



43rd Annual Wooden Boat Show

May 6, 2017

Beaufort, North Carolina



2017 Patron Levels

\$ 1,000 Platinum Sponsor

- Your banner displayed in the Watercraft Center April 29 – May 7
- Your logo on the 2017 Wooden Boat Show T-Shirt
- Recognition in the event program & on Wooden Boat Show website
- 6 Tickets to the Friday, May 5 Wooden Boat Show kick-off party
- 6 Tickets to the Wooden Boat Show Awards Reception Saturday, May 6
- Annual Wooden Boat Show Sponsor Cap

\$ 500 Gold Sponsor

- Your banner displayed in the Watercraft Center April 29 – May 6
- Recognition in the event program & on Wooden Boat Show website
- 4 Tickets to the Friday, May 5 Wooden Boat Show kick-off party
- 4 Tickets to the Wooden Boat Show Awards Reception Saturday, May 6
- Annual Wooden Boat Show Sponsor Cap

\$250 Silver Sponsor

- Recognition in the event program & on Annual Wooden Boat Show website
- 2 Tickets to the Friday, May 5 Wooden Boat Show kick-off party
- 2 Tickets to the Wooden Boat Show Awards Reception Saturday, May 6
- Annual Wooden Boat Show Sponsor Cap

\$100 Bronze Sponsor

- Recognition in the event program & on Annual Wooden Boat Show website
- Annual Wooden Boat Show Sponsor Cap

2017 Corporate Sponsorship Levels and Benefits

\$ 5,000 *Ticonderoga*

- Have your banner displayed in the Watercraft Center April 1 – May 7
- Your logo on the 2017 Wooden Boat Show T-Shirt
- Recognition in the event program with circulation over 15,000
- Logo with weblink on beaufortwoodenboat.com
- 15 Tickets to the Friday, May 5 Wooden Boat Show Kick-Off Party
- 15 Tickets to the Wooden Boat Show Awards Reception Saturday, May 6
- One signed and framed Wooden Boat Show poster
- Annual Wooden Boat Show Sponsor Caps

\$ 2,500 *Couregous*

- Have your banner displayed in the Watercraft Center April 1 – May 6
- Your logo on the 2017 Wooden Boat Show T-Shirt
- Recognition in the event program with circulation over 15,000
- Logo with weblink on beaufortwoodenboat.com
- 8 Tickets to the Friday, May 5 Wooden Boat Show Kick-Off Party
- 8 Tickets to the Wooden Boat Show Awards Reception Saturday, May 6
- One signed and framed Wooden Boat Show poster
- Annual Wooden Boat Show Sponsor Caps

\$1,000 *Intrepid*

- Have your banner displayed in the Watercraft Center April 1 – May 7
- Your logo on the 2017 Wooden Boat Show T-Shirt
- Recognition in the event program with circulation over 15,000
- Logo with weblink on beaufortwoodenboat.com
- 6 Tickets to the Friday, May 5 Wooden Boat Show Kick-Off Party
- 6 Tickets to the Wooden Boat Show Awards Reception Saturday, May 6
- Annual Wooden Boat Show Sponsor Caps

How to Become a Sponsor:

- 1.) Reserve Online at the Friends' website, visit www.maritimefriends.org
- 2.) Call the Friends' office at 252-728-1638,
- 3.) Mail a check to:
Friends of the NC Maritime Museum
315 Front Street
Beaufort, NC 28516



DEADLINE to be in the Event Program is April 1st.

Sponsors get great exposure

Dedicated Events Website

Sponsors receive great exposure with their logo with a web link on the Annual Wooden Boat Show website www.beaufortwoodenboatshow.com. The website was launched just two weeks prior to the show with over 36,000 visits. With an additional year of exposure, this exposure will only increase as we continue to drive business to the Annual Wooden Boat Show website – beaufortwoodenboatshow.com.

The website for the North Carolina Maritime Museum attracted over 240,000 visitors in 2016. Everything is geared to drive visitors to the Annual Wooden Boat Show site.

Here's how we plan to market the 43rd Annual Wooden Boat Show that takes place May 6, 2017.

WoodenBoat magazine

For the third consecutive year, the North Carolina Maritime Museum has partnered with *Wooden Boat* magazine to promote the Annual Wooden Boat Show.

WoodenBoat magazine is the premier publication for wooden boat owners and builders, focusing on materials, design, and construction techniques and repair solutions.

Paid Media

The 43rd Annual Wooden Boat Show will be advertised in *WoodenBoat* magazine with a full-page ad. The circulation of 70,000 includes both news-stand and subscriptions. The ad will appear in the March/April issue.

Online Advertising

In addition, banner ads will run on the Home Page of WoodenBoat.com with a link directly to the Annual Wooden Boat Show website. These ads have been created to work extremely well on both a desktop and mobile devices. They currently have in excess of 500,000 visitors to their Home Page alone.



43rd Annual Wooden Boat Show
Beaufort, North Carolina

**Saturday
May 6, 2017
10 a.m. - 4 p.m.**

FREE ADMISSION!

Come for the weekend to "America's Favorite Town" and stay in our area and B&B, all within walking distance of the waterfront.

- Boatbuilding Demonstrations
- Carolina Maritime Model Exposition
- Free Boat Rides • Knot Tying
- Building Ships in a Bottle
- Virtual Boating Skills Trainer
- Wooden Boat Kids • Harbour Boat Display
- Dozens of Handcrafted Boats on Display
- Activities for All Ages
- See the *Cricket II*, the boat that inspired the movie *Jaws*.

The longest ongoing wooden boat show in the Southeast

2017
**TOP TWENTY
EVENTS**
SOUTHEAST TOURISM SOCIETY

North Carolina Maritime Museum
beaufortwoodenboatshow.com
315 Front St., Beaufort, NC 28516 • ncmaritimemuseumbeaufort.com • 252-728-7317



43rd Annual Wooden Boat Show
North Carolina Maritime Museum • Beaufort, NC
SATURDAY, MAY 6, 2017 • 10 A.M. - 4 P.M.

2017
WINNER
**TOP TWENTY
EVENTS**
SOUTHEAST TOURISM SOCIETY



43rd Annual Wooden Boat Show
North Carolina Maritime Museum • Beaufort, NC
SATURDAY, MAY 6, 2017 • 10 A.M. - 4 P.M.

Social Media

The Facebook Page for *WoodenBoat* currently has over 152,000 followers.

Carteret-County News Times

Special Annual Wooden Boat Show Supplement Insert

The Annual Wooden Boat Show is promoted with a four-color 16-page supplement insert in the *Carteret County News-Times* with a circulation of 12,500. In addition, the supplement is included in the *Tidewater News* with a circulation of 3,200. The piece includes spotlight on the various show events as well as the show schedule. The special supplement is the official show guide and is distributed to visitors to the show.

Public Relations

Leading up to the Annual Wooden Boat Show, the North Carolina Maritime will continue to have a number of stories in the *Carteret County News-Times*. Circulation on Wednesday and Fridays is 10,300 and Sunday circulation is 12,500. Many of these articles are posted on their website. In May 2016, CarolinaCoastOnline.com website received more than 86,500 unique visitors viewing over 468,000 pages!

Regional Publicity

The North Carolina Maritime Museum continues to receive regional publicity with publications throughout North Carolina. These news releases can be found in the Media Center section on the website for the Annual Wooden Boat Show. For more information, contact David Cartier, Public Relations Coordinator for the North Carolina Maritime Museum at david.cartier@ncdcr.gov or at 252-503-7449.

Top 20 Event in the Southeast

For the third year in a row, the Annual Wooden Boat Show has received top honors from the Southeast Tourism Society. The organization recently announced their top events for May 2017 and the North Carolina Maritime Museum's 43rd Annual Wooden Boat Show was selected as a "Top 20 Event for the Southeast."



The North Carolina Maritime Museum was recently notified that they will once again receive the prestigious honor for the Annual Wooden Boat Show. It is the longest ongoing wooden boat show in the Southeast. The event takes place Saturday, May 6, 2017.

The best events across the Southeast compete to receive the prestigious Top 20 Events designation from the Southeast Tourism Society. Through a nomination process, the organization chooses the Top 20 events in the Southeast for each month of the year and publishes this list of winners quarterly. The STS Top 20 Festival and Event Awards have highlighted programs around the Southeast since 1985.

Travel industry experts select 20 events per month, and the Southeast Tourism Society publicizes them throughout the United States. The complete list is published on two websites: EscapeToTheSoutheast.com and Travel Media Press Room.

The Top 20 Events listings reach over 1,600 media outlets each quarter including web, magazines, radio, TV stations, AAA publications and newspapers.