NMMA is consolidating our advocacy sponsorship efforts into one program to better assist members and sponsors in planning for the entire year. We understand that many companies are interested in budgeting their advocacy support efforts and may not be aware of all the opportunities available. They include the following:

- American Boating Congress
- Legislative Fly-Ins
- Boat Show Advocacy Events
- Congressional Boating Caucus Briefings and Events
- PAC Events
AMERICAN BOATING CONGRESS
MAY 12-14, 2020
The Industry's Premier Political and Legislative Event

The American Boating Congress is a comprehensive legislative conference that brings together recreational boating industry leaders to formulate public policy and present a unified front on issues that impact marine businesses.

- Learn ways to grow your business in the current economy
- Discover how current state and federal regulatory issues affect your operations
- Learn the status of key federal legislation concerning the marine industry
- Hear updates from experts about how pending legislation and regulation can impact your bottom line
- Network with fellow industry leaders

LEARN
Hear
Network
business
economy
EXPERTS
DISCOVER
MARINE
industry
LEADERS
WHY SPONSOR?

Without sponsorship support, ABC simply could not take place every year. Companies that sponsor understand that supporting the event is critically important to the overall health of the industry for manufactures and boaters alike.

IN ADDITION, SPONSORS RECEIVE THE FOLLOWING FROM THEIR PARTICIPATION:

- Recognition
  as a leader supporting the recreational boating industry

- Opportunity
  to connect with other key leaders in the industry

- Brand
  awareness through on-site signage, ads in the directory and recognition through speakers
ABC 2019 RECAP

Monumental passage of Modern Fish Act

**SPEAKERS:** 5 members of Congress, 2 agency officials, 2 cabinet level secretaries, 1 national media figure

**ISSUES:** Sport Fish Restoration and Boating Trust Fund, Ethanol, Conservation, Infrastructure, Recreational Fishing, Trade, Workforce Development, US large yacht flagging, immigration and visa issues for crew

$250,000 on our way to PAC goal

350+ ABC attendees

24 sponsors

25 young professionals

27 co-hosts

200+ Hill meetings
<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Description</th>
<th>Inclusion</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>President’s Level</td>
<td>Ten (10) complimentary registrations, two full-page program ads, prominent signage, inclusion in press materials, booth space, video inclusion</td>
<td>$15,000</td>
<td></td>
</tr>
<tr>
<td>Admiral’s Level</td>
<td>Six (6) complimentary registrations, one full-page program ad, prominent signage, inclusion in press materials</td>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td>Captain’s Level</td>
<td>Four (4) complimentary registrations, one half-page program ad, prominent signage, inclusion in press materials</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>First Mate’s Level</td>
<td>Two (2) complimentary registration, program recognition, prominent signage, inclusion in press materials</td>
<td>$3,000</td>
<td></td>
</tr>
<tr>
<td>Co-Host Level</td>
<td>Special registration for non-profit, governmental and MTAs. Two (2) complimentary registrations, program recognition, prominent signage, inclusion in press materials</td>
<td>$2,500</td>
<td></td>
</tr>
<tr>
<td>Purser’s Level</td>
<td>One (1) complimentary registration, program recognition.</td>
<td>$1,500</td>
<td></td>
</tr>
</tbody>
</table>
SPONSORSHIP OPPORTUNITIES

MAY 12-14, 2020

ABC OFFICIAL PAD FOLIOS
Over 300 embossed folios distributed to each attendee, will include Sponsor’s one-sheet in each Folio. Recognized as a supporting sponsor of ABC in signage.
$1,500 (ONE AVAILABLE)

ABC LANYARD SPONSORSHIP
Provide the official lanyard for ABC attendee credentials. Approximately 300 lanyards to be used. Includes Purser’s Level sponsorship benefits.
$2,500 (ONE AVAILABLE)

PRE-ABC WEB CAST APRIL
This year the ABC team plans to continue to build on that success in helping attendees better understand the major issues being covered and how to get the most out of their Hill visits through one webinar on April 26th. Logo included on the opening and closing slides as well as a brief description of the company. Includes Purser’s Level sponsorship benefits.
$2,500 (ONE AVAILABLE)

BASECAMP THURSDAY MAY 13
Capitol Hill
Cannon Room 121
11:00 am – 5:00 pm
Basecamp will be a dedicated room for ABC attendees to use in between Hill meetings. Snacks and beverages will be available. Welcome signage, 6’ x 2’ sponsor signage included.
$1,500 (TWO AVAILABLE)
SPONSORSHIP OPPORTUNITIES

MAY 12-14, 2020

INTERCONTINENTAL—WASHINGTON DC—THE WHARF
801 WHARF STREET SW

SPONSORSHIP OPPORTUNITIES

WEDNESDAY BREAKFAST PRESENTATION AND SPEAKERS
MAY 13
Wednesday Breakfast: 7:30 am – 9:30 am Sponsor included in 22” x 28” signage.
Includes Purser’s Level sponsorship $3,500 (TWO AVAILABLE)

THURSDAY BREAKFAST AND KEYNOTE SPEAKER PRESENTATION
MAY 14
Thursday Breakfast: 7:30 am – 11:30am Sponsor included in 22” x 28” signage.
Includes First Mate’s Level sponsorship $5,000 (TWO AVAILABLE)

ABC MOBILE APP
Built for Apple and Droid mobile phones, the app allows individuals to see meetings scheduled, information and bios on Members of Congress.
Includes Purser’s Level sponsorship $2,500 (ONE AVAILABLE)

WEDNESDAY BREAK OUT SESSIONS
Topics to be covered in rotation in nine sessions.
Trade, Infrastructure, Ethanol, Workforce, The Modern Fish Act, Outdoor Recreation Roundtable, R3 and Everglades Update One 22” x 28” sign recognizing sponsorship support.
Does not include registration.
$500 PER SESSION (FOUR AVAILABLE PER SESSION)
SPONSORSHIP OPPORTUNITIES

MAY 12-14, 2020

INTERCONTINENTAL—WASHINGTON DC—THE WHARF
801 WHARF STREET SW

YOUNG PROFESSIONALS RECEPTION
WEDNESDAY, MAY 13

InterContinental Hotel
8:30 pm – 10:00 pm
Welcome signage within the venue—22” x 28” on easel.
No registration included.
$1,000 (THREE AVAILABLE) AVAILABLE)

NETWORKING RECEPTION
WEDNESDAY, MAY 13

InterContinental Hotel
6:30 pm – 8:30 pm
Welcome signage within venue entrance and F&B. Sponsor included in 6’ x 2’ signage.
Table top tents
Includes Captain’s Level sponsorship benefits
$7,500* (THREE AVAILABLE)

NETWORKING LUNCHES
TUESDAY, MAY 12 AND THURSDAY, MAY 14

Welcome Lunch and Eddie Smith Award:
Tuesday, May 12
12:30 am – 1:30pm
Farewell Lunch and Awards
Thursday, May 14
Noon – 1:00 pm
Sponsor to address attendees for three to four minutes. Sponsor included in 6’ x 2’ signage. Recognition from the moderator. Includes Purser’s Level sponsorship
$3,500 (TWO AVAILABLE PER LUNCH)

PAC RECEPTION:
TUESDAY, MAY 12

InterContinental Hotel
Wharf Dock
Tuesday
6:00 pm – 8:00 pm

For more information on participation contact:
Erica Crocker
ecrocker@nmma.org
SPONSORSHIP OPPORTUNITIES

MAY 12-14, 2020

INTERCONTINENTAL—WASHINGTON DC—THE WHARF
801 WHARF STREET SW

WEDNESDAY AND THURSDAY COFFEE BREAKS

Sponsor will receive recognition during the Wednesday, Thursday and/or Friday breaks on one (1) 22” x 28” sign adjacent to the coffee table.

Does not include registration.

$500 (FOUR AVAILABLE)

SNACK BAGS

TUESDAY, WEDNESDAY, THURSDAY

Sponsor will receive recognition on snack bags, mints or other product for attendees at tables or sessions. Approximately 500 per day.

Does not include registration.

$1,000 (THREE AVAILABLE)

MEMBERS OF CONGRESS DIRECTORY

A complimentary booklet details all of the Members of Congress for ABC attendees making visits on the Hill. Sponsor to receive a one page ad within the Directory.

Does not include registration.

$3,000 (ONE AVAILABLE)
<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Florida Legislative Fly-In</td>
<td>November 12-13 2019</td>
<td>Tallahassee, Florida</td>
</tr>
<tr>
<td>Sold Out</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tennessee Legislative Fly-In</td>
<td>March 2020</td>
<td>Nashville, Tennessee</td>
</tr>
<tr>
<td>Michigan Legislative Fly-In</td>
<td>September 2020</td>
<td>Lansing, Michigan</td>
</tr>
</tbody>
</table>
STATE LEGISLATIVE FLY-INS

In an effort to expand NMMA’s advocacy efforts, three state fly-ins are planned for 2019-2020. Fly-ins are expected to have 20 - 25 people per event along with the NMMA Government Relations team. High level meetings with state legislative members such as the speaker of the House are planned. The events have a full agenda with breakfast/lunch, cocktail reception, and Hill meetings. Sponsor recognition through invitations, signage within the receptions with one registration to the event.

SPONSORSHIP FEE: $1,000 PER SPONSOR/EVENT
BOAT SHOW — ADVOCACY EVENTS
BOAT SHOW ADVOCACY EVENTS

These events will range from breakfast to cocktail hour receptions with remarks by NMMA advocacy staff and guests. Topics will include the latest state of the industry numbers, our policy agenda for 2020 and issues on the horizon for each specific state. Last year, over 300 exhibitors and 30 elected officials (state, federal and agency) attended the Boat Show Advocacy Events. Sponsors to be included in name recognition and signage within the events.

SPONSORSHIP FEE: $1,000 PER SPONSOR/EVENT
<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago Boat, RV &amp; Sail Show</td>
<td>Thursday, January 9, 2020</td>
<td>9:00 AM – 11:00 AM</td>
<td>McCormick Place, Chicago, IL</td>
</tr>
<tr>
<td>Atlanta Boat Show</td>
<td>Thursday, January 16, 2020</td>
<td>4:00 PM – 6:00 PM</td>
<td>Georgia World Congress Center – Atlanta, GA</td>
</tr>
<tr>
<td>Minneapolis Boat Show</td>
<td>Wednesday, January 22, 2020</td>
<td>6:00 PM – 8:00 PM</td>
<td>Minneapolis Convention Center – Minneapolis, MN</td>
</tr>
<tr>
<td>New York Boat Show</td>
<td>Thursday, January 23, 2020</td>
<td>3:00 PM – 4:00 PM</td>
<td>Jacob Javits Convention Center – New York, NY</td>
</tr>
<tr>
<td>New England Boat Show</td>
<td>Thursday, February 13, 2020</td>
<td>11:00 AM – 12:30 PM</td>
<td>Boston Convention &amp; Exposition Center – Boston, MA</td>
</tr>
</tbody>
</table>
NATIONAL CONVENTIONS

NMMA will host one day events at both the Republican and Democratic National Conventions. Sponsor support will assist in the production of the events, which may include boat rides, luncheon reception or other related events. Sponsor to receive display presence. Over 50,000 individuals will be attending the Conventions. Target audience will be elected officials, delegates and top media. Over 100 attendees are expected at each Convention event. Sponsor recognition included in Convention communications with the industry (Currents, emails), invitations and signage at the events.

NMMA events at the Conventions are not intended to be an endorsement of any political candidate but rather an opportunity to promote the industry’s boating advocacy messages.
DEMOCRATIC NATIONAL CONVENTION
MONDAY, JULY 13 - THURSDAY, JULY 16, 2020
MILWAUKEE, WI

REPUBLICAN NATIONAL CONVENTION
MONDAY, AUGUST 24, 2020 – THURSDAY, AUGUST 27, 2020
CHARLOTTE, NORTH CAROLINA
SPONSORSHIP

All sponsorship packages include the NMMA hosted reception during both the Democratic National Convention and Republican National Convention

**CAPTAIN’S LEVEL: $5000**
- 10 VIP credentials for each NMMA “Day on the Water” event
- Logo placement on sponsorship banner
- Attendance as a “local storyteller” giving you the opportunity to highlight your company’s direct economic impact and be a part of any local media opportunities
- Prominent recognition on press materials
- Branded exhibit space at event: exhibit table, back-wall display, flag, or banners
- Logo placement on invitations to Members of Congress and elected officials
- One boat slip up to 30’ in length (DNC confirmed, RNC to be determined)

**FIRST MATE LEVEL: $2500**
- 6 VIP credentials for each NMMA “Day on the Water” event
- Logo placement on sponsorship banner
- Prominent recognition on press materials
- Logo placement on invitations to Members of Congress and elected officials

**PURSER’S LEVEL: $1500**
- 4 VIP credentials for each NMMA “Day on the Water” event
- Logo placement on sponsorship banner
- Recognition on press materials
CONGRESSIONAL BOATING

CAUCUS BRIEFINGS AND EVENTS

These events are policy focused briefings that happen on Capitol Hill with approximately 50-75 staff and members of Congress at each and last between 60-90 minutes. Breakfast, luncheons or receptions with open bar and light food is provided. The September event will have over 400+ people attending. Topics have covered fuel, invasive species, conservation, water infrastructure. Sponsorship will include name recognition, signage, display and the inclusion of a sponsor’s interactive experiential program.

SPONSORSHIP FEE: $1,000 PER SPONSOR/EVENT
<table>
<thead>
<tr>
<th>CAUCUS BRIEFING EVENT #1</th>
<th>DECEMBER 2019</th>
<th>CAPITOL HILL WASHINGTON, DC</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAUCUS BRIEFING EVENT #2</td>
<td>MARCH 2020</td>
<td>CAPITOL HILL WASHINGTON, DC</td>
</tr>
<tr>
<td>CAUCUS BRIEFING EVENT #3</td>
<td>JUNE 2020</td>
<td>CAPITOL HILL WASHINGTON, DC</td>
</tr>
<tr>
<td>CAUCUS BRIEFING EVENT #4</td>
<td>SEPTEMBER 2020</td>
<td>CAPITOL HILL WASHINGTON, DC</td>
</tr>
<tr>
<td>Event</td>
<td>Date</td>
<td>Time</td>
</tr>
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<td>----------------------------</td>
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</tr>
<tr>
<td>BoatPAC Dealers Week Reception</td>
<td>Monday, December 9, 2019</td>
<td>6:30PM – 9:30PM</td>
</tr>
<tr>
<td>American Boating Congress</td>
<td>Tuesday, May 13, 2020</td>
<td>6:30PM – 9:30PM</td>
</tr>
<tr>
<td>IBEX</td>
<td>Wednesday, September 30, 2020</td>
<td>6:30PM – 9:30PM</td>
</tr>
</tbody>
</table>
NEXT STEPS

To become a sponsor of the American Boating Congress advocacy events, please contact John Marcinek at (312) 946-6258 or jmarcinek@nmma.org.

PAC EVENTS
please contact Erica Crocker at (312) 946-6258 or ecrocker@nmma.org.