

# HydroBowl on Seneca Lake Sponsorship Opportunities

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Geneva Lakefront Park  
Geneva, NY



**HydroBowl**  
on Seneca Lake

Photo by Phil Kunz

**September 21 -23**  
Geneva Lakefront Park, Geneva, NY

**Inboard Hydroplane Racing**  
Mid-American Championship Hydroplanes Series Event

Photo by Phil Kunz

**FLATBOTTOM**  
Boat Racing

Photo by Phil Kunz

**VINTAGE**  
Hydroplane Fly-Bys

Photo by Phil Kunz

**MACH Series** **APBA** **CBF**  
POWER BOAT RACING AMERICAN POWER BOAT ASSOCIATION Canadian Boating Federation

**GATES OPEN AT 9:00 AM**  
Fabulous Water Conditions Food Concessions  
Excellent Spectator Viewing Vendor Displays

**Event Information**  
**HydroBowl.com**  
Director@HydroBowl.com

HydroBowl on Seneca Lake is three days of premier professional boat racing and a festival event. This event with 7,500 spectators per day extends beyond direct brand exposure to include websites, live video streaming, broadcast, and other media before, during, and after the event. This is one of the region's most highly attended public events. Similar recent successful events in Upstate New York have resulted in a proven formula to leverage this extremely educated and brand loyal demographic. Empire State Boat Racing Association is devoted to bringing new events, race teams and sponsorship to the Finger Lakes Region and Upstate New York. Our primary goal is to bring residents of the Upstate New York "edge of your seat" boat racing entertainment.



## Empire State Boat Racing Association

4920 Covington Road  
Leicester, NY 14481  
(585) 356-8987  
Director@HydroBowl.com



April 25, 2012

## Vendor Booths (3 Days)

	<b>Concessions</b>	<b>Product</b>
Booth Space	10'x10'	10'x10'
Listing with Link on Website	✓	✓
Listing in Professional Program	✓	✓
In-Kind Payment One case of wine may be donated to deduct \$100 from the prices shown		
Price	<b>\$600</b>	<b>\$200</b>

## Professional Program Advertising

	<b>Full Page Program</b>	<b>Half Page Program</b>	<b>Quarter Page</b>	<b>Business Card Ad</b>
Program Ad Placement A professional program will be available for all attendees	Full Page inside	Half Page inside	Quarter Page inside	Business Card Pages
Logo in Program and on Website with Link	✓	✓	✓	✓
Pit Passes	4	2		
Price	<b>\$750</b>	<b>\$450</b>	<b>\$250</b>	<b>\$100</b>



April 25, 2012

## On-Site Sponsorships

	Class Sponsor	Boat Sponsor
Listing with Link on Website	✓	✓
Sponsor IDs Professional Announcer to excite spectators!	✓	✓
Pit Passes	4	4
Listing in Professional Program	✓	
Boat Sponsorship with graphics and professional publicity photo	✓	✓
Award Presentation Presence Your business in presentation of class trophies and on signage	✓	
Price	<b>\$1,200</b>	<b>\$600</b>



April 25, 2012

## Corporate Event VIP Tents

Use the following packages for your:

- Company Picnic,
- Employee Rewards
- Client Rewards
- Hospitality Event

Packages may be altered to your specific needs, please ask.

	<b>Special Reward</b>	<b>Picnic Time</b>	<b>Take a Break</b>
Private VIP tent with tables and chairs for up to	125 Guests	75 Guests	45 Guests
Full page advertisement in event program	Full Page	Full Page	Half Page
Catered lunch on Saturday	✓	✓	✓
VIP parking passes	✓	✓	✓
Organization mentioned on PA	✓	✓	✓
Banner for tent, with company name and logo	✓		
Price	<b>\$7,000</b>	<b>\$5,000</b>	<b>\$2,500</b>



April 25, 2012

## Corporate Sponsorships

	<b>Title Sponsor</b>	<b>Associate Sponsor</b>	<b>Official Sponsor</b>	<b>Sponsor</b>
Sponsor IDs Professional Announcer to excite spectators!	Continuous	3/Day	3/Day	3/Day
Program Ad Placement A professional program will be available	Full Page Inside Cover	Full Page Back Cover	Full Page	Full Page
Reserved race viewing area	40'x20'	20'x20'	10'x10'	10'x10'
VIP Passes including Pit Passes	20	12	8	4
Logo in Program and on Website, Social Media, Live Steaming	✓	✓	✓	✓
Signage at venue 3'x5' banners	✓	✓	✓	✓
Category Exclusive	✓	✓	✓	
Logo on Event Poster	✓	✓	✓	
Corporate name highlighted in news releases	✓	✓	✓	
Inclusion in Pre/Post Event Media Buys and Event Promotional Pieces	✓	✓		
Logo Displayed at Event Promotions	✓	✓		
Logo on Event Staff Shirts	✓	✓	✓	✓
Representatives recognized at news conference	✓	✓		
Ride in a competition Jersey Speed Skiff	✓	✓		
Catering to viewing area	✓			
Access to Event Staff	✓			
Event Naming Rights and Tickets with Sponsor Logo	✓			
Price	<b>\$20,000</b>	<b>\$12,000</b>	<b>\$6,000</b>	<b>\$2,000</b>