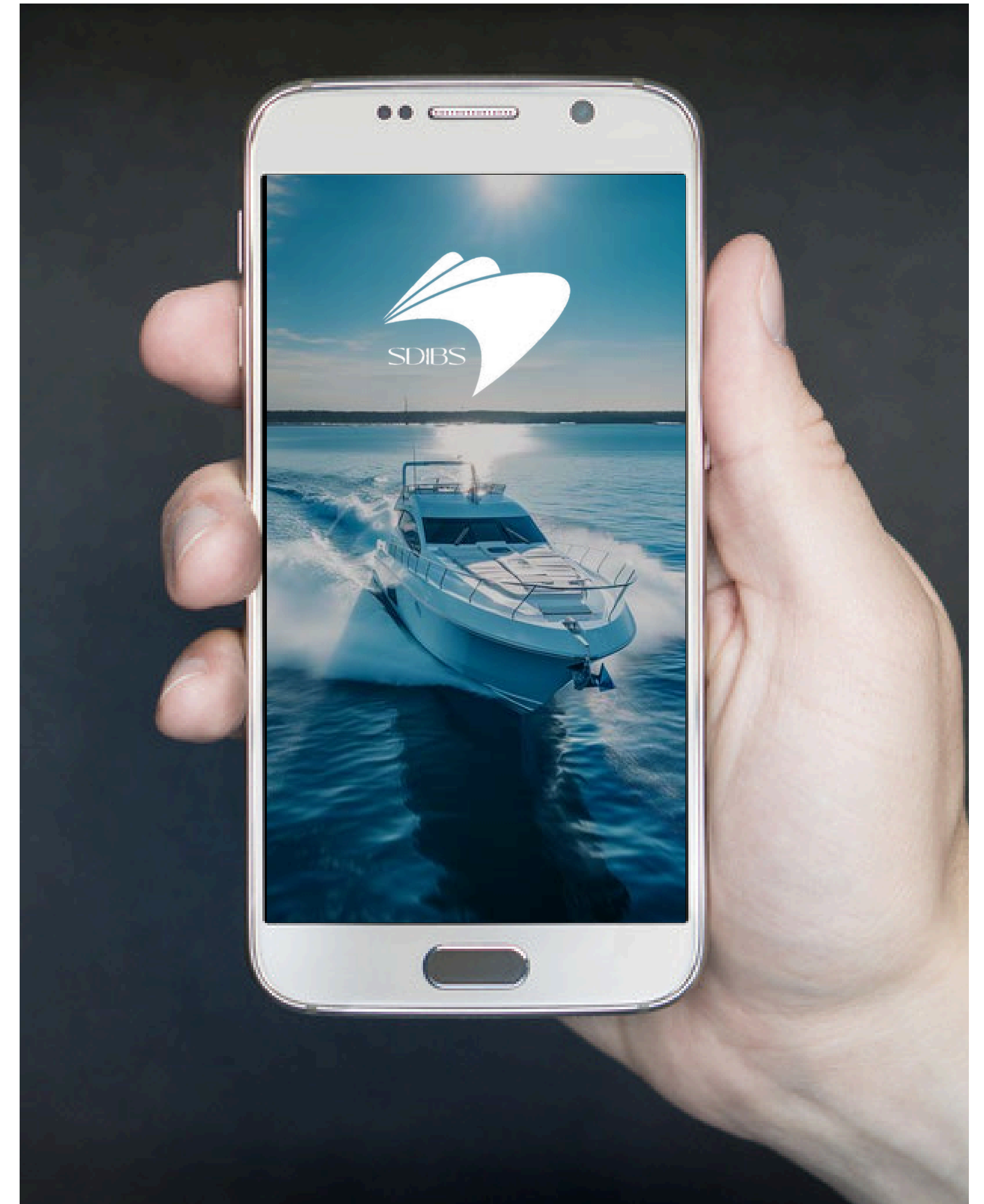
- 1 Day takeover: 3 story posts
- 1 Feed post (analytics provided)

Social Media Package 2 - \$1,500

- 1 Post, 1 story, tag, mention
- Analytics provided

Social Media Package 3 - \$250

- 1 story, tag, mention
- Analytics provided



On-Site Package Opportunities

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

Map Sponsor - 10,000 Copies

- Full Page Exclusive - \$7,500
- 1/3 Page Map Sponsor - \$3,000

Wristband Sponsor

- VIP Wristband Sponsor - VIP Wristbands - \$5,000
- GA Wristband Sponsor - GA Wristbands - \$7,500
- Exclusive Wristband Sponsor - VIP & GA - \$10,000

VIP Lounge

- VIP Activation (Call for pricing)
- Branded VIP Tote Bags (QTY 250)

Shuttle & Water Taxi

- Single Shuttle window clings - \$4,950
- Single Shuttle wrap TBD - Call for Pricing
- TV screen loop TBD - \$7,950



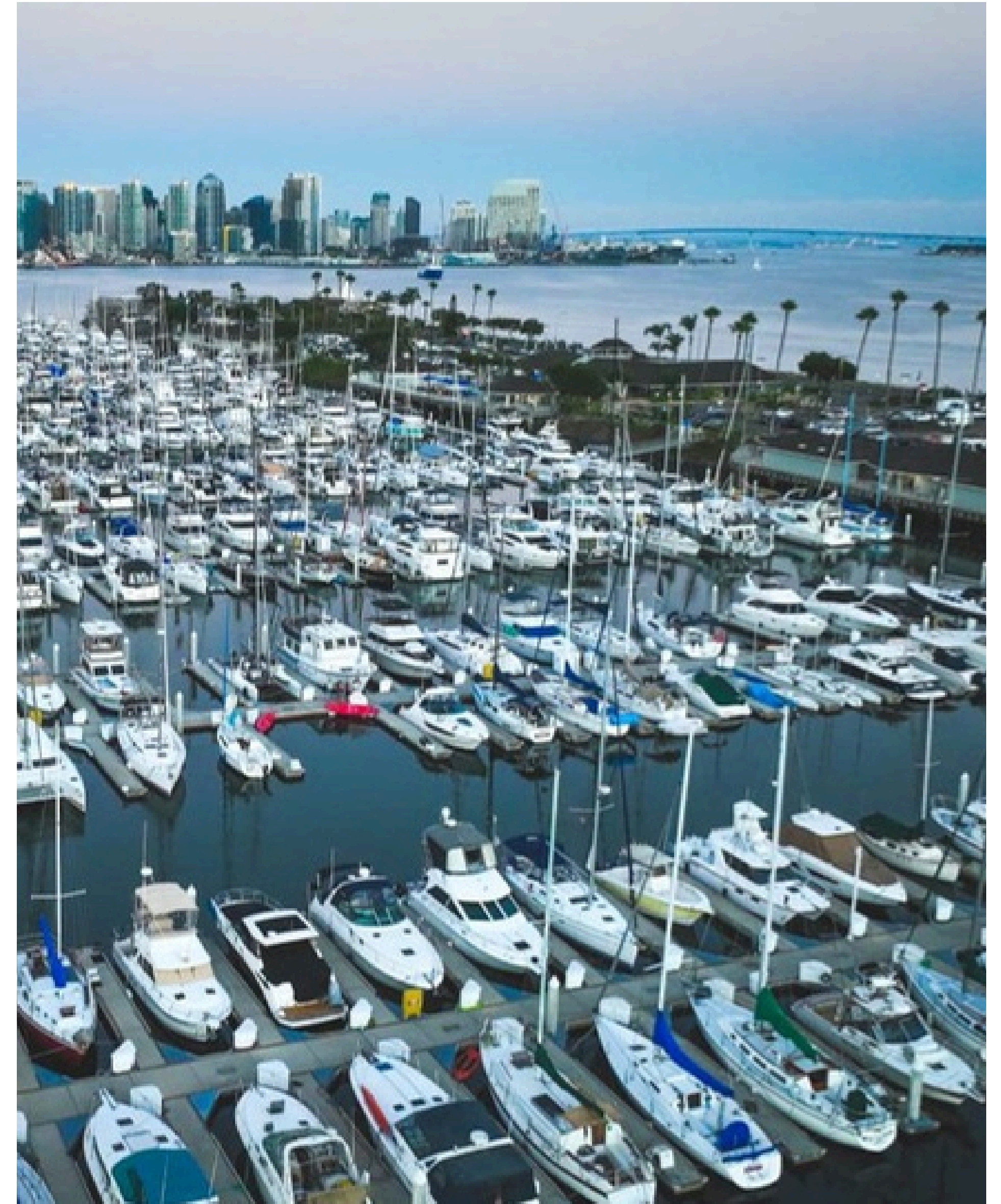
On-Site Package Opportunities

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Additional Signage and Banner Opportunities - \$500 +

In addition to our sponsorship packages, we are offering various banner and signage activations. These include the following:

- Hanging banners
- Pull-out banners
- Vinyl banners
- Billboards
- Street art
- Iron maidens
- Light poles
- Railing wraps
- Door wraps



On-Site Package Opportunities

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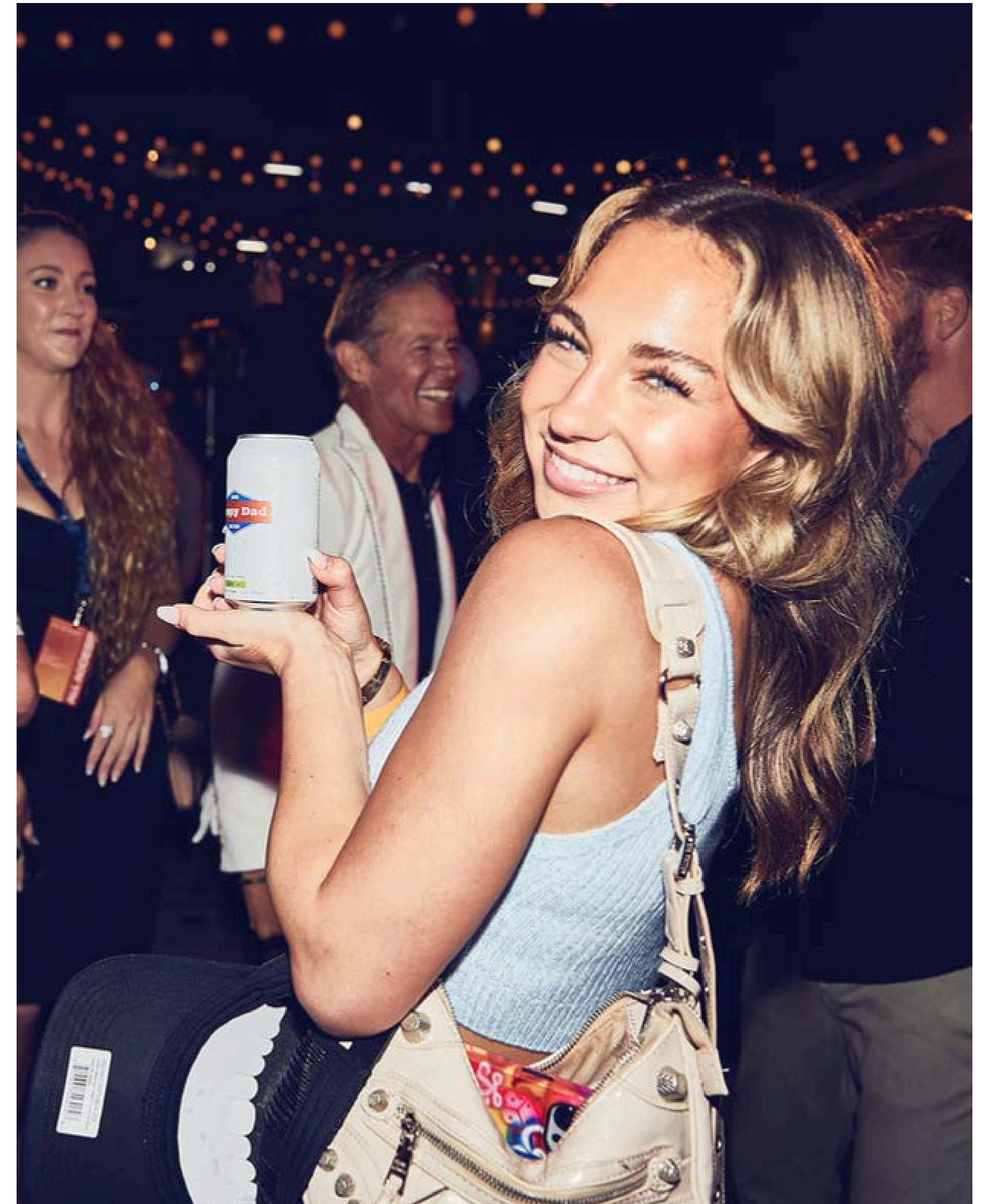
After Party Sponsorships Starting at \$5,000

As a VIP lounge partner, your company will have the opportunity to customize and decorate lounges and after-party venues with your branding and furnishings. This sponsorship opportunity will provide a unique platform to engage and build meaningful connections with elite audiences. Additionally, your company will be recognized as an official after party sponsor. Please note that any costs associated with the production and customization of the after party may incur additional expense. Up to 5 brands may co-sponsor a single after party.

Available Opportunities

- Thursday Opening
- Fri/Sat After Parties
- Sunday Closing Party

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On-Site Package Opportunities

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Auto Sponsor at \$7,500

As an auto partner, your company will have the opportunity to display up to three (3) vehicles during show hours.

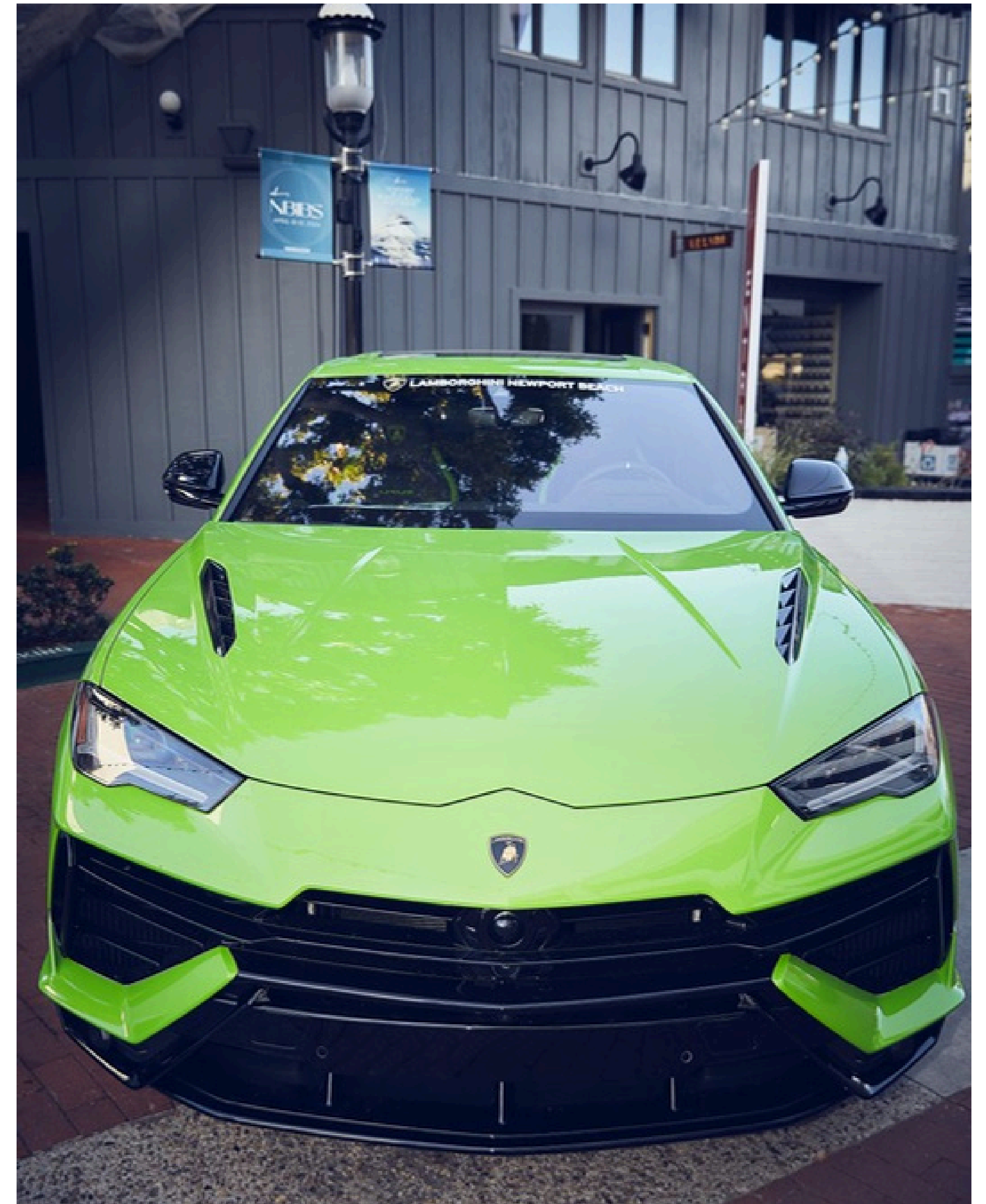
Display up to 3 vehicles during show hours:

- Friday, 10AM-7PM
- Saturday, 10AM-7PM
- Sunday, 10AM-5PM

Brand highlighted on SDIBS website as show partner, brand on the press wall and includes a co-sponsorship of an evening after party. Date TBD

*Marketing Package included

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

On-Site Package Opportunities

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Tasting Activation **\$10,000**

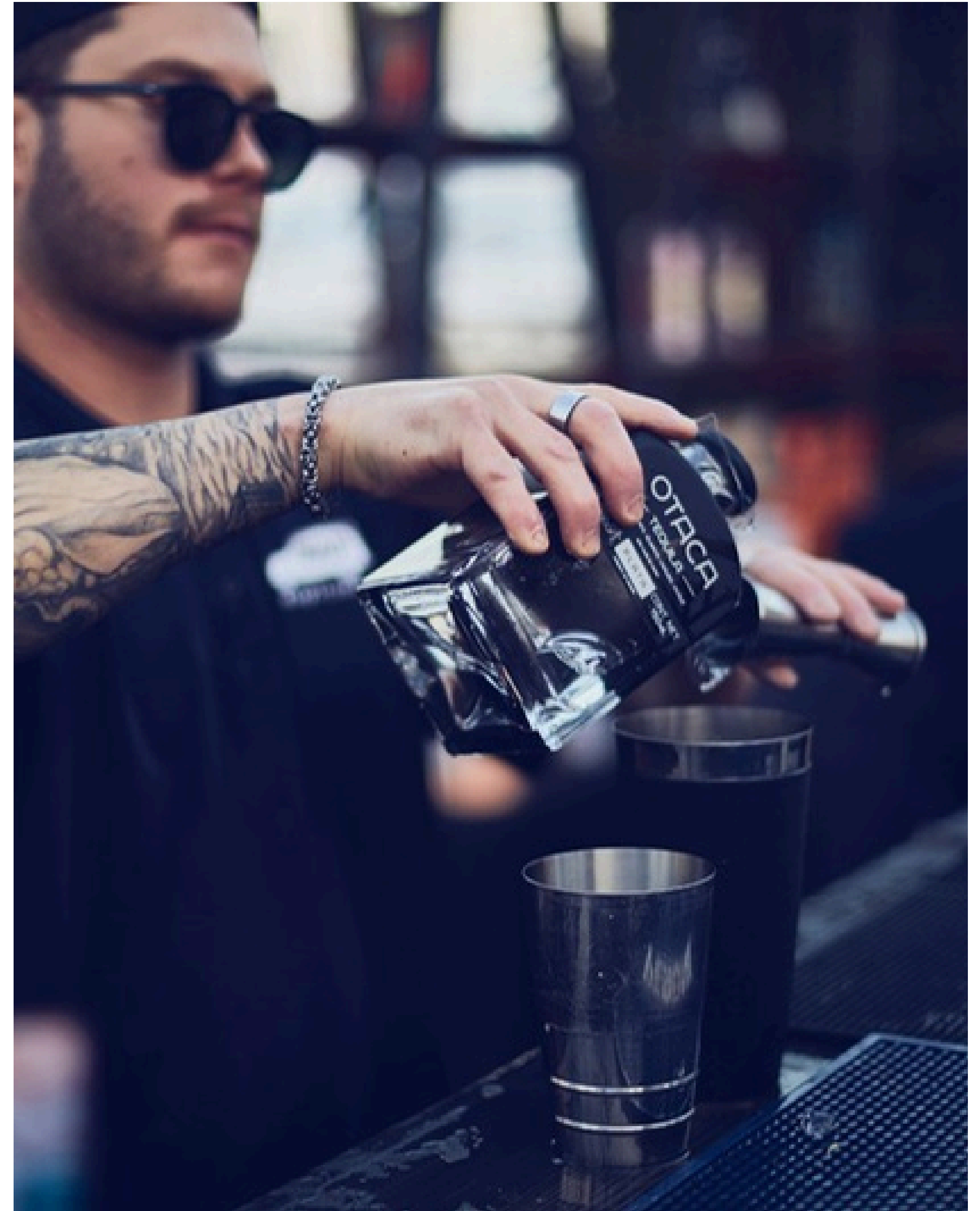
- Serve Samples at single location
 - Product available at all bars
 - *Market Package included

Satellite Bar Sponsor **\$15,000**

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

VIP Bar Sponsor **\$20,000**

- 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

On-Site Package Opportunities

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EMBARK MAGAZINE

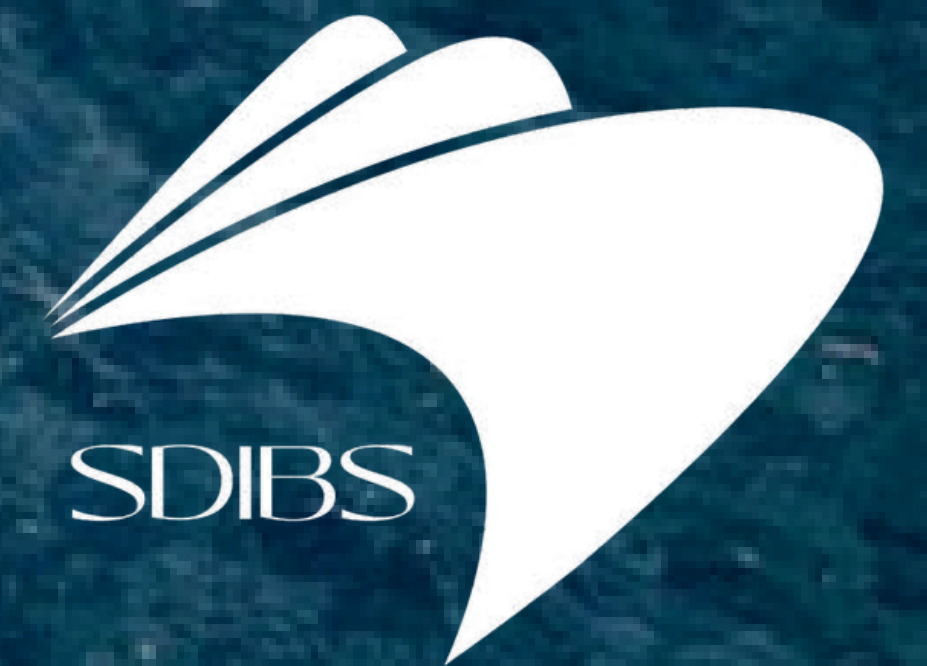
The Dedicated Magazine for SDIBS 2025

This year we have a luxury lifestyle magazine to compliment and promote the show, the exhibitors and the community. It will be in a sleek square format, 8.5 x 8.5, with articles on boating, destinations and trends to be printed and distributed in key locations prior to SDIBS, as well as during the show. The magazine will be produced in partnership with Natalie McCollum, former Sales and Marketing Manager at the Irvine Company Resorts. There will be 5,000+ copies printed. This will be an exclusive, opportunity to select companies that fit our model and target audience.

Full Page Ads - Starting at \$1,500



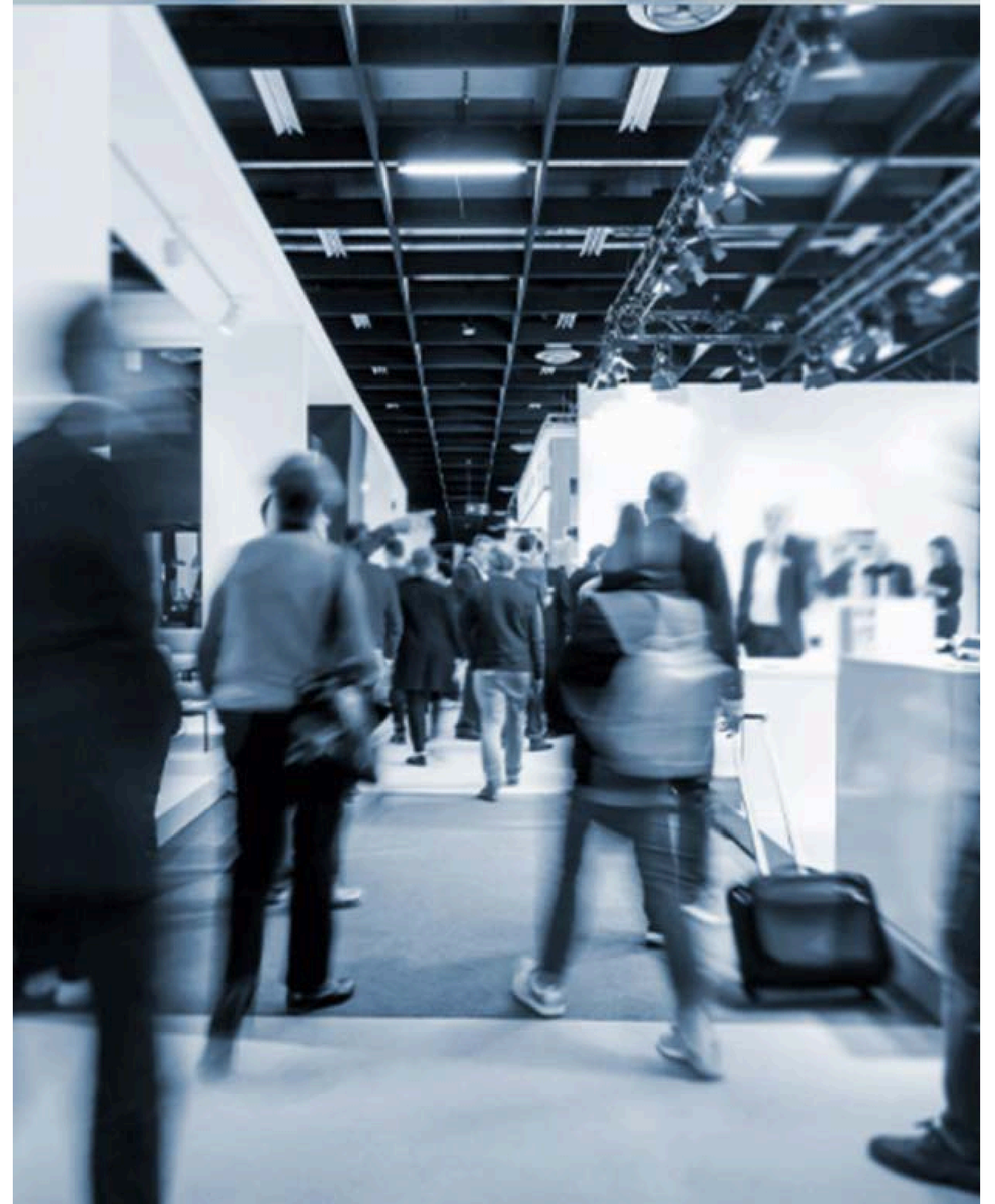
Our Partners



Freeman¹

Our official production partner, Freeman is a global leader in events, on a mission to redefine live for a new era. With a data-driven approach and the industry's largest network of experts, Freeman's insights shape exhibitions, exhibits, and events that drive audiences to action. Integrated full-service solutions leverage a 96-year legacy in event management as well as new technologies to deliver moments that matter.

freeman.com



Thank You

Contact us 1.949.328.4581

info@revel-republic.com

