



FLORIDA[®] OUTDOOR EXPO

SPONSORSHIP OPPORTUNITIES



TO OUR VENDORS

The Florida Outdoor Expo continues to set the standard for outdoor events in the Southeast. Building on years of record-breaking growth, the 2027 Florida Outdoor Expo returns with an even bigger presence yet again. We are proud to offer our vendors more opportunities than ever for brands to connect with their clientele throughout the show weekend.

What began as a premier gathering for hunters, anglers, boaters, campers, and outdoorsmen has evolved into one of Florida's most anticipated outdoor events. Featuring hundreds of exhibitors, interactive experiences, live entertainment, competitions, demonstrations, and premier exhibitors, the Expo attracts a highly engaged audience eager to discover new products, services, destinations, and adventures.

As the event continues to grow, so does its economic and community impact—bringing together outdoor enthusiasts, industry leaders, conservation organizations, and businesses from across the country. The 2027 Florida Outdoor Expo offers sponsors and exhibitors a powerful platform to showcase their brand, generate qualified leads, drive sales, and build lasting relationships with one of the most passionate outdoor audiences in the region.

Join us as we celebrate the outdoor lifestyle and create another unforgettable year at Florida's premier outdoor event.

The AllSports Production Staff & Family

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OUTDOOR
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OVER 20K+ ATTENDEES



ATTENDEES

- 76% GROWTH IN 5 YEARS
- 88% ENJOY THE OUTDOORS
- 76% RETENTION INCREASE

EXHIBITORS

- 89% BEAT PROFIT GOALS
- 65% 5X RETURNING EXHIBITOR
- 38% EXHIBITOR INCREASE

OUR DATA

78% ENJOY FISHING

65% ENJOY HUNTING

68% SHOPPED APPAREL

100% MADE A PURCHASE



STAGE SPONSORSHIP 1 OF 3

TRAILER SPONSORSHIP TRADE \$6,000



Display Opportunity:

- Required to display or provide (2) 30' minimum flatbed trailers

Dedicated Signage and Branding:

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

Directory Benefits:

- Full Page Ad in Official Show Directory distributed to all attendees

Social Media Marketing Package:

- Collaborations on social media posts through show dates
- 4 dedicated social media posts
 - 2 posts prior to the show and 2 during the show

Press Releases & Email Campaigns:

- Press Release announcing your partnership with FLOE
- Additional 2 Email Advertisements sent throughout 2027
 - (1) Email feature every 6 months of 2027 calendar year

Logo Included on All Print Materials:

- Posters, Show Maps, Website, Emails, and 2027 custom signage*

10 FREE Admission Tickets

COMPLETE THE PACKAGE

STAGE SPONSORSHIP BUYOUT \$18,000

STAGE SPONSORSHIP 2 OF 3

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STAGE DISPLAY SPONSORSHIP \$6,000

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

Directory Benefits:

- Full Page Ad in Official Show Directory distributed to all attendees

Social Media Marketing Package:

- Collaborations on social media posts through show dates
- 4 dedicated social media posts
 - 2 posts prior to the show and 2 during the show

Press Releases & Email Campaigns:

- Press Release announcing your partnership with FLOE
- Additional 2 Email Advertisements sent throughout 2027
 - (1) Email feature every 6 months of 2027 calendar year

Logo Included on All Print Materials:

- Posters, Show Maps, Website, Emails, and 2027 custom signage*

10 FREE Admission Tickets

COMPLETE THE PACKAGE

STAGE SPONSORSHIP BUYOUT \$18,000



STAGE SPONSORSHIP 3 OF 3

AUTOMOTIVE SPONSORSHIP \$6,000

Display Opportunity:

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

Dedicated Signage and Branding:

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

Directory Benefits:

- Full Page Ad in Official Show Directory distributed to all attendees

Social Media Marketing Package:

- Collaborations on social media posts through show dates
- 4 dedicated social media posts
 - 2 posts prior to the show and 2 during the show

Press Releases & Email Campaigns:

- Press Release announcing your partnership with FLOE
- Additional 2 Email Advertisements sent throughout 2027
 - (1) Email feature every 6 months of 2027 calendar year

Logo Included on All Print Materials:

- Posters, Show Maps, Website, Emails, and 2027 custom signage*

10 FREE Admission Tickets

COMPLETE THE PACKAGE

STAGE SPONSORSHIP BUYOUT \$18,000



VIP AREA SPONSORSHIP \$15,000

Branding Rights:

- Your company will have the exclusive naming rights of 2400 sq. ft. of the Florida Outdoor Expo South Hall

Display Rights:

- Ability to display vehicles, tents, banners, within space

Branding:

- (10) 6' Aisle Way Floor Decals
- (2) 10' Aerial Banners
- Stanchions to rope off area
- Custom Banners within VIP Area
- Additional Signage throughout Florida Outdoor Expo

Directory Benefits:

- Full Page Ad in Official Show Directory distributed to all attendees

Social Media Marketing Package:

- Collaborations on social media posts through show dates
- 6 dedicated social media posts
 - 3 posts prior to the show, and 3 during the show

Press Releases & Email Campaigns:

- Press Release announcing your partnership with FLOE
- Additional 2 Email Advertisements sent throughout 2027
 - (1) Email feature every 6 months of 2027 calendar year

Logo Included on All Print Materials:

- Posters, Show Maps, Website, Emails, and 2027 custom signage*

15 FREE Admission Tickets



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LADIES LANE SPONSORSHIP \$15,000



Branding Rights:

- Your company will have the exclusive naming rights of Ladies Lane at the Florida Outdoor Expo in the South Hall

Display Space:

Ability to display vehicles within the center aisle of hall

Branding:

- (10) 6' Aisle Way Floor Decals
- (2) 8' Aerial Banners
- Custom Bay Door Entrance
- Custom Pink Car Fags
- Additional Signage throughout Florida Outdoor Expo

Directory Benefits:

- Full Page Ad in Official Show Directory distributed to all attendees

Social Media Marketing Package:

- Collaborations on social media posts through show dates
- 6 dedicated social media posts
 - 3 posts prior to the show, and 3 during the show

Press Releases & Email Campaigns:

- Press Release announcing your partnership with FLOE
- Additional 2 Email Advertisements sent throughout 2027
 - (1) Email feature every 6 months of 2027 calendar year

Logo Included on All Print Materials:

- Posters, Show Maps, Website, Emails, and 2027 custom signage*

15 FREE Admission Tickets

Cut off date December 9, 2026

COCKTAIL CUP SPONSOR \$10,000

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Brand Exposure:

- Logo featured on all cocktails served at FLOE

Directory Benefits:

- Full Page Ad in Official Show Directory distributed to all attendees

Social Media Marketing Package:

- Collaborations on social media posts through show dates
- 6 dedicated social media posts
 - 3 posts prior to the show, and 3 during the show

Press Releases & Email Campaigns:

- Press Release announcing your partnership with FLOE
- Additional 2 Email Advertisements sent throughout 2027
 - (1) Email feature every 6 months of 2027 calendar year

Logo Included on All Print Materials:

- Posters, Show Maps, Website, Emails, and 2027 custom signage*

8 FREE Admission Tickets



DOCK DOGS EVENT SPONSOR \$8,000



Branding Rights:

- Your company will have the exclusive naming rights of the Dock Diving Dogs Competition Event

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

Directory Benefits:

- Full Page Ad in Official Show Directory distributed to all attendees

Social Media Marketing Package:

- Collaborations on social media posts through show dates
- 6 dedicated social media posts
 - 3 posts prior to the show, and 3 during the show

Press Releases & Email Campaigns:

- Press Release announcing your partnership with FLOE
- Additional 2 Email Advertisements sent throughout 2027
 - (1) Email feature every 6 months of 2027 calendar year

Logo Included on All Print Materials:

- Posters, Show Maps, Website, Emails, and 2027 custom signage*

8 FREE Admission Tickets

ADVENTURE TENT SPONSOR \$8,000

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Exclusivity for marketing rights throughout Adventure Tent

Brand Exposure:

- (20) Custom Water Barrel Covers displayed along tent perimeter

Banner Placement:

- 3'x4' Banner placed at each show entrance provided by sponsor

Directory Benefits:

- Full Page Ad in Official Show Directory distributed to all attendees

Social Media Marketing Package:

- Collaborations on all dedicated social media posts
- 2 dedicated social media posts
 - 1 posts prior to the show and 1 during the show

Press Releases & Email Campaigns:

- Press Release announcing your partnership with FLOE
- (1) Exclusive Email Features sent before Show Dates

Logo Included on All Print Materials:

- Posters, Show Maps, Website, and Emails

10 FREE Admission Tickets



OFFICIAL SHOW BAG SPONSOR \$6,000



Presenting sponsor for Official FLOE Show Bags

Brand Exposure:

- Logo will be prominently displayed on each bag distributed at show
- Bags displayed at both show entrances & (1) tent display

Banner Placement:

- 3'x4' Banner placed at each show entrance provided by sponsor

Directory Benefits:

- Full Page Ad in Official FLOE Directory distributed to all attendees

Social Media Marketing Package:

- Collaborations on all dedicated social media posts
- 2 dedicated social media posts
 - 1 posts prior to the show and 1 during the show

Press Releases & Email Campaigns:

- Exclusive Email Features sent before Show Dates

Logo Included on All Print Materials:

- Posters, Show Maps, Website, and Emails

10 FREE Admission Tickets

LANYARD & BADGE SPONSORSHIP \$8,000

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Exclusivity for logo placement alongside Florida Outdoor Expo on all lanyards

Brand Exposure:

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

Directory Benefits:

- Full Page Ad in Official Show Directory distributed to all attendees

Social Media Marketing Package:

- Collaborations on social media posts through show dates
- 6 dedicated social media posts
 - 3 posts prior to the show, and 3 during the show

Press Releases & Email Campaigns:

- Press Release announcing your partnership with FLOE
- Additional 2 Email Advertisements sent throughout 2027
 - (1) Email feature every 6 months of 2027 calendar year

Logo Included on All Print Materials:

- Posters, Show Maps, Website, Emails, and 2027 custom signage*

Banner Placement

- (2) - 3'x4' banners displayed at FLOE provided by sponsor

20 FREE Admission Tickets



BBQ COMPETITION SPONSOR \$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:

- Welcome banner at the entrance to the BBQ Competition

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

Directory Benefits:

- Full Page Ad in Official Show Directory distributed to all attendees

Social Media Marketing Package:

- Collaborations on social media posts through show dates
- 6 dedicated social media posts
 - 3 posts prior to the show, and 3 during the show

Press Releases & Email Campaigns:

- Press Release announcing your partnership with FLOE
- Additional 2 Email Advertisements sent throughout 2027
 - (1) Email feature every 6 months of 2027 calendar year

Logo Included on All Print Materials:

- Posters, Show Maps, Website, Emails, and 2027 custom signage*

8 FREE Admission Tickets

AERIAL AISLE SIGNAGE SPONSOR PER HALL \$4,000

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Aisle Signage:

- Aisle signage hung throughout each expo hall, for individual aisle ways
- Logos featured on each aisle sign, plus an individual sign hung in your aisle highlighted your booth location

Show Marketing:

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

Exclusivity:

- Only (1) Aisle Sponsor may be sold per expo hall

Directory Benefits:

- Full Page Ad in Official Show Directory distributed to all attendees

Social Media Marketing Package:

- Collaborations on social media posts through show dates
- 4 dedicated social media posts
- 2 posts prior to the show, and 2 during the show

Press Releases & Email Campaigns:

- Press Release announcing your partnership with FLOE
- Additional 1 Email Advertisements sent throughout 2027

Logo included on All Print Materials:

- Posters, Show Maps, Website, Emails, and 2027 custom signage*

Banner Placement:

- (2) - 3'x4' banners displayed at FLOE provided by sponsor

8 FREE Admission Tickets



DIRECTORY COVER SPONSORSHIP \$3,500



Exclusivity of Directory:

- 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
- (2) 22x28" Aisle way displays at Show Entrance with cover art displayed

Directory Benefits:

- Full Page Ad in Official Show Directory distributed to all attendees

Social Media Marketing Package:

- Collaborations on social media posts through show dates
- 4 dedicated social media posts
 - 2 posts prior to the show, and 2 during the show

Press Releases & Email Campaigns:

- Press Release announcing your partnership with FLOE
- Additional 2 Email Advertisements sent throughout 2027
 - (1) Email feature every 6 months of 2027 calendar year

Logo Included on All Print Materials:

- Posters, Show Maps, Website, Emails, and 2027 custom signage*

Banner Placement:

- (2) - 3'x4' banners displayed at FLOE provided by sponsor

8 FREE Admission Tickets

OUT-HOUSE SPONSORSHIP \$3,500

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Exclusivity:

- Official Restroom sponsorship at event for both 3 event halls

Brand Exposure:

- Company flyer added to each restroom stall door interior & exterior

Directory Benefits:

- Full Page Ad in Official Show Directory distributed to all attendees

Social Media Marketing Package:

- Collaborations on social media posts through show dates
- 4 dedicated social media posts
- 2 posts prior to the show, and 2 during the show

Press Releases & Email Campaigns:

- Press Release announcing your partnership with FLOE
- Additional 1 Email Advertisements sent throughout 2027

Logo Included on All Print Materials:

- Posters, Show Maps, Website, Emails, and 2027 custom signage*

Banner Placement

- (2) - 3'x4' banners displayed at FLOE provided by sponsor

8 FREE Admission Tickets



FEATURED EXHIBITOR SPONSORSHIP \$2,000



Brand Exposure:

- Logo on sponsorship page of the program
- Logo on sponsorship signage around the show grounds 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

10 FREE Admission Tickets

HAPPY HOUR (1 PER DAY) \$1,700

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Beverage Accommodations:

- Happy hour at exclusively at your booth for one day of the event!
- 150 beers delivered to your booth at time of your 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:

- (2) 3-x4- 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



ARCHERY COMPETITION SPONSORSHIP \$750



Marketing:

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

Decal:

- Your company decal added to shooting line at event & custom tee sign added to designated target

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

Social Media:

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



A LA CARTE PRICING

EXHIBITOR PRICING:

10'X10' BOOTH

OUTDOORS: \$850

INDOORS: \$900

CORNER: \$1000

10'X15' BOOTH

INDOORS: \$1,350

20'X20' BOOTH

INDOORS: \$3,200

*MINIMUM OF 600 SQ FT
APPLIES. END-CAPS SUBJECT
TO ADDITIONAL FEES.

SPACE BY SQ FT

OUTDOORS: \$3.50

INDOORS: \$4.50

ADVENTURE TENT

10x10: \$750

10x10 CORNER: \$850

LADIES LANE & SOUTH HALL

10x10: \$750

10x10 CORNER: \$825



SHOW PROGRAM AD | \$600

- 9"x6" Full Page Ad
- Limited availability

BANNER PLACEMENT | \$400

- Placed at entry & high traffic areas
- 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 | \$1000

- Logo added to event flyer & website

Beverage Tasting Fee: \$1800

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

CONTACT US



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OWNED & OPERATED BY 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 planning for your next event. www.allsportsproductions.net

