

All Valley BOAT SHOW



March 16-18, 2012

McAllen Convention Center

SHOW HOURS: Friday & Saturday, 10am-9pm & Sunday, 10am-6pm

The *2012 All Valley Boat Show* launches on Friday, March 16th through Sunday, the 18th at the new McAllen Convention Center. This three day event is timed in early spring when the enticing good weather of the Rio Grande Valley is approaching. As spring arrives, this showcase is the first and best opportunity for boaters to indulge the urge to get back on the wonderful waters of the Gulf of Mexico. All at one location, this Show presents a chance to view, to learn and to purchase a variety of boats, equipment, clothing and accessories for both boaters and everyone that is along for the ride. Along with fulfilling boaters with all their needs, the *All Valley Boat Show* also aims to have a variety of vendors and activities for the entire family.

The *2012 All Valley Boat Show* is delighted to invite YOU to become a show partner as a Sponsor. Show presence will tie your company to the community and will create a direct and interactive channel of communication with customers. As a Sponsor you can promote and sell your company's products and/or services at the show. INCREASE YOUR EXPOSURE by choosing a sponsorship that's a right fit for YOU!

AVAILABLE SPONSORSHIPS...

PLATINUM AUTO DEALER

GOLD AUTO DEALER

FISH CATCH TANK SPONSOR

SEMINAR SPONSOR

NON-PROFIT SPONSOR

PLATINUM AUTO DEALER SPONSOR - \$3,000:

As the PLATINUM AUTO DEALER of the ALL VALLEY BOAT SHOW, your dealership will receive 1,625 sqft of indoor prime floor space, outdoor entrance display space for up to 4 units (*outdoor units can be positioned to simulate they are pulling a boat*), you'll be included on the All Valley Boat Show newspaper ads & Program Sheets as the Platinum Auto Dealer Sponsor and 6 complementary tickets to the show. *NOTE: With time allowing, we will submit a publicity story to local newspapers announcing your participation as a sponsor!*

GOLD AUTO DEALER SPONSOR - \$2,000:

As the GOLD AUTO DEALER of the ALL VALLEY BOAT SHOW, your dealership will receive 600 sqft perimeter booth space (six 10x10 spaces), outdoor entrance display space for up to 2 units, you'll be included on the All Valley Boat Show newspaper ads & Program Sheets as the Gold Auto Dealer Sponsor and 4 complementary tickets to the show. *NOTE: With time allowing, we will submit a publicity story to local newspapers announcing your participation as a sponsor!*

FISH CATCH TANK SPONSOR - \$3,000:

The Fish Catch Tank is a portable fishing pond that is stocked with catfish that range from one to six pounds. As the FISH CATCH TANK SPONSOR you are creating an opportunity for kids to actually go fishing for catfish! For a small donation that goes to the **Texas Junior Anglers**, kids get the chance to feel a hardy tug on a fishing line and catch a catfish. At Level A, your Sponsorship pays for the attraction to come to the Show. The **Texas Junior Anglers** aims to get children of all ages exposed to fishing.

As the FISH CATCH TANK SPONSOR the presenting sign will reflect that the **Fish Catch Tank** is presented by your company, your participation will be recognized on all Show Program Sheets & Newspaper ads and you can place your logoed banners on the actual catch tank. **Additionally**, 10 x 20 of prime floor space of can also be provided for your marketing and sales activities and 6 complementary tickets to the show. If more space is needed, we will work to suit your needs. *NOTE: With time allowing, we will submit a publicity story to local newspapers announcing your participation as a sponsor!*



SEMINAR SPONSOR - \$1,500:

As the Seminar Sponsor you are creating an opportunity for attendees to learn about boating and fishing techniques by allowing us to create a designated seminar presentation area. Some seminar topics may include... how to cast a fishing rod and how to use a push pole in shallow waters. The area's signage will reflect "brought to you by *your company*" and will also be reflected on the Show program sheet. Additionally, a 10 x 10 booth can be provided for your marketing and sales activities and 4 complementary tickets to the show. If more space is needed, we will work to suit your needs.

NOTE: With time allowing, we will submit a publicity story to local newspapers announcing your participation as a sponsor!



NON-PROFIT SPONSOR - \$1,800:

As the Non-Profit Sponsor, you will show attendees that you support your local community! Non-profit organizations often do not have the funds or are not allowed to pay for space at shows or events. Because of your support through this sponsorship, two key non-profits can be provided booth space at no charge to the organization. Signage at the non-profits will reflect that they were brought to you by *your company* and this will also be reflected on the Show program sheet.

Your sponsorship provides the Rio Grande Valley Power Squadron and Texas Parks & Wildlife a combined space of approximately 400 sqft. The Power Squadron's participation with Texas Parks & Wildlife is essential to the All Valley Boat Show as it provides a source for complete boating and safety education. www.usps.org

Additionally, a 10 x 10 booth (20x10 if requested) can be provided for your marketing and sales activities and 4 complementary tickets to the show. If more space is needed, we will work to suit your needs. *NOTE: With time allowing, we will submit a publicity story to local newspapers announcing your participation as a sponsor!*



PRESENTING SPONSOR - \$10,000:

As the PRESENTING SPONSOR, your company will be included on marketing collateral materials and advertising... including program sheets, welcome banner, signage, TV & radio commercials and newspaper ads. Through this opportunity, your company will take advantage of over \$20,000 of media value. *Additionally, your display area will be customized to fit your needs!*

PLEASE NOTE: To be included on the above mentioned, we ask that you make your commitment by February 13, 2012 to insure we can add you to a all materials and media. A commitment after February 13th may result in some items being produced without your logo, etc. Customized display area must take into consideration any already committed sponsors. Also, time allowing, we will submit a publicity story to local newspapers announcing your participation as a sponsor!

For additional information call the All Valley Boat Show hotline at 956-682-5566, fax to 956-686-7335, email to ajvarez@advertir.net or write to the All Valley Boat Show 3421 W. Highway 83 - Suite Six - McAllen, TX 78501.

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Sunday, 10am-6pm



Sponsor Commitment Form

Please Read All Information Carefully! Your space is not confirmed until this form is completed in full, signed and returned with deposit.

My Company/Organization has chosen to become a sponsor in the 2012 All Valley Boat Show.

We will commit by participating as the _____ Sponsor.

I (We) understand that the sponsorship contribution is immediately expected so that the All Valley Boat Show can secure the correlated activities/items to my (our) sponsorship. Partial payment may be pre-arranged with the Show Management; deadline February 22, 2012.

By signing below, I acknowledge that I am duly authorized to sign for my company and understand that I am making a financial commitment and a commitment to participate in this sponsorship opportunity in accordance to the rules and regulations of the All Valley Boat Show.

Hold Harmless: Sponsor hereby agrees to indemnify, defend, and hold harmless the All Valley Boat Show and LRGVBTA, and their officers, agents and employees from and against any and all claims, demands, proceedings, actions, suits, judgments, liabilities, damages, losses, costs, and expenses, including those that may arise from Sponsor's participation in the Event, and including as well, but not limited to claims for personal injury and/or damage to property, and further including, but not limited to any investigation, legal and/or other costs and expenses incurred in connection with any amount paid in settlement of any claim, demand, proceeding, action, suit, or judgment resulting from and/or in connection with Sponsor's participation in the Event.

Company Name: _____ **Contact Person & Title:** _____

Address: _____ **City State Zip:** _____

Phone: _____ **Cell:** _____ **Fax:** _____

Email: _____ **Website:** _____

Authorized Signature X: _____

SETUP TIMES: Thursday the 15th, 9am - 8pm (if you have a large display, review with Angie Juarez to coordinate an earlier move-in time)

TEAR DOWN TIMES: Sunday the 18th, 6:05 pm - 11:30pm **EARLY TEAR DOWNS ARE NOT ALLOWED, our guests pay to see a full show!** If you tear down early, additional fees may apply if you wish to participate in the 2013 Show.

NOTICE: All vendors are subject to Show approval. Motorized boats can ONLY be displayed and sold by LRGV Boating Trade Association dealers (exceptions require advanced approval). Small watercrafts can be displayed and sold if your company joins the Lower Rio Grande Valley Boat Association. Your company's banners, signs and marketing items can only be displayed within your assigned area. This form is only for non-food vendors; special requirements and prices are applicable for food vendors. No beverage vendors are allowed. An exhibitor's manual will be provided detailing show and facility regulations. Deposits are non-refundable. Electricity is available at an additional charge of \$65 at the Exhibitor's expense.

For internal use only, to be filled by Show Staff ONLY: Amount Due \$ _____ Balance Due \$ _____

Setup Notes: _____

Accepted By: _____ Date: _____

