



WEST BROWARD —BOAT SHOW—

Colonnade Outlets



SAWGRASS MILLS®

A SIMON CENTER

May 16-18, 2025



Objective

 **Get Ready for the inaugural West Broward Boat Show!**

 **May 16th – 18th**

 **Colonnade Outlets at Sawgrass Mills Mall,
Sunrise, FL**

We're making waves in West Broward! For the first time ever, the West Broward Boat Show is launching right in the heart of the community—and it's going to be BIG!

Join us at the stunning Colonnade Outlets at Sawgrass Mills, where we'll showcase an incredible lineup of boats, powersports, watersport toys, marine gear, and so much more. This is your chance to connect with serious buyers and passionate boaters—right in their own backyard.

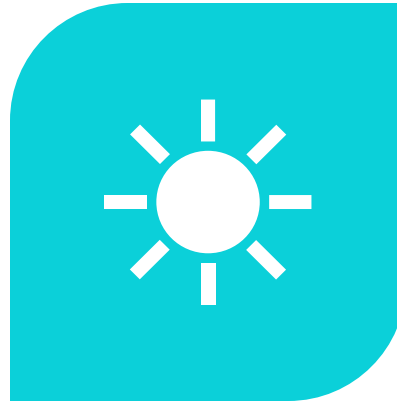
Whether you're a local dealer, vendor, or marine enthusiast, this is the place to be. Don't miss the chance to exhibit, network, shop, and entertain—all in one exciting location.

- **Let's make boat show history in West Broward! See you there!**

Why are we doing this?



GREAT OPPORTUNITY IN THE
MARKET TO SHOWCASE BOATS
TO WEST BROWARD RESIDENTS.



KEY TIMING BEFORE
SUMMERTIME FUN.



WELL KNOWN ESTABLISHED
VENUE OFFERING.





Where?

The Colonnade Outlets at
Sawgrass Mills Mall

When?

5/16/25 - 5/18/25

(Set up & Breakdown: 5/15/25 &
5/19/25)

What Time?

Fri: 12pm – 7pm

Sat: 10am – 7pm

Sun: 10am – 6pm



Why display at West Broward Boat Show?

- Single Location (Colonnade Outlets at Sawgrass Mills)
- 2nd largest attraction in FL
- Great on-site parking
- Incredible foot traffic (30M Annually)
- Stunning Boulevard Feel
- Desirable Demographic
- Local Show for Local Buyers



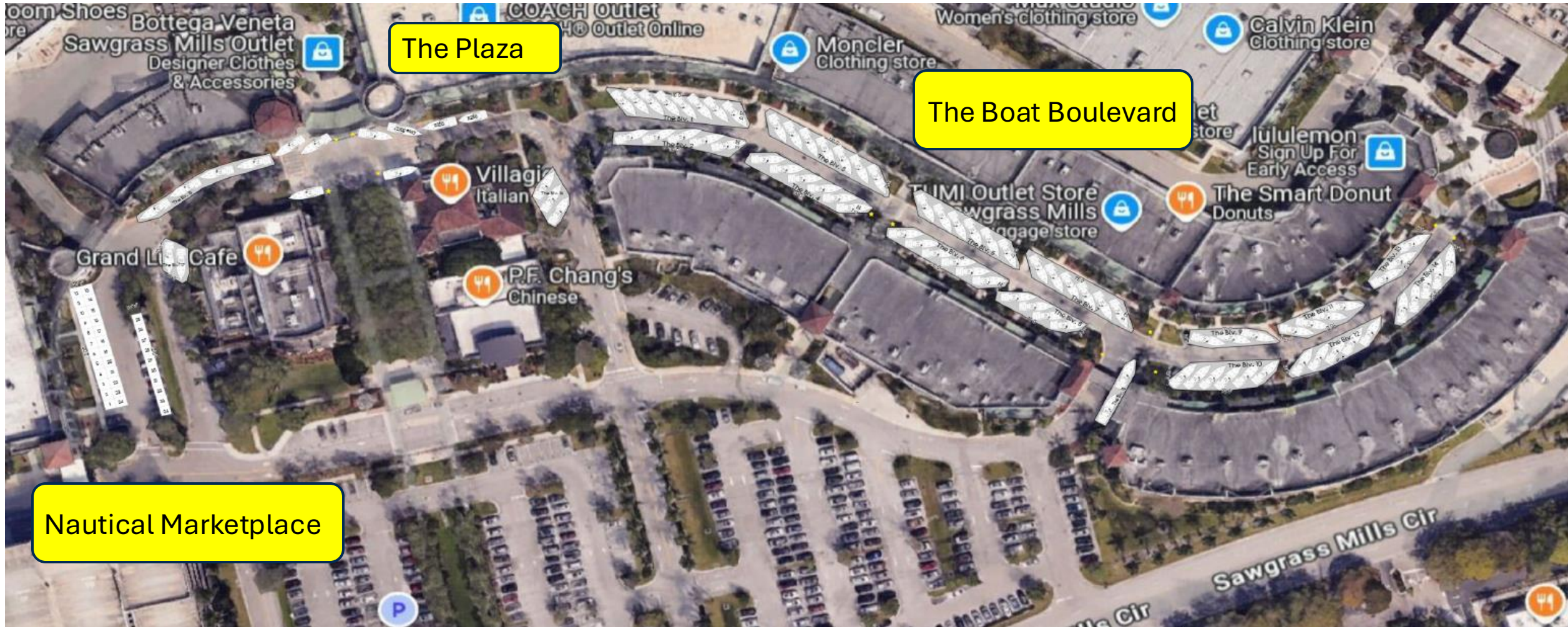
Marketing

We plan to combine the marketing efforts of 30+ boat dealers / marine vendors and focus them into this event.

- Public Relations Efforts – Possible media tour
- Social Media outbound communication
 - Paid
 - Organic
- Posters in all participating dealers and marine related stores
- Direct Marketing
 - Outbound email marketing to the databases of all the participating dealers.
 - SMC outbound efforts to your database inviting them to the event.



Main Map Layout

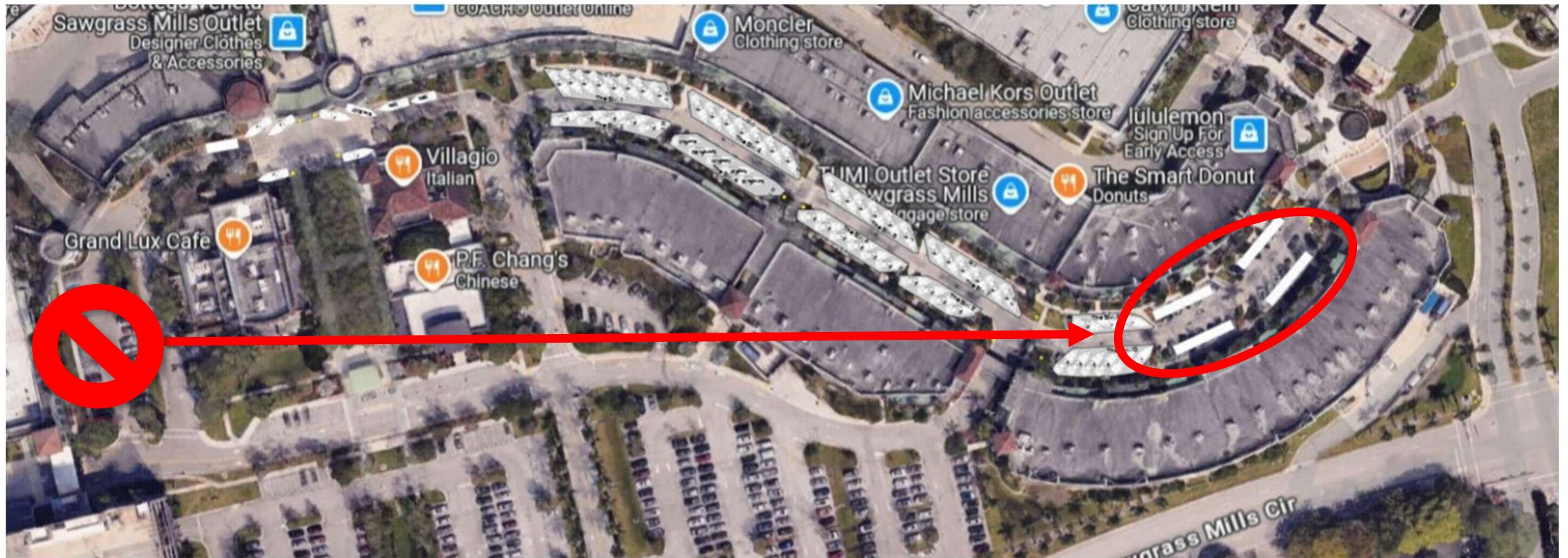


The Boat Boulevard



Great News!

Nautical Marketplace now in Boat Boulevard!



Nautical Marketplace

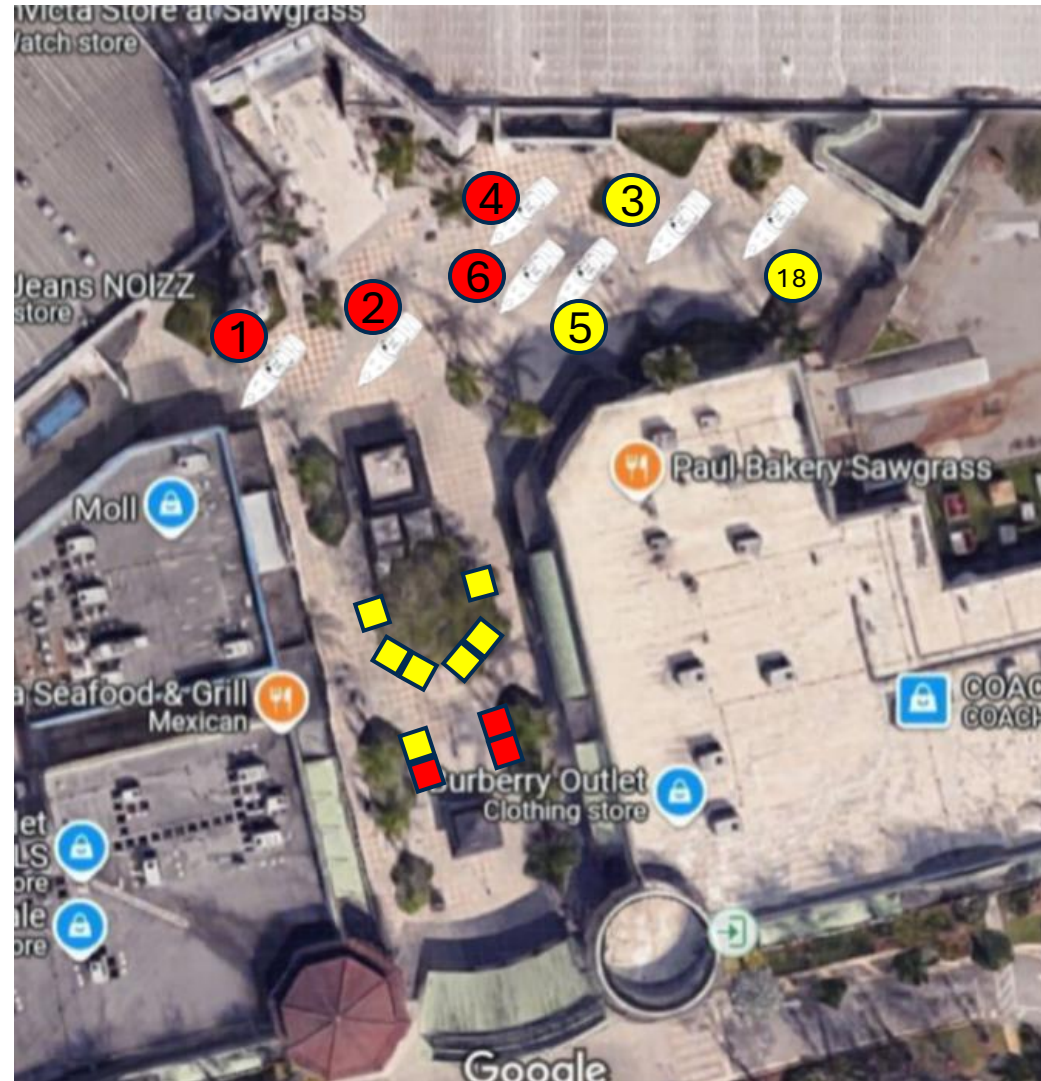


The Boat Boulevard

Booth Number	Wide	Long	Square Feet	Cost per SF	Total Cost	Tier
1	110	20	2200	\$ 3.50	\$ 7,700.00	Tier 1
2	110	20	2200	\$ 3.50	\$ 7,700.00	Tier 1
3	120	20	2400	\$ 3.50	\$ 8,400.00	Tier 1
4	110	20	2200	\$ 3.50	\$ 7,700.00	Tier 1
5	95	20	1900	\$ 3.50	\$ 6,650.00	Tier 1
6	110	20	2200	\$ 3.50	\$ 7,700.00	Tier 1
7	95	20	1900	\$ 3.00	\$ 5,700.00	Tier 2
8	80	20	1600	\$ 3.00	\$ 4,800.00	Tier 2
9	70	20	1400	\$ 3.00	\$ 4,200.00	Tier 2
10	90	20	1800	\$ 3.00	\$ 5,400.00	Tier 2
11	70	20	1400	\$ 3.00	\$ 4,200.00	Tier 2
12	90	20	1800	\$ 3.00	\$ 5,400.00	Tier 2
13	70	20	1400	\$ 3.00	\$ 4,200.00	Tier 2
14	90	20	1800	\$ 3.00	\$ 5,400.00	Tier 2
15	70	10	700	\$ 2.50	\$ 1,750.00	Tier 3
16	55	30	1650	\$ 2.50	\$ 4,125.00	Tier 3
17	40	20	800	\$ 2.50	\$ 2,000.00	Tier 3
18	125	12	1500	\$ 3.50	\$ 5,250.00	Tier 1



The Plaza



Center Plaza



Category Sponsorships

Event Presenter

Logo as main protagonist, included in all communication efforts and on site.

- Electronic Flyer
- Posters
- Social Media
- Press Release
- Website

\$20,000

Category Sponsorships

Event Gold Sponsor

Logo as a secondary protagonist included in all communication efforts.

- Electronic Flyer
- Posters
- Social Media
- Press Release
- Website

\$10,000

Category Sponsorships

Event Silver Sponsor

Logo included in all Signage in a supporting role on site in all printed materials.

- Event Welcome Banners
- Directional Signage
- Event Web Site
- Event Facebook page

\$5,000

Category Sponsorships

Event Co Sponsor

Logo will be included on to the Main artwork for the event in a co sponsorship level.

- Flyer art
- Electronic art
- Event Web Site

\$2,500

Digital Art Samples



**WEST BROWARD
BOAT SHOW**

May 16th-18th
Friday-Sunday
Fri: 12p-7p | Sat: 10a-7p | Sun: 10a-6p

**The Colonnade Outlets
at Sawgrass Mills**
1800 Sawgrass Mills Cir.
Sunrise, FL 33323

westbrowardboatshow.com
info@westbrowardboatshow.com



**WEST BROWARD
BOAT SHOW**



WHEN
MAY 16TH-18TH, 2025
FRIDAY THRU SUNDAY
Fri: 12p-7p | Sat: 10a-7p | Sun: 10a-6p

WHERE
**COLONNADE OUTLETS
AT SAWGRASS MILLS**
1800 Sawgrass Mills Cir, Sunrise, FL 33323

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www.WestBrowardBoatShow.com



**WEST BROWARD
BOAT SHOW**

**THREE
DAYS
ONLY**

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OUTLETS**
AT SAWGRASS MILLS
1800 Sawgrass Mills Cir, Sunrise, FL 33323



**THE FIRST EVER BOAT SHOW
TO BE HOSTED IN WEST BROWARD**



**WEST BROWARD
BOAT SHOW**



Exhibitor space still available
reserve your spot today!

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Where 
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AT SAWGRASS MILLS
1800 Sawgrass Mills Cir Sunrise, FL 33325



For more information reach us at:
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www.westbrowardboatshow.com

Thank you for your time!

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A SIMON CENTER

