



Sponsorship  
Opportunities

CIBSME.com  
December 1-3, 2023

*Boating  
Meets Luxury*





## Boat Show Sponsorship & Advertising Opportunities **MARINE • LUXURY • LIFESTYLE**

The third annual Cancun International Boat Show will build on the success of its previous editions establishing itself as Mexico's marquee luxury marine event in 2023. Cancun is a world-renowned yachting destination and playground to many of the wealthiest multimillionaires and billionaires of Mexico and the world. As Mexico's strongest yachting market, Cancun is the ideal place to host an international boat show.

The Cancun International Boat Show is an opportunity to showcase your brand.

### Cancun International Boat Show

**\$30 Million usd** Economic Impact

**\$20 Million usd** Total Sales during the Event

**\$2.2 Million usd** Total Media Value

**10,000+** Number of Visitors



Where boating meets luxury. Join us for Luxury Week at the Cancun International Boat Show.

Nothing says luxury like a glass of pink Champagne amidst a marina full of opulent yachts. Together with exclusive brands, we are creating a bubble of luxury activities, gastronomic adventures, fine art and a marine lifestyle fashion.

Enjoy the special activities and amenities during the Luxury Week at the Cancun International Boat Show!



## Expected Attendance

10,000 to 15,000

## A Qualified Global Audience

**68%** of attendees are in the process of buying or considering a boat purchase

**66%** own a boat

**66%** own two or more homes

Over **45%** have a waterfront residence

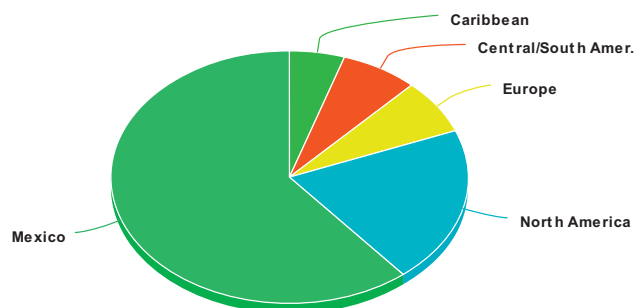
**45%** have an annual income of over US\$250,000

**40%** are "C-level" executives or business owners

**25%** have an annual income of US\$1,000,000 or more

**10%** of attendees have a net worth of \$20 million or more

## Geographic Origins



Visitors from **20+** countries:

**Mexico :** Mexico City, Guadalajara, Monterrey, Los Cabos/La Paz, Acapulco, Merida, Cozumel, Playa del Carmen and Cancun

**USA/Canada:** East coast, South Florida, Texas, Gulf Coast, Southern California

Visitors come from more than 20 countries.





## Economic Impact\*

**\$30 Million usd** to the State of Quintana Roo

**\$20 Million usd** Total sales during the boat show

**\$30 Million usd** Residual sales for 12 months following the event

**600+** jobs created

**\$5.2 Million usd** Personal income generated in the State of Quintana Roo

**\$2.2 Million usd** Personal income generated in Cancún

**\$24.2 Million usd** Total value-added statewide

**\$8 Million usds** Total value-added statewide in Cancun

## Boat Show Visitors Impact\*

New dollars to the region and the state

**10,000 a 15,000** Attendance

**58%** of boat show visitors come from outside Quintana Roo

**\$1,800usd** average per-day expenditure by out-of-town visitors  
(hotels, restaurants, retail spending, local transportation, etc.)



\*Using conservative numbers based on the previous edition of the Cancun International Boat Show. All currency is in US Dollars.



## Global Media Coverage

The media behind the Cancun International Boat Show is promoted and covered by Show Management, exhibitors, and recognized media houses from around the world. Paid and unpaid Social Media will be use heavily. We also have a large web presence through not only digital advertisements but also editorial coverage.



## Online Media Coverage

CIBSME generates over 15 million impressions per year online. This includes social, paid media, viewer shares and news generating \$2,200,000usd in earned advertising coverage.



## Event Purpose

The Cancun International Boat Show was created to promote Mexico's growing recreational marine industry. The show unites the industry with its audience allowing strategic marketing directly to yacht owners, buyers and their families.

A captive audience, the highest income group in Mexico, attracted by the highest quality luxury yacht brands in the world in a prime setting to follow their passion.

No other event can reach this upscale demographic like the Cancun International Boat Show.





## Event Venue

The Cancun International Boat Show will span Marina Puerto Cancun and GOS Marina in Cancun, Quintana Roo, Mexico. Both, are the latest in their class in the lavish neighborhood of Puerto Cancun known for its marinas, golf course, luxury condominiums and multi-million-dollar luxury homes.



GOS Marina allows you to experience nautical excellence.

The marina able to accommodate vessels up to 120ft (37m) and luxury amenities on land. Coming in 2024 will be a fully automated dry storage system for up to 300 boats.



The prestigious Marina Puerto Cancun is a sleek high-end outdoor mall with designer shops, movie theater, entertainment and fine dining.

## Parking and Entrance

Marina Puerto Cancun offers two parking garages and two motor lobbies for taxis and drop-offs located in the front of the mall.



## Location: Cancun, Mexico

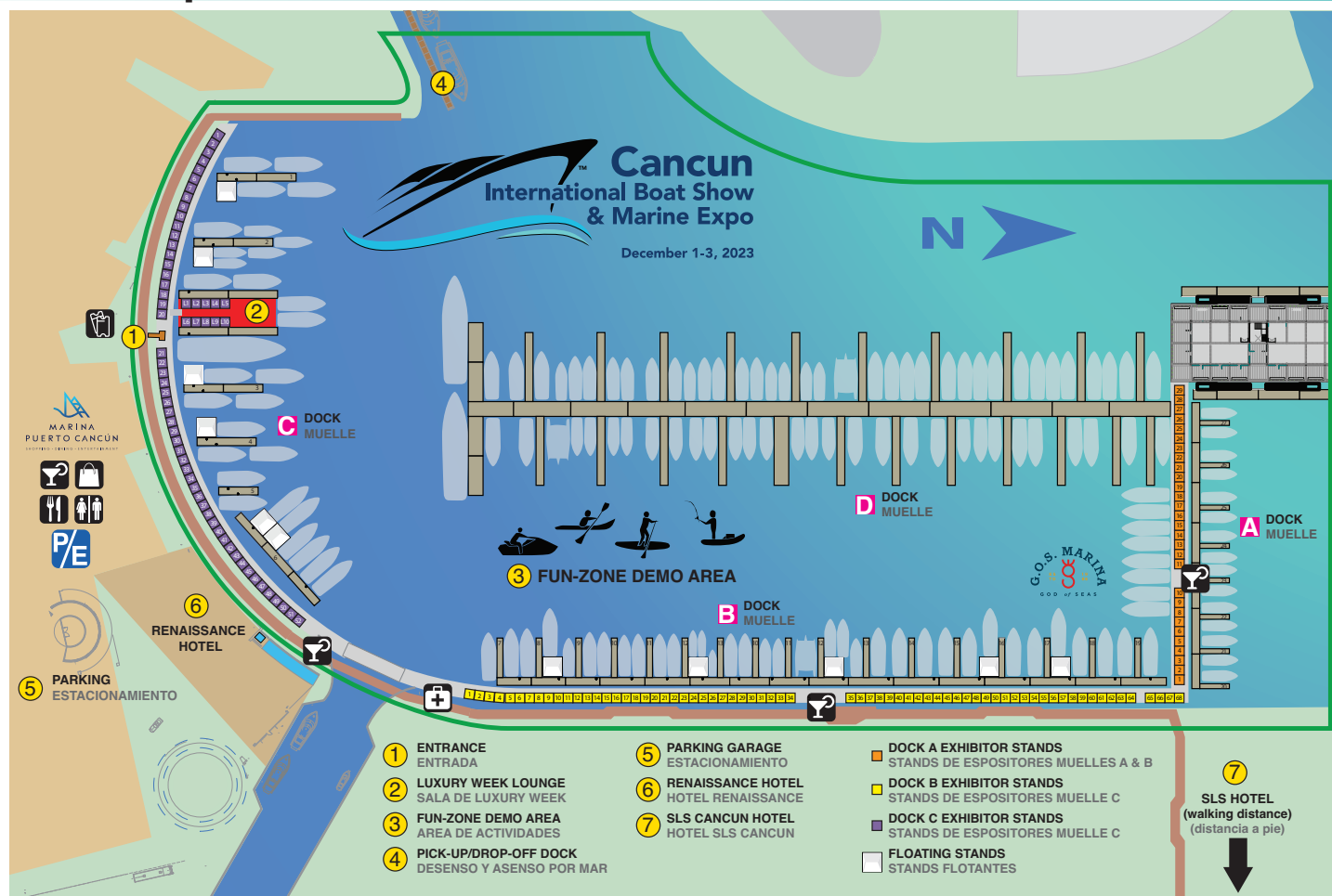
The show is located in the prestigious neighborhood of Puerto Cancun at the entrance to Cancun's famous Hotel Zone. 25 minutes from Cancun International Airport which boasts over 800 flights per day with over 30 million passengers in 2022.

## Hotels & Reservations

Two hotels are within walking distance: The upscale beachfront SLS Cancun Hotel and the Renaissance Cancun Resort and Marina. Reservations: A complete list of hotels is available on [CIBSME.com](http://CIBSME.com)



## Show Map:



**Dock C** is home to the Luxury Week Lounge for our special guests and 170m of premium exhibitors and luxury boats who want to be near the entrance of the show.

**Docks A & B** offers over 300m of continuous in-water boats and land exhibits

**Floating Stands** sponsored by our biggest brands, these floating pavilions offer a unique area for you and your guests.





## Benefits for Brands

The Cancun International Boat Show is a unique opportunity to showcase brands to an upscale luxury brand consumer. The event focuses on a healthy, safe, social environment for family and friends.

This is a great opportunity to be associated with a social lifestyle while promoting a healthy activity on a national and local level:

- Include your BRAND in the Marketing Funnel. Reach up to 15,000,000
- Connect with consumers in an interesting and fun way
- Create unforgettable moments linked to your BRAND
- Ensure your BRAND is viewed as making everyday life more interesting and fun
- Communicate the dynamic and leading attributes of the BRAND
- Be seen as a national sponsor at a local level and global sponsor on an international level
- Return on investment (ROI)
- Receive audience insights
- Social media/website traffic/focused content strategy
- BRAND building at its best

## Who is Attending?

- Yacht / Boat owners and buyers
- JetSki / WaveRunners enthusiasts
- Captains, crews and industry personnel
- Ocean lifestyle lovers in general
- Sport Fishermen: Fly Fishing, Deep Sea Fishing, Kayak Fishing
- Scuba Divers: Cave Diving, Reef Diving, Spearfishing
- Standup Paddle Boarders, Kite Surfers and Kayakers



## Presenting Sponsor

**\$35,000 usd**

Your logo will be the predominate Brand associated with the Cancun International Boat Show through its marketing and at the event.

### SPONSORSHIP INCLUDES:

- Your brand on all apperances and mentions across all platforms during the length of the agrrement (up to one year): TV, social, mobile, press, radio, digital, billboards, emails, website, etc.
- Branding during the event on all totems including entrance totems, fence banners, and wayfinder signage
- Branding on credentials (badges) and lanyards, digital tickets and passes, website banner (above the fold) on home page and tickets shop page
- Courtesy credenciales for your team members (quantity tbd)
- 50 VIP passes to the Luxury Lounge  
100 entrance tickets the boat show
- Exclusive area for your brand at CIBSME
- Your logo an all printed materials, email campaign, two-page ad in the show directory
- Mentioned in all communications: press releases, emails and advertising



**NEWS RELEASES**



**BILLBOARDS**



**RADIO SPOTS**



**MARKETING FUNNEL**



**PAID MEDIA ADS**



**MAGAZINES & NEWSPAPERS**



**BANNER AD**



**PHOTO BOOTH**



**ENTRANCE TOTEM**



**LIVE MENTIONS**



**50 VIP TICKETS TO THE LUXURY LOUNGE**

## Sponsorship Packages

PRESENTING SPONSOR	GOLD SPONSOR	SILVER SPONSOR	COCKTAIL BRANDING	DOCK PARTY 3 HOUR COCKTAIL
<ul style="list-style-type: none"> <li>• Live mentions</li> <li>• Branding on Swag</li> <li>• Logo on Photo Booth</li> <li>• Logo on billboards</li> <li>• Luxury Lounge Passes: 50</li> <li>• Booth space as needed by sponsor</li> <li>• Logo on entrance totems</li> <li>• Logo on perimeter banners</li> <li>• Logo on wayfinding signage</li> <li>• Two-page ad in show directory</li> <li>• Website banner (static, above the fold)</li> <li>• Logo on website</li> <li>• Logo on print collateral</li> <li>• Logo on electronic materials (web, email, videos)</li> <li>• Marina Dock Passes: 100</li> </ul> <p>\$35,000 usd</p>	<ul style="list-style-type: none"> <li>• Luxury Lounge Passes: 20</li> <li>• Booth space: 3m x 6m</li> <li>• Logo on entrance totems</li> <li>• Logo on perimeter banners</li> <li>• Logo on wayfinding signage</li> <li>• Full-page ad in show directory</li> <li>• Website banner (static)</li> <li>• Logo on website</li> <li>• Logo on print collateral</li> <li>• Logo on electronic materials (web, email, videos)</li> <li>• Marina Dock Passes: 50</li> </ul> <p>\$20,000 usd</p>	<ul style="list-style-type: none"> <li>• Luxury Lounge Passes: 15</li> <li>• Booth space: 3m x 3m</li> <li>• Logo on perimeter banners</li> <li>• Logo on wayfinding signage</li> <li>• Half-page ad in show directory</li> <li>• Logo en sitio web</li> <li>• Logo on print collateral</li> <li>• Logo on electronic materials (web, email, videos)</li> <li>• Marina Dock Passes: 50</li> </ul> <p>\$10,500 usd</p>	<ul style="list-style-type: none"> <li>• Luxury Lounge Passes: 10</li> <li>• Space &amp; location tbd</li> <li>• Logo on 3 sides of space</li> <li>• Logo on perimeter banners</li> <li>• Logo on wayfinding signage</li> <li>• Exclusivity in category</li> <li>• Full-page ad in show directory</li> <li>• Opportunity to provide branded cups, napkins, caddies and bar mats</li> <li>• Opportunity to provide tasting activation</li> <li>• Logo on print collateral</li> <li>• Logo on electronic materials (web, email, videos)</li> <li>• Marina Dock Passes: 50</li> </ul> <p>\$7,500 usd</p>	<ul style="list-style-type: none"> <li>• Luxury Lounge Passes: 10</li> <li>• Space &amp; location tbd</li> <li>• Logo on 3 sides of space</li> <li>• Logo on perimeter banners</li> <li>• Logo on wayfinding signage</li> <li>• Exclusivity in category</li> <li>• Full-page ad in show directory</li> <li>• Opportunity to provide branded cups, napkins, caddies and bar mats</li> <li>• Logo on print collateral</li> <li>• Logo on electronic materials (web, email, videos)</li> <li>• Marina Dock Passes: 50</li> </ul> <p>\$5,000 usd</p>

## Advertising Opportunities

Feature your brand at the Cancun International Boat Show!

Staff uniforms .....\$3,500 usd	Wrist Bands .....\$2,000 usd	Wayfinder Directory Ad 4x8ft (120x240cm) .... \$500 usd
Lanyards for badges .....\$1,500 usd	Drone Show Inclusion .....\$1,000 usd	Arrow Directory .....\$200 usd
Tear-drop banners (min. six) .....\$200 usd/promo-flag	Perimeter banner 4x8ft (120x240cm) ..\$500 usd	Oversized banners .....quoted

### Event Directory (printed)

Two-page spread in show directory .....\$2,500 usd (included in Presenting sponsor package)	Full-page in show directory .....\$1,500 usd (included in Gold Sponsorship)
Half-page in show directory .....\$1,000 usd (included in Silver Sponsorship)	Quarter-page in show directory .....\$600 usd

Accepted by \_\_\_\_\_

Title \_\_\_\_\_

Company Name \_\_\_\_\_

Date \_\_\_\_\_



**RESERVE YOUR SPONSORSHIP TODAY AT THE  
CANCUN INTERNATIONAL BOAT SHOW**

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



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