



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



# 2025

## Sponsorship & Advertising Kit

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

**YBAA.ORG**

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 our 1,000+ 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****\$13,000**

- 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 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.
- 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.

**\$4,000**

- 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.
- Recognition as a Crew member on media channels.



# YBAA Advertising Packages 2025

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).

- \$550 (3 months)
- \$800 (6 months)
- \$1,500 (12 months)

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

- \$350 (3 months)
- \$600 (6 months)
- \$1,100 (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).

- \$400 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.



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