



SAUSALITO BOAT SHOW



CLIPPER YACHT HARBOR

OCTOBER 4 - 6, 2024

PROMOTIONAL GUIDE

LET'S CONNECT

WELCOME TO THE SAUSALITO BOAT SHOW 2024 AT CLIPPER YACHT HARBOR IN SAUSALITO.

This event promotion guide is your go-to resource to connect with us on social and beyond. We've curated everything you need to generate buzz among your fans & followers about your involvement in SBS 2024.

INSIDE THIS GUIDE:

- Our Social Media Handles
- Recommended Event Hashtags
- Sample Captions
- Promotional Artwork
- Email Templates
- Strategy
- Best Practices

All promotional materials, show maps, and pertinent exhibitor information can be accessed at: www.sausalitoboatshow.com/exhibitorportal



GET SOCIAL

PLEASE GIVE OUR SOCIAL CHANNELS A FOLLOW,
AND TAG US IN ALL YOUR SAUSALITO BOAT SHOW POSTS & STORIES.



Sausalito Boat Show



@sausalitobootshow



Sausalito Boat Show

SBS2024

HASHTAGS

Relevant event hashtags are essential for exhibitors to increase visibility and engagement on social media.

Use these hashtags in your posts to connect with a targeted audience interested in marine events, enhancing networking opportunities and maximizing your brand exposure.

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#SAUSALITOBOATSHOW

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#SAUSALITOBOATSHOW2024

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#SBS24

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#SAUSALITOWATERFRONT

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#STAYSALTYSAUSALITO

#

#SAUSALITOCA



SAMPLE CAPTIONS

USE OUR SAMPLE CAPTIONS AS A FOUNDATION, THEN PERSONALIZE THEM WITH YOUR UNIQUE BRAND VOICE AND OFFERINGS BEFORE SHARING ON FACEBOOK, CRAFTING VISUALLY ENGAGING STORIES ON INSTAGRAM, AND MAINTAINING A POLISHED, PROFESSIONAL TONE ON LINKEDIN.

FACEBOOK:

🚤 Join us at the Sausalito Boat Show at Clipper Yacht Harbor from October 4-6! Explore a diverse array of sailboats, powerboats, electric boats, and trailerable boats, alongside marine goods, services, and a vibrant lifestyle component featuring live music all weekend, local artists, and delicious food and drinks. Don't miss out on this fantastic event! Visit sausalitobootshow.com for tickets and more information, and be sure to visit our display. 📍

INSTAGRAM:

🚤 Dive into the world of boating at the Sausalito Boat Show, happening October 4-6 at Clipper Yacht Harbor! Discover an exciting lineup of sailboats, powerboats, electric boats, and trailerable boats, plus marine goods, services, and a lively lifestyle component including live music, local art, and delectable food and drinks. Get your tickets now and be part of this unforgettable maritime experience! Don't forget to visit our display. 📍

LINKEDIN:

🚤 Discover the latest in the maritime industry at the Sausalito Boat Show, October 4-6 at Clipper Yacht Harbor. Experience top-tier sailboats, powerboats, electric boats, and trailerable boats, as well as marine goods, services, and a vibrant lifestyle component featuring live music, local artists, and gourmet food and beverages. Network with industry leaders and enthusiasts alike. Secure your tickets today at sausalitobootshow.com and make sure to visit our display. 📍

PROMOTIONAL MEDIA

The Sausalito Boat Show offers exhibitors a variety of digital promotional media files designed for use on websites, newsletters, and social media platforms.

Exhibitors can access and download these versatile resources, including images, logos, and promotional graphics, from:

www.sausalitoboatshow.com/exhibitorportal

These materials are tailored to enhance your marketing efforts, ensuring you can effectively promote participation in the show across digital channels with professional and engaging content.



EMAIL TEMPLATE

Enhance your outreach for the Sausalito Boat Show!

Contact sausalitobootshow@gmail.com to request a customized email campaign featuring your logo and a call-to-action button.

Additionally, a ready-to-use template is available for download at sausalitobootshow.com/exhibitorportal.

Promoting the show to your list of customers is crucial for maximizing attendance and engagement.



Join Us October 4th-6th, for the



The highly anticipated Sausalito Boat Show is returning on October 4, 5, 6, 2024 at Clipper Yacht Harbor with an enhanced experience for all attendees. Building upon the success of its inaugural edition, the second show returns to Sausalito with a showcase of sailboats, powerboats, electric boats, trailerable boats, and more.

Enjoy all of this, along with an expanded lineup of engaging educational seminars led by industry experts. Immerse yourself in the boating lifestyle, explore the latest trends & innovations, and indulge in local cuisine and live music all weekend long.

Join us as we celebrate the rich maritime heritage and vibrant community of Sausalito, making this year's Sausalito Boat Show an unmissable waterfront event.

VISIT US AT BOOTH #

CONTACT US FOR EXHIBITOR TICKETS

SEE YOU THERE!

Insert exhibitor contact information here

STRATEGY

INTEGRATED MARKETING STRATEGY FOR SAUSALITO BOAT SHOW PROMOTION

EMAIL CAMPAIGNS:

- Customize an email campaign featuring your logo and call-to-action button by contacting sausalitoboatshow@gmail.com.
- Access a professionally designed email template at sausalitoboatshow.com/exhibitorportal to streamline your outreach efforts.
- Craft compelling content and incorporate high-quality visuals that highlight your participation in the Sausalito Boat Show.
- Personalize messages to resonate with your customer base, emphasizing the unique benefits of attending the event.
- Conduct thorough testing to ensure optimal readability and functionality across various devices and email platforms.

SOCIAL MEDIA:

- Drive visibility by sharing the event from our Facebook page at facebook.com/SausalitoBoatShow, accessible through the "Events" section.
- Strategically plan and schedule posts well in advance of the event. Start with regular updates 4-6 weeks prior, maintaining momentum with at least one themed post per week.
- Customize our provided social media templates to align seamlessly with your brand's tone and style, ensuring consistency across platforms.
- Enhance engagement by leveraging our downloadable image library to create visually appealing posts that capture audience attention.
- Foster community interaction by promptly responding to comments, questions, and interactions across your social media channels.

THIS INTEGRATED STRATEGY AIMS TO OPTIMIZE YOUR PROMOTIONAL EFFORTS FOR THE SAUSALITO BOAT SHOW, LEVERAGING BOTH EMAIL CAMPAIGNS AND SOCIAL MEDIA ENGAGEMENT TO MAXIMIZE ATTENDEE ENGAGEMENT AND PARTICIPATION.

HELP US PROMOTE YOU

WE WANT TO PROMOTE YOUR BUSINESS IN OUR OUTGOING COMMUNICATIONS THROUGH EMAIL & SOCIAL MEDIA.

If you did not include photos and info about your business and what you will be offering at SBS 2024 when you signed up, please see what we need below .

WHAT WE NEED

- High Res Logo
- Photos of your Business/Offerings
- Website links & Social Media Handles
- 2-4 Sentences Describing Your Business
- 2-4 Sentences Describing What Attendees Can Expect From You At The Show
- *Boats In Water & On Land:* Please send photos and a descriptions of each boat you will have on display. Short videos are also welcome.

All materials should be sent to: sausalitobootshow@gmail.com



WHAT ELSE TO EXPECT FROM SBS 2024

ASIDE FROM PROMOTING YOUR BUSINESSES PRESENCE AT THE SHOW, THE 2024 SAUSALITO BOAT SHOW WILL HAVE A PACKED CALENDAR OF ENTERTAINMENT AND ACTIVITIES ALL WEEKEND LONG.



A WEEKEND OF FUN ON THE WATERFRONT

- Full Schedule of Seminars with Industry Experts
- Live Music All Weekend Long
- Dunk Tank
- Local Food & Drinks
- Bounce House & Family Friendly Activities
- Photo Booth
- Model Boat Regatta
- VIP Schedule of Events including Exclusive Parties
- Artist & Sausalito Lifestyle Vendors



Visit www.sausalitobootshow.com for the latest information and entertainment schedule. There are lots of reasons to put SBS 2024 on your calendar, make sure to share and promote this to your audience.



WELCOME TO OUR SALTY SAUSALITO COMMUNITY

Joining the Sausalito Boat Show means becoming part of a vibrant community of maritime professionals, artists, and salty souls who share a passion for boating and the waterfront lifestyle. Together, we foster growth in the industry by celebrating innovation, promoting sustainable practices, and enhancing the boating experience for enthusiasts worldwide. Whether you're showcasing the latest vessels or sharing your artistic talents, our collective efforts contribute to a thriving maritime community and a deeper appreciation for life on the water.

**IF YOU HAVE QUESTIONS OR NEED SUPPORT PLEASE EMAIL
SAUSALITOBOATSHOW@GMAIL.COM**

THANK YOU!

TO OUR SPONSORS



IF YOU ARE INTERESTED IN SPONSORSHIP INFO PLEASE VISIT
SAUSALITOBOATSHOW.COM/SPONSOR