



# CHICAGO INTERNATIONAL BOAT SHOW

# 2025

AUGUST 21ST THRU 24TH



REVEL REPUBLIC



# Overview

The Chicago International Boat Show (CHIBS) IS bringing a fresh and innovative experience to the boating industry. Set to take place August 21st thru 24th against the stunning backdrop of Chicago at the famous Navy Pier Marina, 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 Chicago lifestyle and all that it represents.



## Exhibitors

**70+**

Marine accessoriors and services

## Vessels on Display

**150+**

Represented by 25-30 brokerages

## Vehicles on Display

**25+**

Exotics, classics and adventure

## Impressions

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

Based on level of participation

## Projected Media

**30+**

- Local TV, cable, and radio with key show schedules
- Billboards, newspapers, and publications in Chicago and the surrounding region.

## Market 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 Chicago
- 30% from other states
- 10% international

## Expected Attendance

**25,000 - 35,000**  
Visitors





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 Chicago'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

## CHIBS Club VIP Lounge

The CHIBS 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





# CHICAGO INTERNATIONAL BOAT SHOW

JOIN A GROWING FAMILY OF EXHIBITORS



SPRING BROOK  
MARINE GROUP



Gordy's

LARSEN MARINE  
YACHT SALES • EST. 1933



BROUGHT TO YOU BY REVEL REPUBLIC PRODUCERS OF 2 INTERNATIONAL BOAT SHOWS AND  
RANKED NUMBER 1 IN THE US FOR 2025 BEST BOAT SHOW BY USA TODAY



DON'T MISS OUT THIS AUGUST



Contact Us  
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[www.officialchibs.com](http://www.officialchibs.com)

Our Social Media  
[@chibsofficial](https://www.instagram.com/chibsofficial)



Navy Pier Marina  
797 E Grand Ave, Chicago, IL 60611





## 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*



### Premier Sponsor Starting at \$25,000

*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 Chibs 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 Chibs Club VIP Lounge for hosting clients.
- Space for product displays in high-traffic areas.

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## On-Site Package Opportunities

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### On-Land Exhibitor Activation

Starting at \$1,450

- Activate your brand in high-traffic areas.
  - On-land activation space starting at 100 sq.ft
  - Opportunity for branded experiences

### Auto Sponsor

Starting at \$10,000

- Drive attention with multiple vehicles displayed at key event locations.
  - Logo on website and social media
  - Branding on auto-related materials
  - Logo on marketing materials
  - 25 tickets to Chibs Club Vlp Lounge

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## On-Site Package Opportunities

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### Tasting Activation **\$5,000**

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

### Satellite Bar Sponsor **\$10,000**

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

### VIP Bar Sponsor **\$15,000**

- 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*





# Chibs

\*\*\*\* CLUB

Sponsored by **CHUBB®**

## Activations Starting at \$5,000

As a CHIBS Club Lounge partner, your brand becomes part of an elevated, curated environment tailored for our most discerning guests. Customize your furnishings and visual identity to create a space that feels uniquely yours—while engaging directly with an elite audience in a setting designed for meaningful connection and lasting impression. This is more than visibility; it's an invitation to integrate into the premier experience of the Chicago International Boat Show.

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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

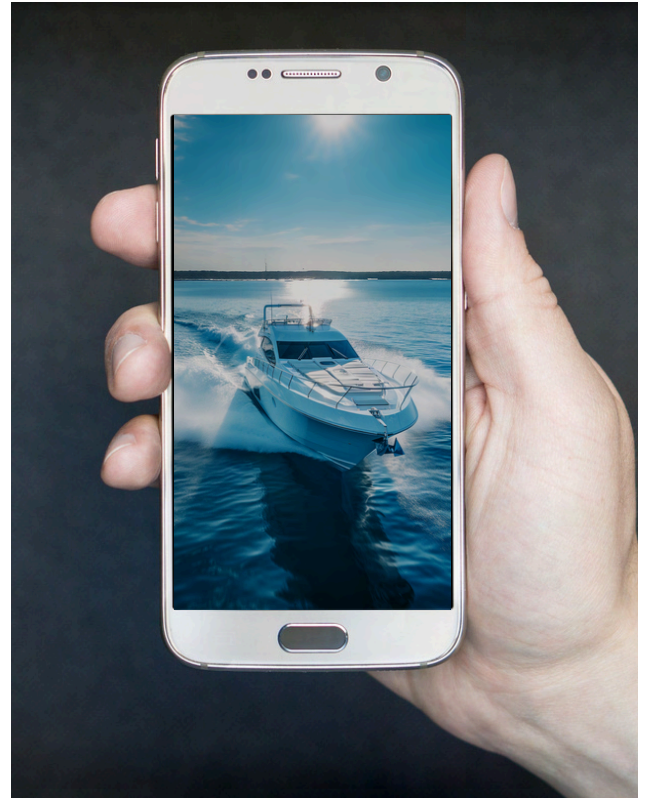
- 1 Day takeover: 3 story posts
- 1 Feed post (analytics provided)

### 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

### Shuttle & Water Taxi

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

## 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  | • Light poles   | • Light poles   |
| • Pull-out banners | • Railing wraps | • Railing wraps |
| • Vinyl banners    | • Door wraps    | • Door wraps    |





# Thank You

Contact us 1.949.328.4581

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**INTERNATIONAL  
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