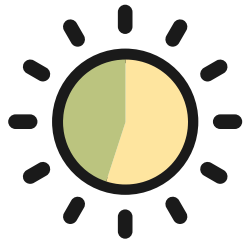


**Cottage & Lakefront  
Living Show**  
Grand Rapids™ - DeVos Place  
**MARCH 28-30, 2025**

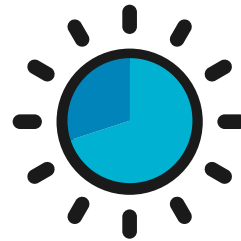
# DRIVE BUSINESS WITH SPONSORSHIP

**SHOWCASE YOUR BRAND IN FRONT OF TENS OF THOUSANDS!**

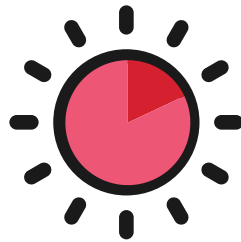
## QUALIFIED ATTENDEES



**55%** of attendees own a cottage or lakefront home



**70%** have an associate's degree or higher



**18%** considering purchasing a cottage, cabin, or lakefront home



## INCOME

**26%** earn >\$200k

**22%** earn \$120-\$200k

**26%** earn \$80-\$120k

## AGE

Under 18    18-34    35-54    55+



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**616-447-2860**



**Cottage & Lakefront  
Living Show**  
Grand Rapids™ – DeVos Place

# SPONSORSHIP OPPORTUNITIES & PACKAGES

**MAJOR FEATURE  
AVAILABLE:** The Beach

**FEATURES AVAILABLE:** Seminar Stage,  
Dock Party, Outdoor Game Area, Ice  
Cream at the Beach, Wifi

SPONSORSHIP PACKAGES	PRESENTING SPONSOR \$30,000	PREMIUM SPONSOR \$15,000	MAJOR FEATURE SPONSOR \$7,500	FEATURE SPONSOR \$5,000	HOSTING SPONSOR \$3,500
<b>Recognition</b>	Exclusive	Exclusive			
<b>Logo Placement</b>	Included in all Places where Show logo is, in floorplan, on cover of the digital show program, and highlighted in the exhibitor listing	Included in floorplan, on cover of the digital show program, and highlighted in the exhibitor listing	Included in floorplan and highlighted in the exhibitor listing	Included in floorplan and highlighted in the exhibitor listing	Included in floorplan
<b>Show Program</b>	Full page ad	1/2 page ad	1/4 page ad	1/4 page ad	Logo included
<b>Signage Rights</b>	Logo placed on entry lobby signage and placed at the top of the sponsor welcome board	Logo on entry lobby signage and placed towards the top of the sponsor welcome board	Logo on all corresponding feature signage and on the sponsor welcome board	Logo on all corresponding feature signage and on the sponsor welcome board	Logo on the sponsor welcome board
<b>Tickets</b>	200 Tickets	150 Tickets	100 Tickets	50 Tickets	25 Tickets
<b>Exhibit Space</b>	Lobby premium location	Premium Location bulk space	2 booths premium location	2 corner booths	Double booth (8' x 20')
<b>Inclusion in Advertising</b>					
<b>TV</b>	*As Presenting Sponsor, your logo and audio mention will run with the Show logo and mention through the entire Ad Campaign	Logo in :15 and :30 second ads	Logo in all :15 and :30 second ads	-	-
<b>Radio</b>		Audio in :30 second ads	Logo or audio mention run in any ads that mention your corresponding Major Feature	-	-
<b>Press Releases</b>		Mention		-	-
<b>Email</b>		Logo and link included in at least 2 pre-Show emails and included in thank you email	Logo and link included with any mention of your Major Feature and in thank you email	Logo and link included with any mention of your Feature and in thank you email	Logo and link included in thank you email
<b>Billboards</b>		-	-	-	-
<b>Website</b>	Prominent logo placement and link	Logo placement and link	Logo placement and link	Logo placement and link	Logo placement and link
<b>Social Media</b>	Mention and tags in show related posts	Mention and tags in show related posts	Mention and tags in any posts about corresponding Major Feature	Mention and tags in any posts about corresponding Feature	Mention, and tags in sponsorship posts

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**SIGNED CONTRACT AND FIRST PAYMENT** must be received by the following deadlines to be included in each element.

**JAN. 5, 2025:** TV, Radio, Press Releases, Show Program, and Billboards

**FEB. 1, 2025:** Show Floorplan, Website, and Emails



Produced by ShowSpan, Inc.