

PARTNERSHIP PROPOSAL

Friday Media Group to provide the following:

- The design and printing of your programme

We will design a co-branded programme with your input. We will sell additional pages to generate revenue to cover the cost of printing. Programmes to be distributed at the event.

A4 size (same as the Southampton supplement we left you)
Number of pages to be confirmed - 24 approx.
Copies: 3,000 TBC

- Boat Trader Print Ads

3 x Full Page Adverts to be used when you wish. (Note we are currently taking bookings for December edition, deadline for December 10/10/2016)
Full page including bleed : 310mm high x 240mm wide

- Solus Emails

2 x Solus emails to the combined BS24 and BAOB database to promote the boat show when you choose (Dates and schedules to be confirmed).

- Ticket Competition

If you provide 10 pairs of tickets for example we will run a ticket competition and promote this across a range of platforms including email and social. Our marketing team will run a competition of their choosing, whatever drives the most response.

- News article promo

We will host a series of news articles / announcements on our site under the "News" section and give you social media mentions. Send them over as and when and we will fit them in around our marketing schedule.

Programme value: £2,000

Marketing value: £3,000

Total Value: £5,000

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In return we would be looking for:

- BoatsandOutboards.co.uk to be promoted as your exclusive media partner for the Northern Boat Show.

- BoatsandOutboards.co.uk link and logo on the homepage of the Northern Boat Show website.

- BoatsandOutboards.co.uk logo / link to be included on all PR / Marketing material on and offline.

- 3 x Emails to your database

1 x email pre-show to your private database encouraging ad placement on BoatsandOutboards.co.uk.

1 x email to your private and trade databases promoting a special offer from our retail site Mailspeed Marine.

1 x email post-show to your trade database with a special offer promoting Infinity services.

- 10 x PVC banners at the event. We will design and send up to the event if you recommend some appropriate sizes. Promote BoatShop24.co.uk, BoatsandOutboards.co.uk and Mailspeedmarine.com.

Other ideas to be confirmed:

- Promotional / Competition flyer for the event, can we discuss how this could work? Are you planning any goodybags?

- Exhibitor stand.