



NorthWake Media Group Boat Show Coverage 2026



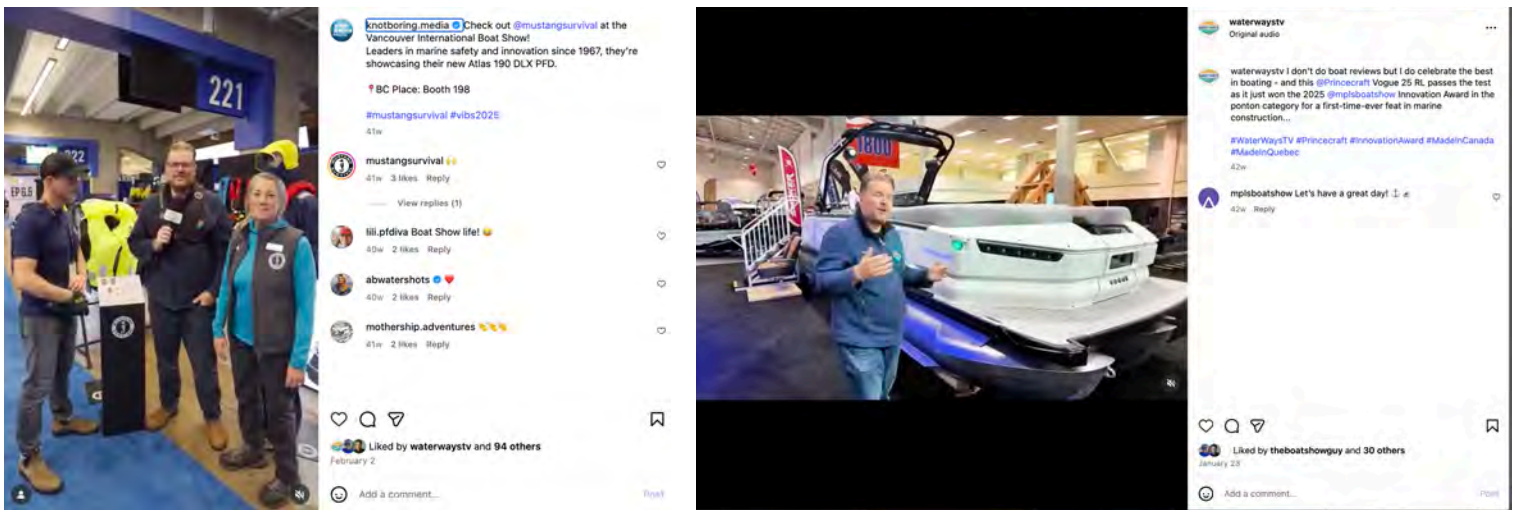
Canada's #1 Boating Network

www.northwakemedia.com

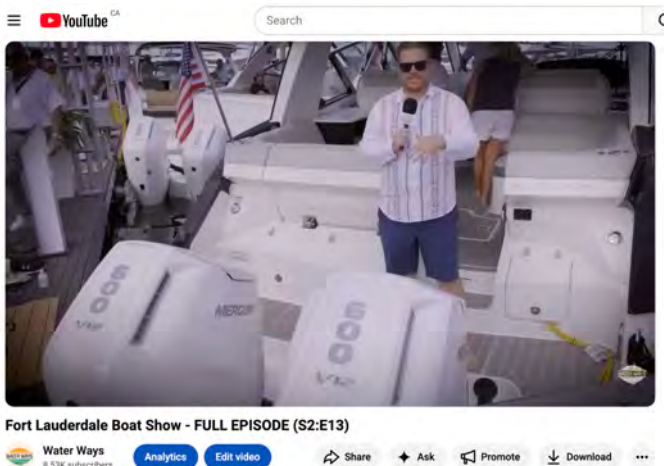
Fractional Shoots & Third-Party Endorsement

As Boating BC's **Official Media Partner**, NorthWake Media Group is happy to offer preferred shoot rates for Vancouver International Boat Show exhibitors, saving you money while giving you the content you need.

Promote your presence during the first days of the show with 24-hour turnaround and cross-posting on Instagram, Facebook and YouTube.



From-the-floor content for your customers. Amplified by VIBS and PowerBoat TV



Brand Spotlight

Only ~~8~~⁴ Available

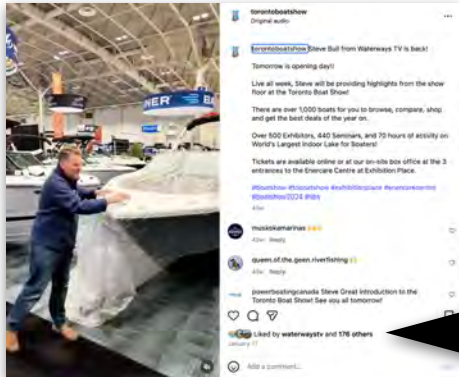
\$3,750 Boating BC member rate

~~\$4,350 Regular Production Rate~~

- 3-Hour booth "takeover" with camera crew + professional host (1.5 hours)
- Walkthrough videos of up to 6 boats (4-7 minutes)
- 4 x 60-second Social Media reels created (VIBS/PBTV host optional)
- Up to 6 "1-Minute Walkthru" Social Media reels shared on @PowerBoatTV
- 1 x 4-12 minute extended interview
- Inclusion in Vancouver International Boat Show episode of PowerBoat TV
- Dealer tags recorded for additional customization
- 24-hour turnaround (shot first 3 days of show)
- All videos shared on both Vancouver International Boat Show and PowerBoat TV social media channels
- All raw footage provided to client



Product Launch



Ensure your new product gets the attention it deserves + draws traffic.

Amplify your message on trusted third-party channels.



Evergreen content that provides leads after show closes.

TIER 1: Full Product Coverage

\$875 Boating BC Member Rate Rate

~~\$950 2026 Production Rate~~

- 1 x edited 60-sec Social Media reel (VIBS/PBTv host optional)
- 1 x "1-Minute Walkthru" (if a new boat) Social Media reel on @PowerBoatTV
- 1 x 4-12 minute detailed walkthrough/interview
- 24-hour turnaround (shot first 2 days of show)
- All videos shared on both Vancouver International Boat Show and PowerBoat TV social media channels
- All raw footage provided to client

TIER 2: Reel. Fast. Coverage

\$375 Boating BC Member Rate Rate

~~\$425 2026 Production Rate~~

- 1 x edited 60-sec Social Media reel (VIBS/PBTv host optional)
- 24-hour turnaround (shot first 2 days of show)
- Shared on Vancouver International Boat Show social media channel
- All raw footage provided to client



Podcast



Boating BC's Bruce Hayne



Avid Sailor
Ron McLean



Music Broadcaster
Alan Cross

On-location interviews

Build trust fast

A real voice creates instant credibility and deeper brand connection.

Scale your reach

One recording fuels social clips, newsletters, and lead generation.

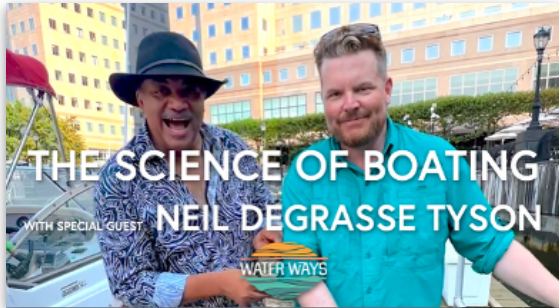
Presenting Sponsor \$2,500

- "Powered by (your brand)" in opening
- 30-sec host-read brand message mid-show
- Your brand / representative featured as one of the guests
- 10 episodes to be recorded on sight with sponsor messaging
- Interview slots prioritized for Tier 1 and/or Brand Spotlight

#1 in Broadcast in Canada

157,000 viewers per episode on the most-trusted platform.

According to ThinkTV, 60% of Canadians say TV-advertising is the most trustworthy video medium, versus only ~20% for online video.



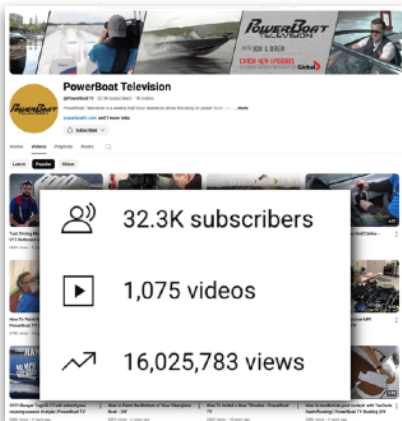
Broadcast Partners 2025



#1 (and #2) on YouTube

Water Ways is #1 in Canada in views-per-video and subscribers-per-video.

PowerBoat TV is #2 in Canada despite being dormant for 3 years.



@WATERWAYSTV

12MIN 40SEC

AVG. VIEW LENGTH

26% FEMALE

INDUSTRY LEADING

@POWERBOATTV

16.2 MILLION

LIFETIME VIEWS

32K SUBS

LOYAL AUDIENCE



**YOUR PRODUCT.
OUR REACH.
GET STARTED TODAY:**

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