



*Feeling  
Lucky?*

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Sponsorship Opportunities



September 22-23, 2023

## The Fun

Cruise and collect a poker card at each point on the map. The team with the best hand wins the day!

- Captain's Party
- Beach Party and lunch at the brand new Secrets® Impression Isla Mujeres
- Poker Run Awards party
- The best sponsors
- Fun for the whole family



## Three ways to participate:

- Enter your boat
- Charter a boat
- Party Boat with open bar and live music (party-boat passengers DO NOT receive playing cards)



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## Global Media Coverage

The media behind the CANCUN POKER RUN is promoted and covered by show management, exhibitors, and recognized media houses from around the world. Paid and unpaid Social Media will be use heavily. We also have a large web presence through not only digital advertisements but also editorial coverage.



## Media Coverage

The CANCUN POKER RUN will generate over 5 million impressions online. This includes social, paid media and news generating \$1,100,000usd in earned advertising coverage.







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## Presenting Sponsor

**\$25,000 usd**

Your logo will be the predominate Brand associated with the Cancun Poker Run through its marketing and at the event.

### SPONSORSHIP INCLUDES:

- Your brand on all appearances and mentions across all platforms during the length of the agreement: social, mobile, press, radio, digital, billboards, emails, website, etc.
- Branding during the event on all signage including entrance banner, party boat banners, and on three participating boats
- Branding on credentials (badges) and lanyards, digital tickets and passes, website banner (above the fold) on home page and tickets shop page
- Reserved table at the Poker Run Party
- Courtesy credenciales for your team members (quantity tbd)
- 12 passes to all parties
- Exclusive area for your brand at the Poker Run Party
- Complimentary boat entry
- Your logo on all printed materials, email campaign, two-page ad in the show directory
- Mentioned in all communications: press releases, emails and advertising



**NEWS RELEASES**



**BILLBOARDS**



**RADIO SPOTS**



**MARKETING FUNNEL**



**PAID MEDIA ADS**



**MAGAZINES & NEWSPAPERS**



**BANNER AD**



**PHOTO BOOTH**



**ENTRANCE TOTEM**



**LIVE MENTIONS**



**12 TICKETS TO ALL PARTIES**



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## Sponsorship Packages

PRESENTING SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	PARTY SPONSOR
<ul style="list-style-type: none"> <li>Poker Run Naming Rights Opportunity to speak at Poker Run Party</li> <li>Recognition from stage at all parties</li> <li>Industry Exclusivity</li> <li>Reserved Table at Poker Run Party</li> <li>Sponsor Mention in all Radio Ads</li> <li>Booth at Poker Run Party</li> <li>Name &amp; Logo on Event Banners</li> <li>Name &amp; Logo on Event T-Shirt</li> <li>Name &amp; Logo on Event Website w/ Link</li> <li>Two Page Ad in Captains Book</li> <li>Logo included on Captains Map</li> <li>Complimentary Boat Entry</li> <li>Sponsor Recognition: 8 posts on FB Page</li> <li>Sponsor Recognition: 8 posts on IG Page</li> <li>12 VIP Tickets to all Parties \$25,000 usd</li> </ul>	<ul style="list-style-type: none"> <li>Industry Exclusivity</li> <li>Reserved Table at Poker Run Party</li> <li>Sponsor Mention in all Radio Ads</li> <li>Booth at Poker Run Party</li> <li>Name &amp; Logo on Event Banners</li> <li>Name &amp; Logo on Event T-Shirt</li> <li>Name &amp; Logo on Event Website w/ Link</li> <li>Full Page Ad in Captains Book</li> <li>Logo included on Captains Map</li> <li>Complimentary Boat Entry</li> <li>Sponsor Recognition: 6 posts on FB Page</li> <li>Sponsor Recognition: 6 posts on IG Page</li> <li>10 VIP Tickets to all Parties \$10,000 usd</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor Mention in all Radio Ads</li> <li>Booth at Poker Run Party</li> <li>Name &amp; Logo on Event Banners</li> <li>Name &amp; Logo on Event T-Shirt</li> <li>Name &amp; Logo on Event Website w/ Link</li> <li>Ad in Captains Book</li> <li>Logo included on Captains Map</li> <li>Complimentary Boat Entry</li> <li>Sponsor Recognition: 4 posts on FB Page</li> <li>Sponsor Recognition: 4 posts on IG Page</li> <li>10 VIP Tickets to all Parties \$5,000 usd</li> </ul>	<ul style="list-style-type: none"> <li>Booth at Poker Run Party</li> <li>Name &amp; Logo on Event Banners</li> <li>Name &amp; Logo on Event T-Shirt</li> <li>Name &amp; Logo on Event Website w/ Link</li> <li>Ad in Captains Book</li> <li>Logo included on Captains Map</li> <li>Complimentary Boat Entry</li> <li>Sponsor Recognition: 2 posts on FB Page</li> <li>Sponsor Recognition: 2 posts on IG Page</li> <li>10 VIP Tickets to all Parties \$2,500 usd</li> </ul>	<ul style="list-style-type: none"> <li>Opportunity to distribute product at party</li> <li>Logo / Name on all party invites, graphics and press information</li> <li>Name &amp; Logo on Event T-Shirt</li> <li>Name &amp; Logo on Event Website w/ Link</li> <li>Facebook event co-host</li> <li>Recognition in all media coverage and social media posts as party sponsor</li> <li>Sponsor Recognition: 4 posts on FB Page</li> <li>Sponsor Recognition: 4 posts on IG Page</li> <li>12 VIP tickets to sponsored party</li> <li>2 Tickets to all other parties \$5,000 usd</li> </ul>

## Advertising Opportunities

Feature your brand at the Cancun Poker Run!

Logo on participating Poker Run boat 2.5m (8ft)x1m (3ft).....	\$500 usd each	QTY: ____
Logo on participating Poker Run boat 1.5m (5ft)x.6m (2ft).....	\$300 usd each	QTY: ____
Banner on party boats 2.5m (8ft)x1m (3ft) .....	\$500 usd each	QTY: ____
Banner on party boat 1.5m (5ft)x.6m (2ft) .....	\$300 usd each	QTY: ____
Tear-drop banners (minimum six) .....	\$200 usd/promo-flag	QTY: ____

Captain's Book - Poker Run Map (printed)

Two-page spread in Poker Run Map.....	\$1,000 usd
Full-page in Poker Run Map .....	\$600 usd
Half-page in Poker Run Map .....	\$400 usd
Back cover in Poker Run Map .....	\$1,000 usd

Aceptado por

Título

Nombre de la empresa

Fecha



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## RESERVE YOUR SPONSORSHIP TODAY FOR THE CANCUN POKER RUN



[www.CancunPokerRun.com](http://www.CancunPokerRun.com)

For more information about sponsorship opportunities and exhibiting contact:



Steven Lorenzo,  
Show Director  
T: +1 305 499-9000  
M: +1 786 271-0606   
E: [steven@intl-advertising.com](mailto:steven@intl-advertising.com)



Natalie Laverde,  
Co-Director  
T: +1 305 499-9000  
M: +1 954 297-5588   
E: [natalie@intl-advertising.com](mailto:natalie@intl-advertising.com)