



DECK YOUR BOAT

SHOWCASE YOUR VESSEL AND EYE FOR DESIGN

Are you entering the **Palm Beach Holiday Boat Parade** and already know what your boat's theme for this year will be? We want to follow the build, and share your progress! Showcase your vessel and eye for design while spreading holiday joy for the **Deck Your Boat** campaign.

Show How You Deck Your Boat

Share progress, unveil a snippet of the build, and give build and design tips by submitting filmed interviews, videos and photos.



Have Questions?
Contact nicole@marinepbc.org

 @pbboatparade

 @palmbeachboatparade

www.palmbeachboatparade.com



Marine Industries Association
Palm Beach Holiday Boat Parade



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DECK YOUR BOAT

Official Rules:

To enter, participants must be registered into the 26th Annual Palm Beach Holiday Boat Parade on December 5, 2020. To be eligible, you must be 18 years or older at the time of entry. Participants are required to show how you deck the boat, share progress, unveil a snippet of the build, and give build and design tips by submitting a series of filmed interviews and photos. All content will be published through digital marketing, social media, MIAPBC TV YouTube channel and television. Participants may be interviewed by the Marine Industries Association of Palm Beach County team for Facebook LIVE, and website on-site during your build. Photo and video release is required for all individuals in any content provided by participant.

Boat decorations should be both festive and elevated, tasteful and spirited. Participants, or representative of the team, must attend boat parade events including Captain's Meeting and Award Ceremony.

Participants must share Palm Beach Holiday Boat Parade social media posts following your vessels décor build to personal social media accounts while tagging and using #PBBoatParade and #FollowTheBuild #DeckYourBoat.

Campaign Details:

Here's How It Works

- To enter contact Marine Industries Association of Palm Beach County at nicole@marinepbc.org to express interest in the Deck Your Boat campaign.
- Participants must have a registered vessel in the Palm Beach Holiday Boat Parade to enter or win.
- Video's must be at least 1 minute in length, and not exceed two (2) minutes in play time. Videos must be submitted in one of the formats that Facebook and Instagram accepts. Any other formats submitted and/or exceeding the time limit will be disqualified. Visit Facebook and Instagram for video requirements.
- Participants must submit (3) videos or up to (15) photos total featuring before, during and after your décor build to the Marine Industries Association of Palm Beach County at nicole@marinepbc.org.
- Judging period ends on December 4, 2020, and winner will be chosen by the Palm Beach Holiday Boat Parade Committee. The winners will be judged on originality and creativity of the idea, effectiveness and clarity of communication and mode of presentation.
- Winner will be announced on social media, and at the Palm Beach Holiday Boat Parade Awards Celebration.

Prize:

- Those chosen by the Palm Beach Holiday Boat Parade Committee will receive four (4) printed t-shirts, (1) Marine Industries Association of Palm Beach County promotional gear pack, and (4) 2021 Palm Beach International Boat Show tickets. Approximate retail value is \$250.

Need ideas for your videos? Take a look at the following questions:

- How do you decide the theme?
- Who is responsible for purchasing the supplies?
- How do you build the structures holding the decorations?
- How do you secure your structure?
- How much amperage is used to light your boat?
- How long does it take to build out your boats decorations?
- How does your boat crew help with the overall design?
- How many years have you participated in the Palm Beach Holiday Boat Parade?
- What is your favorite part of the boat parade?
- What drives you/your team to participate in the Palm Beach Holiday Boat Parade?
- Introduce your team!