

Multiple options are available for any budget so pledge your support today!

#### For Additional Questions:

Contact Cathy Vick, YBAA's Sales Development Manager, at cvick@ybaa.yachts or J.P. Skov, Executive Director, at jpskov@ybaa.yachts.

#### **YBAA.YACHTS**

180 Admiral Cochrane Dr, Suite 370, Annapolis, MD 21401 PH: 410-940-6345

# YBAA Sponsorship**Opportunities** 2021

## ABOUT THE YBAA SPONSORSHIP PROGRAM

Support Yacht Brokers Association of America (YBAA) and help facilitate YBAA's dedication to assist members in improving their professional competencies and enhancing their business success through training, education and information resources. YBAA sponsors receive year-round recognition of their commitment.

### **SPONSORSHIP PACKAGES**

# Admiral Sponsorship - \$15,000

- Use of the YBAA Admiral Sponsor logo in your company literature and website to promote your commitment.
- Special YBAA Admiral Sponsor executive recognition award, commemorating your firm's outstanding support.
- Your linked company logo along with the YBAA Admiral Sponsor logo, visible on every page of the YBAA website.
- Your company logo, displayed and linked to your website, included in the YBAA sponsor section of the YBAA website.
- Recognition as an Admiral Sponsor on YBAA's social media channels.
- Feature article on your company in one issue of the Yacht Broker e-Newsletter.
- Exhibitor table with up to three complimentary attendee registrations and a 45 to 60 minute educational presentation/company update at YBAA University events.
- Recognition as the exclusive YBAA University Event Sponsor, includes recognition as the Luncheon Sponsor (for 2021 YBAA University, will be recognized as the 100<sup>th</sup> Anniversary Cocktail Reception Sponsor).
- Invitation to participate as a presenter or speaker at YBAA e-Seminar programs.
- Monthly recognition for your support in each issue of the Yacht Broker e-Newsletter. Your company logo will be displayed and linked to your website or footer ad.
- Set of YBAA member mailing labels, upon request.
- Recognition of your sponsorship in all YBAA e-Seminar promotions.

#### Master Sponsorship - \$5,000

- Use of the YBAA Master Sponsor logo in your company literature and website to promote your commitment.
- Your company logo, displayed and linked to your website, included in the YBAA sponsor section of the YBAA website.
- Recognition as a Master Sponsor on YBAA's social media channels.
- Exhibitor table with up to two complimentary attendee registrations at YBAA University events.
- Recognition as the YBAA University Speaker Sponsor, to include a brief statement about your company and products when introducing the speaker.
- Recognition of your sponsorship in all YBAA e-Seminar promotions.

#### Captain Sponsorship - \$2,500

- Use of the YBAA Captain Sponsor logo in your company literature and website to promote your commitment.
- Your company logo, displayed and linked to your website, included in the YBAA sponsor section of the YBAA website.
- Recognition as a Captain Sponsor on YBAA's social media channels.
- Exhibitor table with one complimentary attendee registration at the YBAA University events.
- Recognition of your sponsorship in all YBAA e-Seminar promotions.

#### Crew Sponsorship - \$500

 Your linked company logo on the most visited page of YBAA's website, the Pro Forms Generator page.

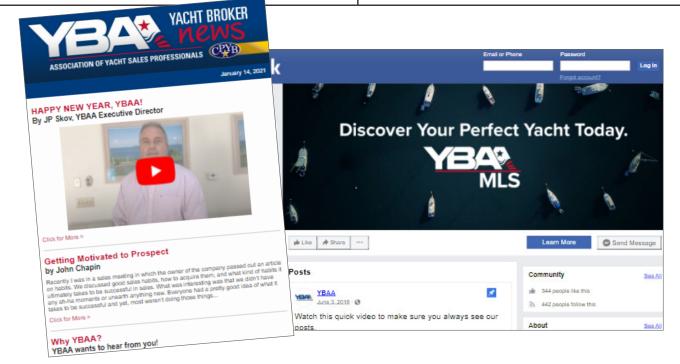
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#### YBAA Sponsorship Packages

# YBAA AdvertisingPackages 2021

#### **Elevate Your Company's Presence** Reach the leaders in the boating industry through these advertising options. Advertise on YBAA's social media channels and in the monthly Yacht Broker News. YACHT BROKER NEWS SOCIAL MEDIA Monthly e-newsletter distributed to all YBAA contacts, reaching over Your 30 second commercial or advertisement will be posted on YBAA's social media channels during the month of your choosing 2,400 industry contacts. Your ad is linked to your company website. (two posts per month available). **Premium Placement:** Your ad is placed at the top of the newsletter \$500 per post (one company per issue). \$1,000 (6 months) \$1,900 (12 months) **Acceptable Formats:** High Placement: Your ad is placed in the middle of the newsletter MP4 video format, no more than 30 seconds in length • (one company per issue). Maximum of 200 characters for text ads \$800 (6 months) \$1,400 (12 months) Ad copy must be submitted the last Monday of the previous month, prior to ad placement. **Acceptable Formats:** JPEG or PNG format Size Specifications: 600 x 200 px

Ad copy must be submitted the first Thursday of each month.



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#### **YBAA** Advertising Packages