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26

HOUSTON  
BOAT  
SHOW

# SPONSORSHIP PROSPECTUS

DATES

**JANUARY 28 -  
FEBRUARY 1, 2026**



[HoustonBoatShows.com](http://HoustonBoatShows.com)

# EVENT OVERVIEW



## About the Show

The Houston Boat Show is the largest and most dynamic indoor boat show in the country. Held annually at NRG Center, the event spans more than 352,000 square feet and draws over 50,000 attendees from across Texas and the Gulf Coast.

Visitors enjoy a comprehensive showcase of boats, fishing gear, marine electronics, and outdoor lifestyle products. The show blends family fun with cutting-edge technology through interactive features like the bass fishing tank, kid-friendly zones, live demos, and hundreds of exhibitors.

Now combined with the Houston Auto Show, the newly branded AutoBoative experience offers even greater value. Guests can explore the latest innovations in boating and automotive industries in one shared space, creating a powerful draw for consumers, exhibitors, and media.

## About the Organizers

Established in 1954, the Boating Trades Association of Metropolitan Houston (BTAMH) was formed to give Texas's marine industry a unified voice. Since then, BTAMH has worked to promote recreational boating and protect the industry through legislative efforts, education, and public outreach.

The Association has advanced Texas boating legislation for decades through modernizing sales and financing, strengthening dealer protections, and promoting transparency in titling and registration. Through its partnership with BTAT, it has influenced key policies, supported boating safety laws, and helped defeat burdensome regulations that would have restricted access to recreational boating.

Today, BTAMH represents marine dealers, manufacturers, marinas, and distributors, standing as a trusted leader and advocate for the boating community.



# BY THE NUMBERS



## Recreational Boating in Texas

**\$11.8 Billion**  
**Annual Economic Impact**  
Direct | In-Direct | Induced

**38,116 Jobs Supported**

**1,834 Businesses Supported**

**567,000+ Registered Boats**

**61% - HHI of \$75k or Less**

**\$2.3 Billion**  
**in Annual Sales**  
New Boats | Engine | Trailer | Accessories

## Houston Boat Show

**50,000 - 60,000**  
**Annual Visitors**

**2 Hour Average Visit**

**250+ Exhibitors**

**250k Online Reach**

**15% - Attendees with 200k**  
**Household Income**

**65+ Years**  
**of Advocacy in Boating**

# SPONSORSHIP INVITATION



The Houston Boat Show is more than an event. It is a tradition that spans decades and stands as one of the most influential marine lifestyle showcases in the country. Each year, it attracts more than 50,000 attendees and features hundreds of exhibitors representing boating, fishing, watersports, and outdoor recreation. The show provides a proven platform for high-impact exposure, brand engagement, and meaningful customer interaction.

This event creates a moment that brings the community together. Families, outdoor enthusiasts, industry leaders, and first-time boat buyers gather in Houston to discover the latest innovations, enjoy interactive programming, and connect with brands they trust. The reach and scale of the event generate a significant boost to the local economy, bringing visitors from across Texas and neighboring states.

Sponsoring the Houston Boat Show gives your business the opportunity to:

- Connect with a legacy brand that is recognized for excellence, entertainment, and forward-thinking innovation.
- Reach tens of thousands of engaged consumers in a setting that emphasizes experience and discovery.
- Build brand loyalty by participating in an event that holds long-standing value within the region.
- Show your commitment to family recreation, coastal culture, and economic development in the Gulf Coast.

When your business sponsors the Houston Boat Show, you gain more than exposure. You become part of a powerful tradition that continues to shape the future of marine recreation. We invite you to join us and help create another unforgettable year.

Let's make waves together,

Kenny Lovell  
President, Houston Boat Shows



# TIER LEVEL SPONSORSHIPS



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## Presenting Sponsor | \$50,000 | Exclusive

Houston Boat Show powered by (Your Name)

As the exclusive title sponsor, your company receives top billing across all event materials, signage, media, and marketing. This premier opportunity puts your brand at the helm of the Houston Boat Show with unmatched visibility and custom benefits.

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## Admiral's Club | \$25,000

This elite-level sponsorship offers high-impact branding throughout the show, with prominent signage, booth placement, and media recognition. The Admiral's Club is ideal for major brands looking to align with Houston's premier marine and outdoor event while maintaining exclusivity within their industry.

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## Captain's Club | \$10,000

The Captain's Club provides strong brand visibility, quality booth placement, and valuable exposure throughout the event. It's a great fit for established businesses seeking to elevate their presence among tens of thousands of attendees.

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## First Mate's Club | \$5,000

Perfect for regional or mid-size companies, this tier offers on-site visibility and meaningful engagement with attendees. First Mate sponsors gain marketing support and access to a high-traffic audience without the top-tier investment.

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## Dockside Club | \$2,500

This accessible tier allows small businesses or returning vendors to showcase their brand in a vibrant, high-traffic environment. Dockside Club sponsorship offers excellent exposure at a budget-friendly level, ideal for those looking to establish or strengthen their presence at the show.

**Tier Benefits listed on next page.**

# TIER LEVEL BENEFITS



Benefit Category	Admiral's Club	Captain's Club	First Mate's Club	Dockside Club
Sponsorship Amount	\$25,000	\$10,000	\$5,000	\$2,500
Exclusivity	In Industry	In Industry	—	—
On-Site Branding				
Exhibit Booth Space	500 ft <sup>2</sup>	300 ft <sup>2</sup>	200 ft <sup>2</sup>	100 ft <sup>2</sup>
Booth Featured on Maps	✓	✓	✓	✓
Inclusion on Sponsors Signage	✓	✓	✓	✓
Logo on Swag Bags	✓	—	—	—
Program Guide				
Logo on Cover	✓	✓	—	—
Advertisement	Premium Full	Full Page	½ Page	¼ Page
Digital Marketing & Online Presence				
Logo on Homepage	✓	✓	—	—
Logo on Sponsors Page	✓	✓	✓	✓
Inclusion in Sponsor Directory	Premium	Premium	✓	✓
Promoted Facebook Post	3	1	—	—
Email Blast to Attendees	2	1	—	—
Inclusion in Event Email Blasts	✓	✓	—	—
Banner Ad on Mobile App	✓	✓	✓	—
Media & Promotions				
Radio Promotions (Select Ads)	✓	—	—	—
Logo on E-Tickets	✓	—	—	—
Tickets & Credentials				
Complimentary Tickets	200	100	50	25
Complimentary Exhibitor Badges	30	20	10	5
Post Event Debrief	✓	✓	✓	✓
*Presenting Sponsor Package (\$50,000) is fully customizable.*				



# SPECIALTY DAYS SPONSORSHIPS

## **Family Day | Exclusive | \$7,500**

Celebrate families with a day of fun featuring face painting, balloon animals, character visits, and other children-focused activities that add extra excitement to the show. Family Day enhances the Kids Zone experience and draws traffic from parents and young attendees. Sponsors receive branding across activity areas, promotional mentions, and the opportunity to engage directly with this audiences.



## **Women's Day | Exclusive | \$7,500**

A specially curated experience designed to celebrate women in a fun and relaxing environment. Featuring spa services, drinks, wellness activations, and exclusive shopping, Women's Day creates an upscale atmosphere for brands targeting health, beauty, beverage, or lifestyle consumers. Sponsorship includes branding throughout the activation space and opportunities to provide gifts or offers to attendees.

## **Give Back Day | Exclusive | \$7,500**

A heartwarming, community-focused feature that celebrates and supports local nonprofits. Give Back Day offers free tickets, parking, and special discounts to volunteers and staff from partner organizations while providing them with lobby space to share their missions. Sponsorship covers the entire day's charitable initiative, positioning your brand as the exclusive supporter of this meaningful activation.



# ACTIVATION SPONSORSHIPS



## Beer Garden | \$15,000

Situated between the Auto Show and Boat Show, the Beer Garden is a relaxing social hub serving craft beers, local brews, and snacks with a backdrop of themed décor and lawn games. Ideal for beverage, lifestyle, or hospitality brands looking for immersive and casual exposure.

## Kids Zone | \$10,000

An energetic and interactive space designed for family fun. Depending on size and scope, offerings may include inflatables, character visits, crafts, and more. Flexible pricing reflects vendor agreements, outdoor space rental, and logistics. A natural fit for family-focused or education-driven brands.

## Live Mermaid | \$5,000

A highly Instagrammable moment where guests pose with a live mermaid in a themed photo set. Ideal for driving social media engagement and brand impressions. Sponsorship includes signage and logo placement within the activation space.

## Bass Tub Fishing Demo | \$15,000

A 5,000-gallon, 40-foot-long mobile aquarium brings live fish, casting demonstrations, and real-time lure testing to life. Hosted by professional angler Chuck Devereaux, this fishing showcase draws crowds and delivers a high-energy, educational experience with great visibility for a sponsor.

## Treasure Hunt | \$10,000

An app-based scavenger hunt where attendees complete challenges and scan QR codes for a chance to win exhibitor-sponsored prizes. This activation drives traffic, interaction, and fun across the entire show. High branding opportunity through the app, signage, and prize partnership.

## Official App | \$5,000

The official event app delivers navigation tools, exhibitor listings, interactive maps, schedules, and more. Sponsors receive premium in-app placement, push notifications, and banner ads—ensuring visibility before, during, and after the event.