



Florida Outdoor Expo

2026 SPONSORSHIP OPPORTUNITIES

MAY 1-3, 2026



ABOUT THE EXPO

LARGEST SPORTSMAN SHOW IN FL

In 2025, the Florida Outdoor Expo soared to new heights—welcoming enthusiastic attendees, showcasing more than 260 dynamic exhibitors, and driving a remarkable \$10 million into the local economy. This three-day showcase, held at the South Florida Fairgrounds, delivered wildly popular experiences—from 3D archery and DockDogs competitions to axe throwing, petting zoos, live music, and BBQ contests. A lineup of brands from across the nation highlighted the generational love our attendees share for anything outdoors.

Looking ahead to May 2026, we're building on that momentum with even more energy and expansion. Sponsors and exhibitors can expect an even larger footprint, a deeper roster of interactive attractions, and enhanced activation zones—all designed to deliver unparalleled brand engagement. With anticipated increases in attendance volume and exhibitor participation, FLOE 2026 promises to be more immersive, more impactful, and more memorable—showcasing your brand at the heart of Florida's premier outdoor community event.



TITLE SPONSORSHIP \$19,000

Exclusive Naming Rights

Your company will have the exclusive naming rights of the Florida Outdoor Expo (Co-Branded Logo).

- "Florida Outdoor Expo Presented By _____"

Data Collection

Access to all emails gathered during official show giveaways

Dedicated Signage and Branding

Entry location, show office, indoor & outdoor branding. Sponsorship announcements throughout show.

Show Program Coverage

Center Fold - Full Spread in the show program distributed to +/- 20,000 attendees.

Multi-Channel Marketing Package

Targeted social media & email marketing campaigns.

Print / TV / Web

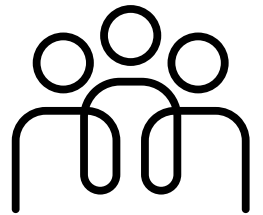
Marketing visibility across our website and every facet of our multi-channel advertising campaigns, encompassing print, TV, press releases, and various other media channels.



1.8 MILLION+
SOCIAL MEDIA VIEWS



NATION WIDE COVERAGE



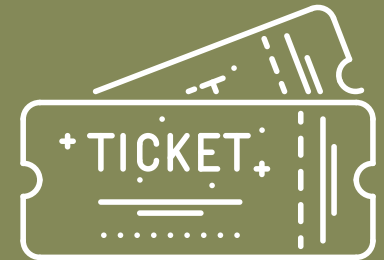
28K+ ATTENDEES

TITLE SPONSOR BRANDING OPPORTUNITIES:



MARKETING ASSETS & MORE:

POSTERS
POSTCARDS
TICKETING
FLOOR DECALS
BANNERS
CUSTOM FLAGS
GIVEAWAY HOST
T-SHIRT DESIGN
BILLBOARDS
SOCIAL MEDIA COLLABORATIONS
WEBSITE ADVERTISEMENTS & LINKS
NATIONWIDE ADVERTISING
DISCOUNTED 2-YEAR AGREEMENT



STAGE SPONSORSHIP - \$18,000 BUY OUT



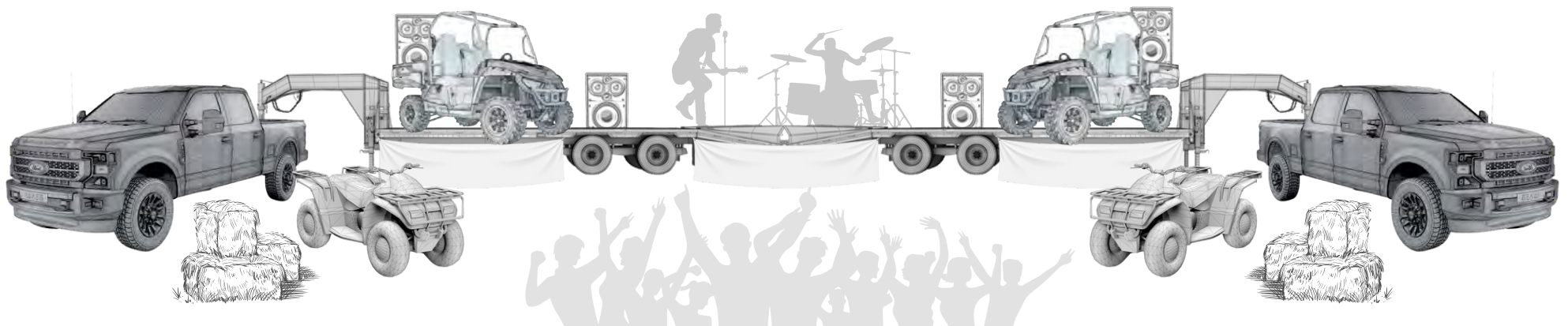
STAGE SPONSORSHIP - \$18,000 BUY OUT

\$6,000 TRAILER SPONSORSHIP

\$6,000 STAGE DISPLAY SPONSORSHIP

\$6,000 AUTOMOTIVE SPONSORSHIP

Designed with manufacturers in mind, the Florida Outdoor Expo hosts one of the most unique stage displays in the nation. We have crafted a unique setup, using products from manufacturers the avid outdoorsman uses and appreciates. This setup not only appeals specifically to our demographic but creates a setup to be excited about!



STAGE SPONSORSHIP – \$18,000 BUY OUT

\$6,000 TRAILER SPONSORSHIP



Stage Naming Rights

Your company will have the naming rights of the event main stage at event. **Alongside fellow stage sponsors*

Display Opportunity

Required to display or provide (2) 30' minimum flat bed trailers.

Dedicated Signage and Branding

Signage on & around stage by means of flags, banners, backdrops, feather flags, & more!

Show Marketing

Logo featured in various pre-event promotional materials such as event flyers, social media posts, website banner placement, TV, and emails.

Sponsor Announcements

Company announcement of sponsorship throughout the duration of show.

Data Collection

AllSports will provide a giveaway incentive and facilitate the data entry of collection forms.

Show Program Coverage

Full-page ad in the show program distributed to +/- 20,000 attendees.

STAGE SPONSORSHIP - \$18,000 BUY OUT

\$6,000 STAGE DISPLAY SPONSORSHIP



Stage Naming Rights

Your company will have the naming rights of the event main stage at event. **Alongside fellow stage sponsors*

Display Opportunity

Required to display or provide (4) minimum ATV or vehicles to display on and around main stage.

Dedicated Signage and Branding

Signage on & around stage by means of flags, banners, backdrops, feather flags, & more!

Show Marketing

Logo featured in various pre-event promotional materials such as event flyers, social media posts, website banner placement, TV, and emails.

Sponsor Announcements

Company announcement of sponsorship throughout the duration of show.

Data Collection

AllSports will provide a giveaway incentive and facilitate the data entry of collection forms.

Show Program Coverage

Full-page ad in the show program distributed to +/- 20,000 attendees.

STAGE SPONSORSHIP – \$18,000 BUY OUT

\$6,000 AUTOMOTIVE SPONSORSHIP



Stage Naming Rights

Your company will have the naming rights of the event main stage at event.**Alongside fellow stage sponsors*

Display Opportunity

Required to display or provide (2) vehicles to display at main stage.

Dedicated Signage and Branding

Signage on & around stage by means of flags, banners, backdrops, feather flags, & more!

Show Marketing

Logo featured in various pre-event promotional materials such as event flyers, social media posts, website banner placement, TV, and emails.

Sponsor Announcements

Company announcement of sponsorship throughout the duration of show.

Data Collection

AllSports will provide a giveaway incentive and facilitate the data entry of collection forms.

Show Program Coverage

Full-page ad in the show program distributed to +/- 20,000 attendees.



DOCK DOGS EVENT SPONSOR - \$8,000

Branding Rights

Your company will have the exclusive naming rights of the Dock Diving Dogs Competition event.

Marketing

Logo will be used on event poster & event advertisements.
Custom banners added to pool and floor decals within show

Banner Placement

Welcome banner at the check-in to the competition & (2) banners along safety fence.

Sponsor Recognition

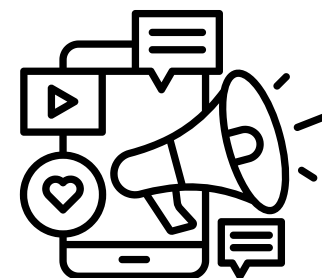
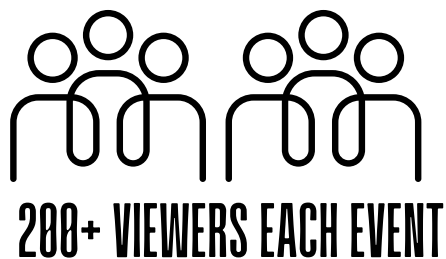
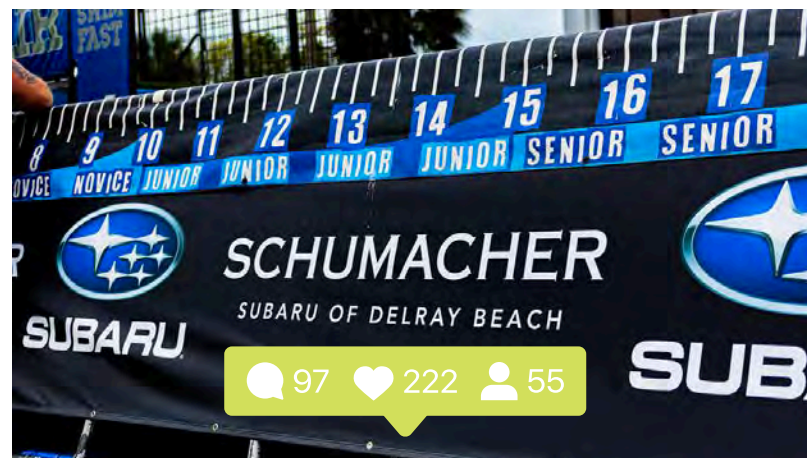
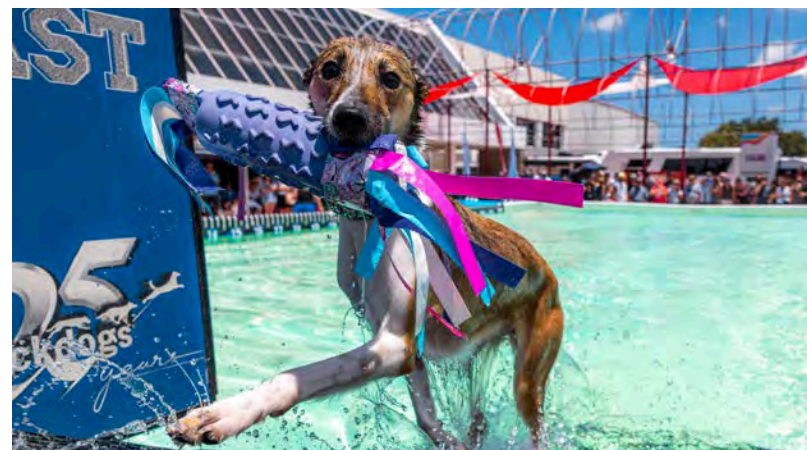
Announcement of sponsorship during awards ceremony & shout-outs throughout event.

Show Marketing

Logo featured in various pre-event promotional materials such as event flyers, social media posts, website banner placement, TV, and emails.

Show Program Coverage

Full-Page ad in the show program distributed to +/- 20,000 attendees.



BBQ COMPETITION SPONSORSHIP - \$7,000

Branding Rights

Your company will have the exclusive naming rights of the 2-Day BBQ Competition event.

Branding

Logo will be placed on giant prize checks, voting ballots and boxes, whiskey barrel table tops.

Banner Placement

Custom branded arch-way entrance with your logo.

Sponsor Recognition

Announcement of sponsorship during awards ceremony on main stage both days of the competition.

Awards

- Time slot to speak before the awards, present awards to winners.
- Customized awards to reflect your business.

Show Marketing

Logo featured in various pre-event promotional materials such as event flyers, social media posts, website banner placement, TV, and emails.

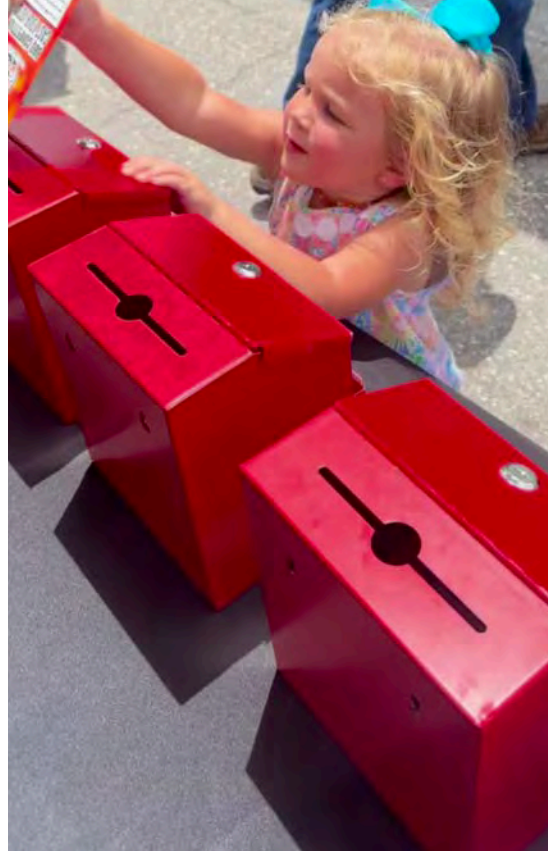
Show Program Coverage

Full Page ad in the show program distributed to +/- 20,000 attendees.



SOLD OUT EACH DAY OF COMPETITION!

BBQ COMPETITION SPONSORSHIP - \$7,000



BBQ MEAT SPONSORSHIP – \$6,000

Branding Rights

Your company will have the exclusive naming rights of the 2-Day BBQ Competition event.

Branding

Logo will be placed on giant prize checks, voting ballots, acrylic advertisements for all table tops.

Banner Placement

Welcome banners at the entrance to the BBQ Competition along fence railings.

Sponsor Recognition

Announcement of sponsorship during awards ceremony on main stage both days of the competition.

Awards

- Time slot to speak before the awards, present awards to winners.
- Customized awards to reflect your business.

Show Marketing

Logo featured in various pre-event promotional materials such as event flyers, social media posts, website banner placement, TV, and emails.

Show Program Coverage

Full-page ad in the show program distributed to +/- 20,000 attendees.



85% OF ALL ATTENDS VIEW THIS COMPETITION !

BBQ MEAT SPONSORSHIP - \$6,000



LANYARD & BADGE SPONSORSHIP - \$8,000



Exclusivity

Exclusivity for logo placement alongside Florida Outdoor Expo on all lanyards AND exhibitor badges.

Brand Exposure

Logo will be prominently displayed on every lanyard worn throughout the event by exhibitors.

Banner Placement

3'x4' banner placed at showgrounds. (2) provided by the exhibitor.

Show Marketing

Logo featured in various pre-event promotional materials such as event flyers, social media posts, website banner placement, TV, and emails.

Tickets

20 General Admission show tickets.



2000 LANYARDS DISTRIBUTED IN 2025

EXHIBITOR BADGE SPONSORSHIP DETAILS



Exclusivity

Exclusivity for logo placement alongside Florida Outdoor Expo on all name badges.

Brand Exposure

Logo will be prominently displayed on every badge worn throughout the event by exhibitors.

WE KICK BRASS  WE KICK BRASS  WE KICK BRASS 

WE KICK BRASS 

JOHN SMITH

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION



**FLORIDA
OUTDOOR
EXPO**



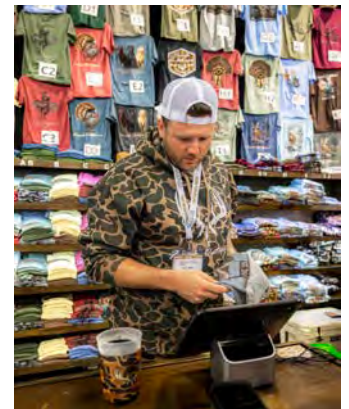
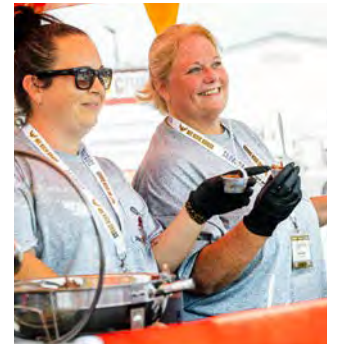
PASSES PRESENTED BY: WE KICK BRASS BOOTH 1234



EXHIBITOR



**1700 BADGES
PRINTED IN 2025**



DIRECTORY COVER SPONSORSHIP - \$3,500

Exclusivity of Directory

Exclusive Directory Sponsor. Logo placement on Official Show

Directory with discretion of design by Expo team.

- Front and Back Cover Directory with your branding
 - Logo
 - Color Scheme
 - Contact Information
 - Booth Number

Brand Exposure

Directories handed out to all attendees at Show.

Banner Placement

3'x4' banner placed at show entrance provided by the exhibitor.

(2) provided by the exhibitor.

Show Marketing

Logo featured in various pre-event promotional materials such as: event flyers, social media posts, website, and emails.

Show Program Coverage

Full-page ad in the show program distributed to +/- 20,000 attendees.

Tickets

10 General Admission tickets.



HAPPY HOUR (1 PER DAY) – \$1,700

Beverage Accommodations

Happy hour exclusively at your booth for one day of the event! 150 beers delivered to your booth at your time of choice & promoted on all platforms.

Show Marketing

Logo featured in various pre-event promotional materials such as event flyers, social media posts, website banners, and emails.

Banner Placement

(3) 3x4 Banner placed around the show provided by the exhibitor.

Daily Posters

Daily posters hung around the event to promote your Happy Hour.

Exclusivity

Only 1 Happy Hour Per day during the event.

Tickets

6 General Admission show tickets.



T-SHIRT SLEEVE SPONSORSHIP – \$3,500



Exclusivity

Exclusive sponsor for one sleeve of official show T-shirt created & sold by FL Camo.

Brand Exposure

Logo will be prominently displayed on every shirt sold.

Show Marketing

Logo featured in various pre-event promotional materials such as: event flyers, social media posts, website & emails.

Show Program Coverage

Full-page ad in the show program distributed to +/- 20,000 attendees.

Tickets

10 General Admission Show Tickets

Florida Camo has pioneered the apparel department of the Florida Outdoor Expo. A home-state favorite, this brand has stayed one of the most popular assets for this show. Partnering with them on our T-shirt design & sales is a relationship we pride ourselves on and look forward to each year. Their location for selling our shirts each has continued to outperform the previous and we look forward to another year with them & added sponsors to this partnership.

FLOOR DECAL SPONSORSHIP- \$1,000

Floor Decal Stickers

24" x 24" Floor Decals positioned around the expo hall. Can be used to direct traffic & QR Codes to capture data.

Show Marketing

Logo featured in various pre-event promotional materials such as event flyers, social media posts, website banners, and emails.

Banner Placement

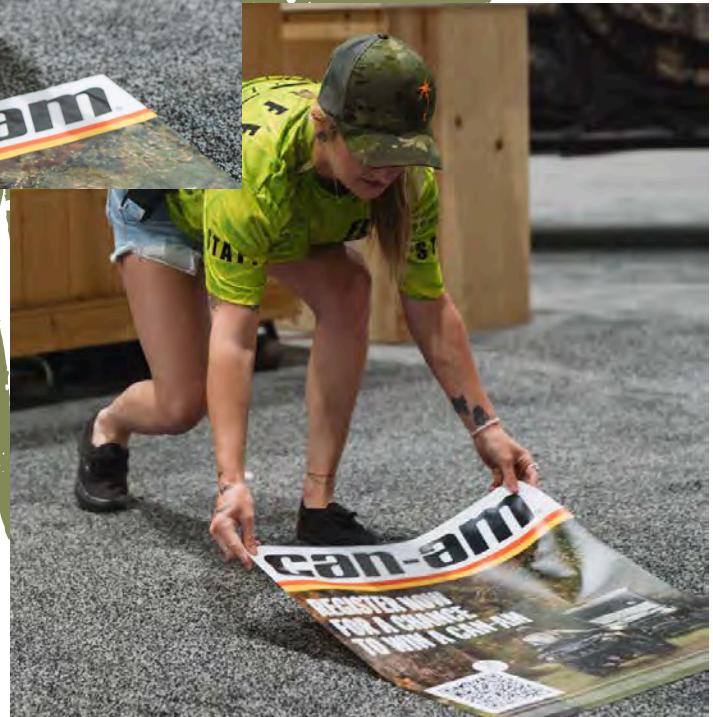
3x4 - Banner placed around the show provided by the exhibitor.

Exclusivity

Only (4) Floor Decal Sponsors may be sold per expo hall. Not including restrooms

Tickets

6 General Admission show tickets.



AERIAL ISLE SIGNAGE SPONSOR - \$1,700

Aisle signages

Aisle signage hung throughout each expo hall, for individual aisleways. Logos featured on each isle sign, plus an individual sign hung in your aisle highlighting your booth location

Show Marketing

Logo featured in various pre-event promotional materials such as event flyers, social media posts, website banners, and emails.

Banner Placement

3x4 - Banner placed around the show provided by the exhibitor.

Exclusivity

Only (4) Aisle Sponsors may be sold per expo hall.

Tickets

6 General Admission show tickets.

15 AISLES AVERAGE AISLES PER HALL!



OUTHOUSE SPONSORSHIP - \$3,500

Exclusivity

Official Restroom sponsorship at event for both event halls.

Brand Exposure

- **Company flyer added to each restroom stall door interior & exterior.**
- **Mirror decals added at sinks in restrooms.**
- **Floor decal added in each restroom.**

Show Marketing

Logo featured in various pre-event promotional materials such as event flyers, social media posts, website banners, and emails.

Banner Placement

(2) 3'x4' banner placed at show provided by the exhibitor.

Tickets

6 General Admission show tickets.



FEATURED EXHIBITOR SPONSORSHIP - \$2,000

Brand Exposure

Logo on sponsorship page of the program. Logo on sponsorship signage around the showgrounds and on all marketing materials.

Show Marketing

Logo featured in various pre-event promotional materials such as event flyers, social media posts, website banners, and emails.

Show Program Coverage

Full-Page ad in the show program distributed to +/- 20,000 attendees.

Banner Placement

(2) 3'x4' banner placed around the show provided by the exhibitor.

Tickets

10 General Admission show tickets.



FLAG SPONSORSHIP- \$800 PER FLAG

EAST HALL FLAG \$800

Brand Exposure

Custom 6' x 10' flag printed and hung in East hall alongside the American flag.

Show Marketing

Logo featured in various pre-event promotional materials such as in event flyers, social media posts, website banners, and emails.

Banner Placement

3'x4' banner placed at show provided by the exhibitor.

WEST HALL FLAG \$800

Brand Exposure

Custom 6' x 10' flag printed and hung in West hall alongside the American Flag.

Show Marketing

Logo featured in various pre-event promotional materials such as in event flyers, social media posts, website banners, and emails.

Banner Placement

3'x4' banner placed at show provided by the exhibitor.

ARCHERY COMPETITION SPONSORSHIP - \$600



Marketing

Logo will be used on event poster & official Archery Competition flyer.

Decal

Your company decal added to shooting line at event.

Banner Placement

Your logo added to Welcome banner at the check-in to the competition & (1) banners along safety fence.

Sponsor Recognition

Announcement of sponsorship during awards ceremony & shout-outs throughout event.

Show Marketing

Logo featured in various pre-event promotional materials such as event flyers, social media posts, website banner placement, TV, and emails.

Show Program Coverage

1/4 Page ad in the show program distributed to +/- 20,000 attendees.

Social Media

(1) Dedicated social media post within the calendar year advertising your company.



ARCHERY TARGET SPONSOR - \$700 EACH

Marketing

Logo will be used on event poster & official Archery Competition flyer.

Tee Sign

A custom tee sign will be displayed at (1) target of the archery competition with your logo featured.

Banner Placement

Your logo added to Welcome Banner at the check-in to the competition & (1) banners along safety fence.

Sponsor Recognition

Announcement of sponsorship during awards ceremony & shout-outs throughout event.

Show Marketing

Logo featured in various pre-event promotional materials such as event flyers, social media posts, website banner placement, TV, and emails.

Show Program Coverage

1/4 Page ad in the show program distributed to +/- 20,000 attendees.

Social Media

(1) Dedicated social media post within the calendar year advertising your company.





EXHIBITOR

MARKETING OPPORTUNITIES & PRICING

SHOW PROGRAM AD | \$600

- 9"x6" Full-page ad
- Limited availability

BANNER PLACEMENT | \$400

- Placed at entry & high traffic areas
- Maximum 3'x4' Banner (Provided by Exhibitor)

SOCIAL MEDIA POST | \$200

- 30-second video MINIMUM
- Posted before show advertising your booth or at expo special promotion

LOGO ADVERTISEMENT | \$1,000

- Logo added to event flyer & website

10' X 10' BOOTH SPACE:

- Outdoors: \$825
- Indoors: \$880
- Corners: \$935

10' X 15' BOOTH SPACE: Limited

- Indoors: \$1,320

20' X 20' BOOTH SPACE: Limited

- Indoors: \$3,200

Space by Sq. Ft.

- RV Outdoors: \$1.75
- Outdoors: \$3.00
- Indoors: \$4.50

Beverage Tasting Fee: \$1,800

- Liquor, Beer, Wine, Energy Drinks
- 10x10 Tented, Outdoor Booth



CONTACT US

THE FLORIDA OUTDOOR EXPO IS OWNED & OPERATED BY
ALLSPORTS PRODUCTIONS



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Clayton@allsportsproductions.net

Marketing & Sponsorship:

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772.919.5371

Administration & Registration:

Natasha@allsportsproductions.net

**ALLSPORTS
PRODUCTIONS**



Located in Pompano Beach, Florida, we are the elite outdoor event production company. Since opening our doors in 1995, we have planned, managed, and grown events along the east coast. Allsports Productions is proud to offer floating dock rental services, event management, and elite planning for your next event.

WWW.ALLSPORTSPRODUCTIONS.NET