



# *Florida Outdoor Expo*

**2026 SPONSORSHIP OPPORTUNITIES**

**MAY 1-3, 2026**





# ***WELCOME TO 2026!***

**Ready to elevate your brand among Florida's outdoor enthusiasts?** Let's explore the sponsorship packages designed to maximize your visibility and connect you directly with your ideal audience. We look forward to partnering with you for our biggest year yet!

— The Florida Outdoor Expo Team





# ***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.





**73% ATTENDEE INCREASE IN 6 YEARS**



**68% MALE**



**32% FEMALE**



**78% HUNT**



**89% FISH**





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# ***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***

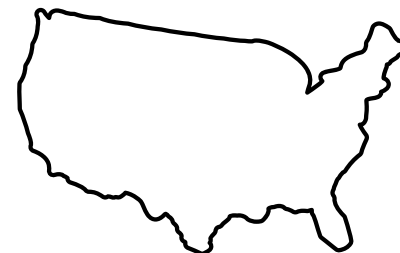
Targeted social media & email marketing campaigns.

## ***Print / TV / Web***

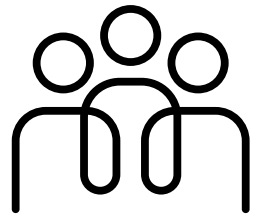
Marketing visibility across our website and every facet of our multi-channel advertising campaigns, encompassing print, TV, press releases, and various other media channels.



**1.8 MILLION+**  
**SOCIAL MEDIA VIEWS**



**NATION WIDE COVERAGE**



**28K+ ATTENDEES**

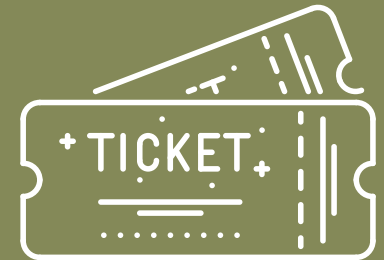


## TITLE SPONSOR BRANDING OPPORTUNITIES:



## 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





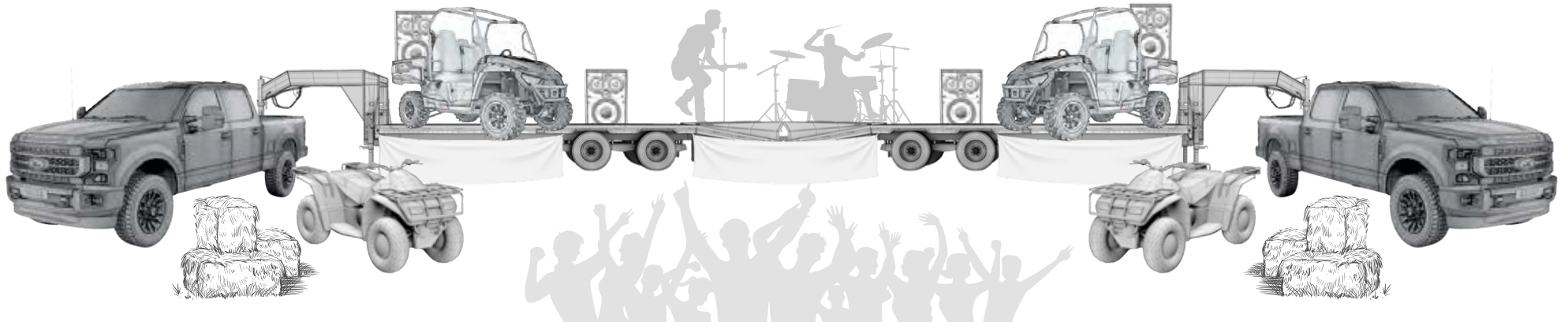
# ***STAGE SPONSORSHIP – \$18,000 BUY OUT***

***\$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**

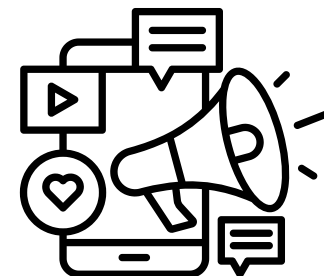
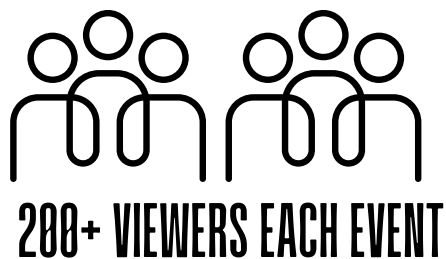
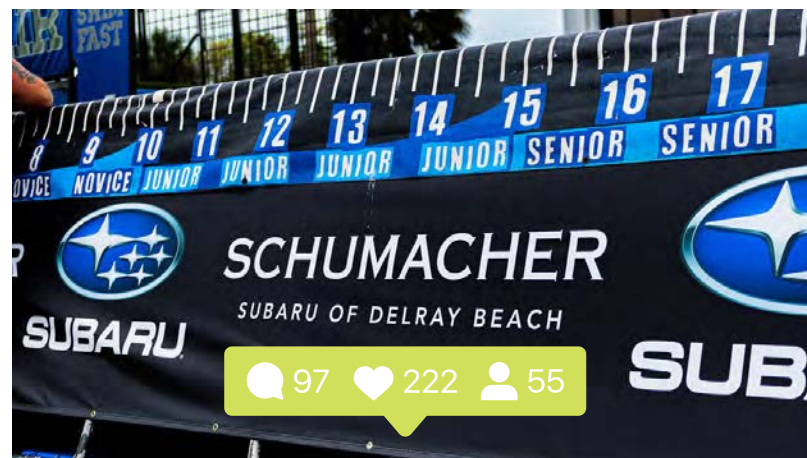
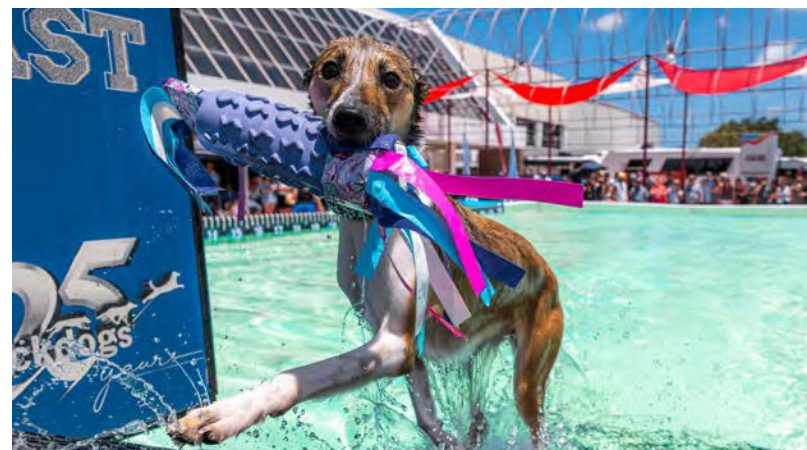
Announcement of sponsorship during awards ceremony & shout-outs throughout event.

## **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

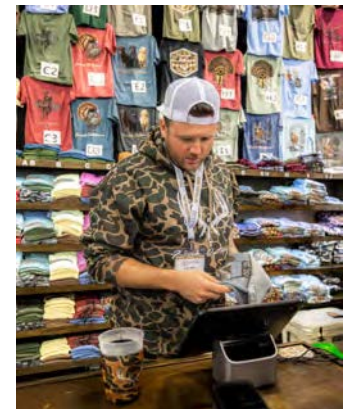
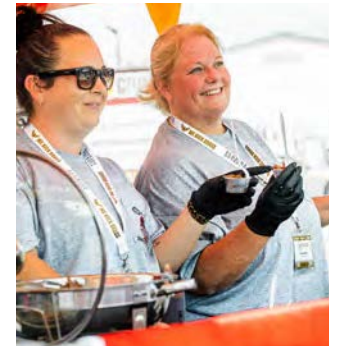


## ***Exclusivity***

**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.**





# ***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***

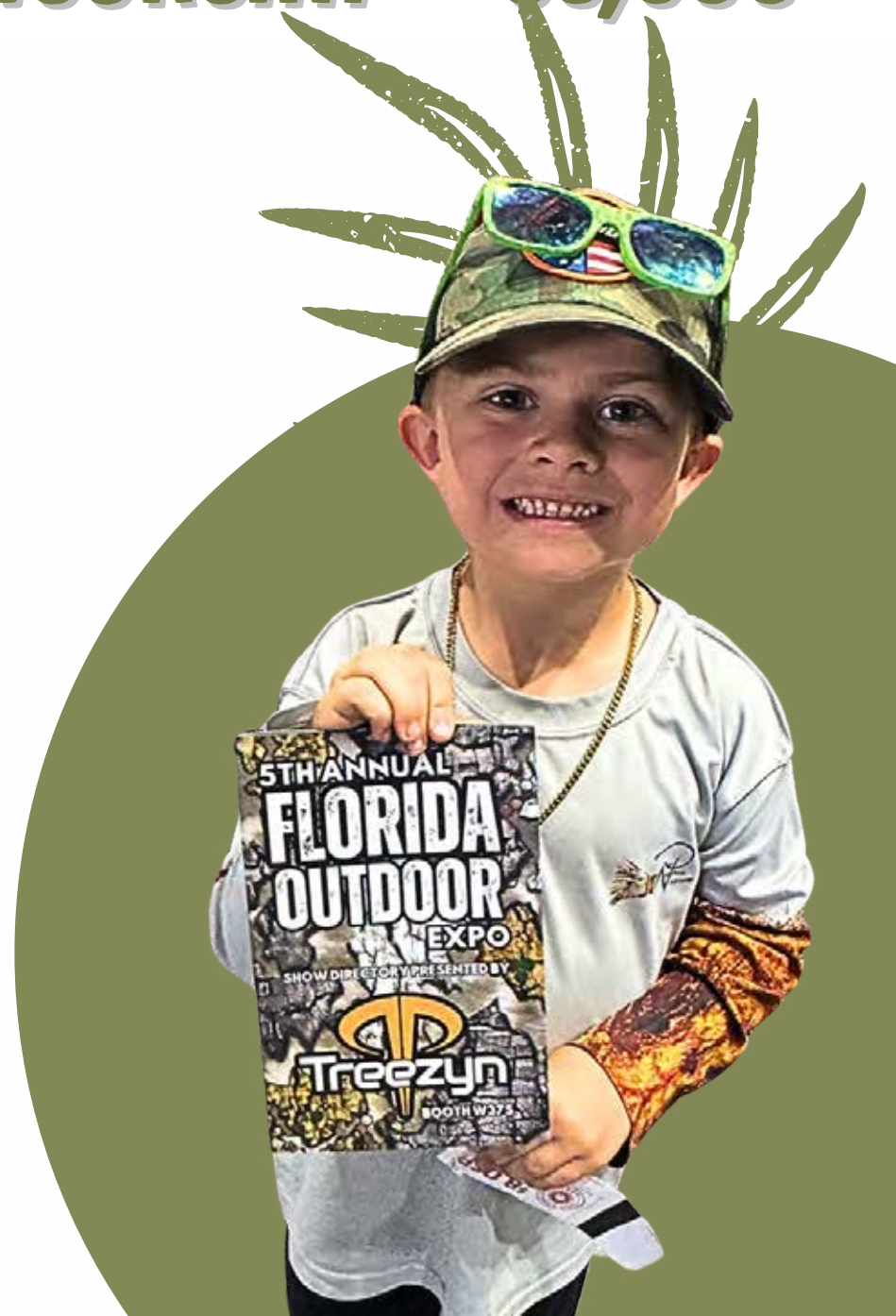
Logo featured in various pre-event promotional materials such as: event flyers, social media posts, website, and emails.

## ***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.





# ***HAPPY HOUR (1 PER DAY) – \$1,700***





# ***HAPPY HOUR (1 PER DAY) – \$1,700***





# 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



**954 – 522 – 5288**

## ***Sales & Operations:***

Mike@allsportsproductions.net

Clayton@allsportsproductions.net

## ***Marketing & Sponsorship:***

Cassidy@allsportsproductions.net

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**