

CRUISING
WORLD

PRESENT

Yachting

SAILING
WORLD

NEWPORT FOR
NEW
PRODUCTS

Official U.S. Debuts of 2021 Boats & Boating Products



ABOUT THE PROGRAM

The *Newport International Boat Show* is the first major show of the fall boat show season and the first United States boat show of the new model year. This unique position is why manufacturers have long made Newport the place to launch their new boats and boating products.

It seemed fitting to expand upon the Newport International Boat Show's timely position by creating a significant awards program titled *Newport For New Products™ (NFNP)*. NFNP is the official U.S. debut of the coming year's new models. The NFNP program identifies and promotes all entries that have been accepted into the program.

To help elevate the NFNP program to a world-renowned level, The Newport International Boat Show partnered with *Cruising World*, *Sailing World* and *Yachting* magazines. All three publications promote each entry in a "Special Section" in their September issue and on their websites. That same promotion also appears on the Newport International Boat Show website. During the boat show, these new debuts are provided distinct identification and special attention. The Presenting Sponsor will own this unique program and receive naming rights to all of the above. In addition, the Presenting Sponsor will receive one full-page ad in all three publications.





AN EXCLUSIVE SPONSORSHIP OPPORTUNITY

Sponsorship of the Newport For New Products program provides widespread brand recognition. Attendees look forward to viewing boats and boating products that have never before been seen in the U.S. That intrigue alone creates excitement and sets the NFNP Sponsor apart from all others. Why not own this program, along with access to our loyal attendees and exhibitors, while supporting companies that design and build new and innovative products to advance the marine industry and motivate consumers!

NEWPORT FOR NEW PRODUCTS PRESENTING SPONSOR BENEFITS

- Exclusivity in category
- Naming rights (Presented by....)
- Logo on Special Section cover and all succeeding pages of the insert that appears in *Cruising World*, *Sailing World* and *Yachting* magazines. Includes a dedicated full-page ad on the back of the special section
- Electronic version of the “Special Section” complete with sponsor branding featured on the magazine, sponsor, and Newport International Boat Show websites all year long
- Additional full page ad in *Cruising World*, *Sailing World* and *Yachting* magazines to be placed within one calendar year
- Logo included in Newport For New Products feature on all Newport International Boat Show print ads
- Editorial coverage in the Newport International Boat Show Directory
- Dedicated email blast to 20,000 Newport International Boat Show attendees and two mentions in the magazines’ e-newsletters
- Three *NFNP* banners with sponsor logo displayed prominently on-site
- Exhibitor Breakfast / Awards Ceremony presence
- Large banner displayed prominently at Exhibitor Breakfast / Awards Ceremony presence
- Opportunity to address group during opening remarks
- NFNP logo on all awards presented
- Post-show publicity due to winner acknowledgement
- Promotion of NFNP at least one time per magazine through social media outlets. (Over 500,000 followers and growing.)

SUPPORTING FACTS

- Logo placement on Newport For New Products “Special Section” totals over 215,000 in circulation with over one million impressions.
- Impressions for each supporting website are as follows:

publication website	monthly page views	monthly unique visitors
crusingworld.com	785,337	150,710
sailingworld.com	414,977	124,898
yatchingmagazine.com	966,701	142,902
website	yearly page views	yearly unique visitors
newportboatshow.com	236,485	82,841

- Retail value of one full-page, full-color ad in *Cruising World*, *Sailing World* and *Yachting* magazines is more than \$86,000 with over 215,000 in circulation and an audience of over one million affluent consumers.
- NFNP logo on all Newport International Boat Show print ads that appear nationally and internationally through our targeted media buy totaling an audience of over 184 million.
- Magazine email lists reach 107,000 subscribers, and Newport International Boat Show email list reaches 25,000 subscribers.
- Total “drive-by” traffic during the four-day Newport International Boat Show equals 57,000 impressions.
- Total Newport International Boat Show attendance over four days is more than 40,000.





CRITERIA & ELIGIBILITY

The Newport For New Products Program is open to domestic and foreign companies. All applicants must meet certain criteria to be accepted. Judging is done by an independent panel of boating experts. One winner in each category - Best New Sailboat, Best New Powerboat, and Best New Boating Product are chosen based on value to the consumer, design and innovation. In addition, public vote determines the winner of the People's Choice Award for Best Overall Boat Debut. The NFNP program also has a 'green' award category. Each company accepted into the NFNP program will be eligible for this award. One winner will be chose for "Best Green Boat" and one winner for "Best Green Product" based on the benefits and features of the entry. **As the Presenting Sponsor, you will be a winner along with them!**

Newport

INTERNATIONAL

BOAT SHOW



FOR MORE INFORMATION
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NEWPORTBOATSHOW.COM