



# RENDEZVOUS SPONSORSHIP PACKAGE

2024



# ABOUT MLM RENDEZVOUS

Maple Leaf Marinas is committed to offering boaters the chance to live *the ultimate boating lifestyle.*

This is why our summer experiences are centered around Rendezvous, which offer boaters an opportunity to explore new locations, make friends within the boating community, and gain confidence on the water. Our Rendezvous also serve as an ideal platform for businesses to showcase their products and services to a captive audience of boating enthusiasts. At Maple Leaf Marinas, we value strong partnerships with our sponsors and strive to help them grow their business and connect with our boating community.

## RENDEZVOUS STATS

**360+** RENDEZVOUS  
ATTENDEES

**6-8** MARINAS IN  
ATTENDANCE

## SOCIAL & EMAIL STATS



**700+** SOCIAL MEDIA  
FOLLOWERS

**18,500** EMAIL  
CONTACTS

**70%** EMAIL  
OPEN RATE



*I would just like to thank you MLM again, for putting on such a tremendous and memorable rendezvous! With no idea of what to expect (except for the route), Judi and I joined a fleet of about 40 power boats of various sizes from various MLM Marinas at the SW end of Beausoleil. We were guided at a nice pace all the way up to Little Current Marina in the North Channel, overnighing on anchor or on dock at so many fabulous locations on the way up and back again. Too many highlights to mention, but the memories and the new friends we made will last a lifetime.*

**George**



*New to boating in 2021, we attended two rendezvous and learned so much about our boat and all the wonderful places to go. It was the best experience and the fellow boaters were so knowledgeable and eager to help. We had so much fun and look forward to seeing all our boating comrades again this season!*

**Nancy & Jon**



# RENDEZVOUS SPONSORSHIP PACKAGES & BENEFITS

## WHAT YOU'LL GET

Official host of the Killarney Mountain Lodge Reception

Sponsorship recognition on the event landing page (mlmarinas.com/rendezvous)

Sponsorship recognition in ALL Rendezvous-related communications. *Social, email, memos, call-outs and tagging.*

Collaborator Social Media posts on MLM Facebook + Instagram (*Following - 700+ and growing*)  
\*All event, bbq posts included.

Advertisement MLM Boating Network Newsletter (*Distribution - 18,500, +76% open rate*)

Advertisement in Georgian Bay area Dock Talks in July (*Distribution - 2,700+ combined, +70% open rate*)

Sponsored Article in July's MLM Boating Network Newsletter (*Distribution - 18,500*)

Promotions at 7 Captains meetings (*pre-Rendezvous*)

Logo placement on the primary Captain's boat from June-September (*medium or large logo, depending on sponsorship level*)

Company-branded promotional product in gift bags distributed to all participating boats (*Distribution - 180 bags*)

	PLATINUM SPONSOR (TITLE) (\$5,250 x1)	GOLD SPONSOR (\$3,000 x2)	SILVER SPONSOR (\$1,700 x2)	NAME MENTION SPONSOR (\$500 x2)
Official host of the Killarney Mountain Lodge Reception	✓			
Sponsorship recognition on the event landing page (mlmarinas.com/rendezvous)	✓	✓	✓	✓
Sponsorship recognition in ALL Rendezvous-related communications. <i>Social, email, memos, call-outs and tagging.</i>	✓	✓	✓	✓
Collaborator Social Media posts on MLM Facebook + Instagram ( <i>Following - 700+ and growing</i> ) *All event, bbq posts included.	✓	✓	✓	✓
Advertisement MLM Boating Network Newsletter ( <i>Distribution - 18,500, +76% open rate</i> )	650 x 225 px	650 x 225 px	250 x 225 px	210 x 175px
Advertisement in Georgian Bay area Dock Talks in July ( <i>Distribution - 2,700+ combined, +70% open rate</i> )	650 x 225 px	650 x 225 px	250 x 225 px	
Sponsored Article in July's MLM Boating Network Newsletter ( <i>Distribution - 18,500</i> )	✓	✓	✓	
Promotions at 7 Captains meetings ( <i>pre-Rendezvous</i> )	✓	✓		
Logo placement on the primary Captain's boat from June-September ( <i>medium or large logo, depending on sponsorship level</i> )	LARGEST	LARGE	MEDIUM	
Company-branded promotional product in gift bags distributed to all participating boats ( <i>Distribution - 180 bags</i> )	✓	✓	✓	