



**NMMA ADVOCACY** SPONSORSHIP 2020



# SPONSORSHIP 2020 OPPORTUNITIES

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**

THANK YOU TO OUR  
ABC 2019 SPONSORS

PRESIDENT'S LEVEL



ADMIRAL'S LEVEL



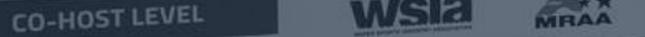
CAPTAIN'S LEVEL



FIRST MATE'S LEVEL



CO-HOST LEVEL



PURSER'S LEVEL



CREATIONAL  
ATING  
NERATES  
70.3 BILLION  
TOTAL U.S.  
ONOMIC

ABC SPONSORSHIP

OPPORTUNITIES





# 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**  
**business** **Network**  
**economy** **MARINE**  
**EXPERTS** **industry**  
**DISCOVER** **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 manufacturers 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

# SPONSORSHIP OPPORTUNITIES

MAY 12-14, 2020

## SPONSORSHIP OPPORTUNITIES

INTERCONTINENTAL – WASHINGTON DC – THE WHARF  
801 WHARF STREET SW

### PRESIDENT'S LEVEL

Ten (10) complimentary registrations, two full-page program ads, prominent signage, inclusion in press materials, booth space, video inclusion  
**\$15,000**

### ADMIRAL'S LEVEL

Six (6) complimentary registrations, one full-page program ad, prominent signage, inclusion in press materials, video inclusion  
**\$10,000**

### CAPTAIN'S LEVEL

Four (4) complimentary registrations, one half-page program ad, prominent signage, inclusion in press materials  
**\$5,000**

### FIRST MATE'S LEVEL

Two (2) complimentary registration, program recognition, prominent signage, inclusion in press materials.  
**\$3,000**

### CO-HOST LEVEL

Special registration for non-profit, governmental and MTAs.  
Two (2) complimentary registrations, program recognition, prominent signage, inclusion in press materials.  
**\$2,500**

### PURSER'S LEVEL

One (1) complimentary registration, program recognition.  
**\$1,500**



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MAY 12-14, 2020

SPONSORSHIP OPPORTUNITIES

INTERCONTINENTAL – WASHINGTON DC – THE WHARF  
801 WHARF STREET SW

## ABC OFFICIAL PAD FOLIOS

Over 300 embossed folios distributed to each attendee, will include Sponsor's one-sheeter 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

SPONSORSHIP OPPORTUNITIES

INTERCONTINENTAL – WASHINGTON DC – THE WHARF  
801 WHARF STREET SW

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

SPONSORSHIP OPPORTUNITIES

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

## SPONSORSHIP OPPORTUNITIES

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)**



# LEGISLATIVE FLY-INS



FLORIDA LEGISLATIVE FLY-IN <b>SOLD OUT</b>	NOVEMBER 12 -13 2019	TALLAHASSEE, FLORIDA
TENNESSEE LEGISLATIVE FLY-IN	MARCH 2020	NASHVILLE, TENNESSEE
MICHIGAN LEGISLATIVE FLY-IN	SEPTEMBER 2020	LANSING, MICHIGAN



# 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**

An aerial photograph of a boat show dock, featuring several boats moored at a central wooden pier. The scene is overlaid with a semi-transparent dark blue filter. A solid red horizontal bar is positioned on the left side of the image, partially overlapping the text.

**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**



<b>CHICAGO BOAT, RV &amp; SAIL SHOW</b>	THURSDAY, JANUARY 9, 2020 – 9:00 AM – 11:00 AM	MCCORMICK PLACE, CHICAGO, IL
<b>ATLANTA BOAT SHOW</b>	THURSDAY, JANUARY 16, 2020 – 4:00 PM – 6:00 PM	GEORGIA WORLD CONGRESS CENTER – ATLANTA, GA
<b>MINNEAPOLIS BOAT SHOW</b>	WEDNESDAY, JANUARY 22, 2020 – 6:00 PM – 8:00 PM	MINNEAPOLIS CONVENTION CENTER – MINNEAPOLIS, MN
<b>NEW YORK BOAT SHOW</b>	THURSDAY, JANUARY 23, 2020 – 3:00 PM – 4:00 PM	JACOB JAVITS CONVENTION CENTER – NEW YORK, NY
<b>NEW ENGLAND BOAT SHOW</b>	THURSDAY, FEBRUARY 13, 2020 – 11:00 AM – 12:30 PM	BOSTON CONVENTION & EXPOSITION CENTER – BOSTON, MA

A large crowd of people is gathered at a national convention. In the center, a large American flag is displayed on a stage. The scene is filled with people, some standing and some sitting, creating a sense of a significant event. The overall atmosphere is one of a major public gathering.

# **NATIONAL** CONVENTIONS



# 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.*



THE AMERICAN BOATING  
CONGRESS

**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

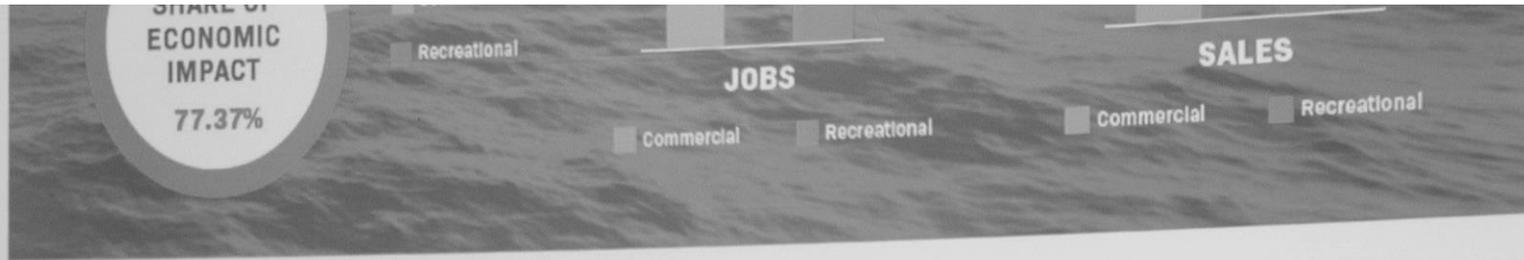




# CONGRESSIONAL BOATING CAUCUS BRIEFINGS AND EVENTS

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**



**NMMA SUPPORTS**

- ▶ Driftnet Modernization and Bycatch Reduction Act (S. 906)
- ▶ Forage Fish Conservation Act (H.R. 2236)

Recreational anglers make a combined economic contribution of \$125 billion annually, supporting more than 800,000 American jobs.

**\$125**  
BILLION  
ANNUALLY

**\$50**  
BILLION  
SPENT

**800,000+**  
AMERICAN  
JOBS

CAUCUS BRIEFING EVENT #1	DECEMBER 2019	CAPITOL HILL WASHINGTON, DC
CAUCUS BRIEFING EVENT #2	MARCH 2020	CAPITOL HILL WASHINGTON, DC
CAUCUS BRIEFING EVENT #3	JUNE 2020	CAPITOL HILL WASHINGTON, DC
CAUCUS BRIEFING EVENT #4	SEPTEMBER 2020	CAPITOL HILL WASHINGTON, DC



# PAC EVENTS



**BOATPAC  
DEALERS WEEK  
RECEPTION**

**MONDAY, DECEMBER 9, 2019  
6:30PM – 9:30PM**

**TAMPA, FLORIDA**

**AMERICAN  
BOATING  
CONGRESS**

**TUESDAY, MAY 13, 2020  
6:30PM – 9:30PM**

**WASHINGTON, D.C.**

**IBEX**

**WEDNESDAY, SEPTEMBER 30,  
2020 6:30PM – 9:30PM**

**TAMPA, FLORIDA**



# 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](mailto:jmarcinek@nmma.org)

## PAC EVENTS

please contact  
Erica Crocker at  
(312) 946-6258 or  
[ecrocker@nmma.org](mailto:ecrocker@nmma.org)



WELCOME TO THE  
**AMERICAN  
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#BOATING  
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