



*Multiple options are  
available for any budget so  
pledge your support today!*



# 2022

## Sponsorship & Advertising Kit

### **For Additional Questions:**

Contact Cathy Vick, YBAA's Sales Director, at [cvick@ybbaa.org](mailto:cvick@ybbaa.org)  
or J.P. Skov, Executive Director, at [jpskov@ybbaa.org](mailto:jpskov@ybbaa.org).

**YBAA.ORG**

National Press Building, 529 14th Street, NW, Suite 1280, Washington, DC 20045 USA PH: 410-940-6345

**ABOUT THE YBAA SPONSORSHIP PROGRAM**

Support Yacht Brokers Association of America (YBAA) and help facilitate YBAA's dedication to assist members in improving their professional competencies and enhancing their business success through training, education and information resources. YBAA sponsors receive year-round recognition of their commitment.

**SPONSORSHIP PACKAGES****\$15,000**

- Exclusive use of the YBAA Admiral Sponsor logo in your company literature and website to promote your commitment.
- Special YBAA Admiral Sponsor executive recognition award, commemorating your firm's outstanding support.
- Your linked company logo along with the YBAA Admiral Sponsor logo, visible on every page of the YBAA website.
- Your company logo, displayed and linked to your website, included in the YBAA sponsor section of the YBAA website.
- Recognition as an Admiral Sponsor on YBAA's social media channels.
- Feature article on your company in one issue of the Yacht Broker e-Newsletter.
- Exhibitor table with up to three complimentary attendee registrations and a 45 to 60 minute educational presentation/company update at YBAA University events.
- Recognition as the exclusive YBAA University Event Sponsor, includes recognition as the Luncheon Sponsor (for 2021 YBAA University, will be recognized as the 100<sup>th</sup> Anniversary Cocktail Receptions Sponsor).
- Invitation to participate as a presenter or speaker at YBAA e-Seminar programs.
- Monthly recognition for your support in each issue of the Yacht Broker e-Newsletter. Your company logo will be displayed and linked to your website or footer ad.
- Set of YBAA member mailing labels, upon request.
- Recognition of your sponsorship in all YBAA e-Seminar promotions.

**\$5,000**

- Use of the YBAA Master Sponsor logo in your company literature and website to promote your commitment.
- Your company logo, displayed and linked to your website, included in the YBAA sponsor section of the YBAA website.
- Recognition as a Master Sponsor on YBAA's social media channels.
- Exhibitor table with up to two complimentary attendee registrations at YBAA University events.
- Recognition as the YBAA University Speaker Sponsor, to include a brief statement about your company and products when introducing the speaker.
- Recognition of your sponsorship in all YBAA e-Seminar promotions.

**\$2,500**

- Use of the YBAA Captain Sponsor logo in your company literature and website to promote your commitment.
- Your company logo, displayed and linked to your website, included in the YBAA sponsor section of the YBAA website.
- Recognition as a Captain Sponsor on YBAA's social media channels.
- Exhibitor table with one complimentary attendee registration at the YBAA University events.
- Recognition of your sponsorship in all YBAA e-Seminar promotions.

**\$500**

- Your linked company logo on the most visited page of YBAA's website, the Pro Forms Generator page



# YBAA Advertising Packages 2022

[Order Advertising](#)

## Elevate Your Company's Presence

Reach the leaders in the boating industry through these advertising options.

Advertise on the YBAA website and in the monthly Yacht Broker News.

### YACHT BROKER NEWS

Monthly e-newsletter distributed to all YBAA contacts, reaching over 2,400 industry contacts. Your ad is linked to your company website.

**Premium Placement:** Your ad is placed at the top of the newsletter (one company per issue).

- \$1,000 (6 months)
- \$1,800 (12 months)

**High Placement:** Your ad is placed in the middle of the newsletter (one company per issue).

- \$800 (6 months)
- \$1,400 (12 months)

#### Acceptable Formats:

- JPEG or PNG format

#### Size Specifications:

- 600 x 200 px

Ad copy must be submitted the first Thursday of each month.

### SOCIAL MEDIA

Your 30 second commercial or advertisement will be posted on YBAA's social media channels during the month of your choosing (two posts per month available).

- \$500 per post

#### Acceptable Formats:

- MP4 video format, no more than 30 seconds in length
- Maximum of 200 characters for text ads

Ad copy must be submitted the last Monday of the previous month, prior to ad placement.



For questions contact Cathy Vick, YBAA's Sales Director, at [cvick@ybaa.org](mailto:cvick@ybaa.org) or J.P. Skov, Executive Director, at [jpskov@ybaa.org](mailto:jpskov@ybaa.org).

**YBAA** Advertising Packages