

The Largest Gathering of Superyachts In Asia



Asia Superyacht Rendezvous 2016

Phuket, 16th - 18th December 2016

Now in its 16th year, Asia Superyacht Rendezvous 2016 (ASR 2016) is one of the most exclusive events on the Asian yachting calendar - a sun, sail and six-star superyacht spectacular.

ASR 2016 attracts a fleet of superyachts, owners, captains and VIP guests from around the world for three days of festivities.

As the only superyacht regatta in the region, ASR 2016 provides a platform for networking and exploring the surrounding cruising grounds, while at the same time participating in a number of friendly races and exclusive social events.

ASR 2016 is one of the few regattas in the world that allows both motor and sailing yachts to participate alongside each other. Past participating high profile yachts include: the 65-metre SY Lamima the world's largest operational wooden sailing boat; the 31-metre SY Lady Thuraya; the 40-metre MY Vie San Soucis; the 32-metre, MY Antares; the 67-metre Archimedes; the 50-metre Liberty; and the 65-metre Callisto to name a few.

Superyacht owners represent an important segment in the high end tourism industry due to their spending power, which benefits not only the yachting industry but also support businesses including hotels, resorts and fine dining.

Asia Superyacht Rendezvous 2016 has a comprehensive Commercial Sponsorship and Partnership Program that enables corporate Asia to get involved with the world of yachting.

Sponsorship Packages

The growing popularity of yachting in Asia makes it the ideal platform for companies to increase their brand awareness. Few events offer a more attractive image – companies who associate themselves with ASR 2016 align themselves with an event that epitomizes prestige and excellence.

TIER 1: TITLE & PRESENTING SPONSORS

One Title & one Presenting Sponsor with naming rights to the event e.g. [Title Sponsor Name] Asia Superyacht Rendezvous 2016 presented by [Presenting Sponsor Name]

TIER 2: HOST VENUE SPONSOR

One Host Venue Sponsor

TIER 2: CO-SPONSORS

Up to four Co-sponsors from non-competing categories

TIER 3: OFFICIAL SUPPLIERS & MEDIA PARTNERS

Up to six Official Suppliers providing goods and services that are essential to the event
Up to six Media Partners

Integrate your marketing with Asia Superyacht Rendezvous 2016

Sun, Sail & Six Star Spectacular

Organised by Asia Pacific Superyachts Co., Ltd.
Marketing Support by Paul Poole (South East Asia) Co., Ltd. – The Sponsorship Experts

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WHY GET INVOLVED?

No matter what sponsorship package you choose ASR 2016 Sponsors & Partners will get dedicated support and representation. The regatta is a spectacular showcase for Sponsors & Partners - the ASR 2016 team acting as enthusiastic brand ambassadors, their aim to build long lasting strategic partnerships.

Association with Asia Superyacht Rendezvous 2016 offers sponsors numerous benefits including:

BRAND, CATEGORY EXCLUSIVITY & IP

- Brand Association & Alignment - with a leading superyacht event brand recognised both globally and regionally

MEDIA & PROMOTION

- Promotional Marketing – branding in marketing collateral at: the event; in the Official Programme, press releases, invitations and tickets; and via a pre and post regional marketing campaign
- PR & Publicity - integrating with other marketing activity - huge PR opportunity
- Digital - branding on event websites and social media
- Community Relations – enhancing relationships within the community

SAMPLING & SALES

- Experiential - opportunity to have a brand activation area at the regatta
- Driving Sales – through generating sales leads and on site sales activity

BUILDING RELATIONSHIPS

- Hospitality - entertaining target audiences both internal and external
- Networking - with business leaders

Asia Superyacht Rendezvous 2016 is a fantastic platform for access to a broad cross-section of influential people who come to Phuket not only to enjoy the sailing but also to make use of the invaluable networking opportunity offered by the event.

A unique proposition for corporate hospitality that includes entertaining as well as the opportunity to experience the racing.



Celebrating Luxury Yachting, Exclusivity & Festivities By The Sea For 16 Years

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2016 SCHEDULE

| DATE | TIME | ACTIVITY |
|------------------------|--|---|
| OPENING DAY | | |
| Friday 16th December | 15:00 - 16:30 18:00 - 18:30 18:30 - 19:00 19:00 - 22:00 | Blessing of the Fleet by local Buddhist Monks Media Welcome Captains Briefing Cocktail Party on board one of the participating superyachts |
| RACE DAY 1 | | |
| Saturday 17th December | 10:30 - 14:00 18:00 - 18:30 19:00 - 23:00 | ASR 2016 Sailing Event #1 Captains Briefing – Sailing Event #2 The Feadship Challenge |
| RACE DAY 2 | | |
| Sunday 18th December | 10:30 - 14:00 14:00 15:30 - 16:30 18:30 - Late | ASR 2016 Sailing Event #2 Yacht Parade Asia Superyacht 'Rendezvous Booty' Owners and VIP Gala Dinner |

OPENING DAY - HIGHLIGHTS

Blessing of the Fleet

The assembled fleet will receive a traditional Thai Buddhist blessing ceremony, by local Monks who are an intrinsic part of the culture that makes Thailand so special.

Captains Briefing

Race Officer Andy Dowden will run through the details of the first race day. A Captain's Folder with Invitations and 'Boat Goodies' will be distributed to each participating yacht.

Cocktail Party

All guests will board one of the participating superyachts to enjoy cocktails and canapés. Phuket's best 'Cocktail Maker' will be on board getting everyone in the festive mood!



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2016 SCHEDULE

RACE DAY 1 - HIGHLIGHTS

ASR 2016 Sailing Event #1

Participating yachts will sail/motor on a course set by Race Officer, Andy Dowden. Photographers will be taking photos throughout the race event; they will respect the wishes of those who prefer to keep a low-key presence.

Captains Briefing – Race Event #2

The course is once again to be set by Race Officer Andy Dowden who will explain the following day's race in detail & answer all queries.

The Feadship Challenge

The teams for the 'Challenge' are made up of crew from participating superyachts and staff from sponsors. All participants are asked to construct a model boat from a simple kit. Once these are built, the teams will blow them to victory in a trough of water. Each boat/sponsor is asked to provide minimum three people to take part in the 'boat- building' task. One crew member at a time is designated to run the actual 'race'. The dress code is smart casual.

RACE DAY 2 - HIGHLIGHTS

ASR 2016 Sailing Event #2

Participating yachts will sail/motor on a course set by Race Officer, Andy Dowden.

Yacht Parade

Yachts will line up providing a magnificent spectacle and a fantastic photo opportunity!

Asia Superyacht 'Rendezvous Booty'

Motor Yacht and Sailing Yachts will begin the "Rendezvous Booty" This will consist of a Treasure Hunt involving crew and guests, in pirate fancy dress.

Owners & VIPs Gala Dinner

The exclusive ASR 2016 "VIP Gala Dinner" will be held at the Host Partner Venue.

*Subject to change



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HOST VENUE

We are currently negotiating with a Host Venue Partner for ASR 2016.

The Host Venue Partner must be designed with superyacht owners in mind offering the kind of luxury that high-end clientele come to expect.

ASR 2015 was held at Kata Rocks, a perfect location to celebrate the luxury yacht lifestyle, display luxury goods and meet high net worth individuals.

Kata Rocks is a spectacular collection of 34 luxurious oceanfront Sky Villas, set on a headland between two of Phuket's beautiful beaches - with its own pontoon, spa, gym, and award-winning restaurant.



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PARTICIPATING YACHTS

This exclusive gathering of luxury motor and sailing yachts of over 100 feet is for many the highlight of the sailing season. ASR 2016 is unique as it is one of the few yacht events that are made for the yacht owner specifically in mind.

2015 - superyachts included:

S/Y Lamima

Shipyard: Haji Baso and Haji Saka

Year of construction: 2014

Length: 65 meters

World's largest operational wooden sailing boat, and of the type that once plied the trade routes of South East Asia. The Captain and owner Dominique Gerardin is an avid supporter of ecology as such Lamima's charter activities are heavily orientated towards exploration. He minimizes Lamima carbon foot print by setting those majestic sails at every opportunity.



S/Y Lady Thuraya

Shipyard: Lubbe Voss NL

Year of construction: 1982; Refit 2008

Length: 31 meters

Once upon a time a sailing yacht was built, named Borkumrif II, a Luunstro 2750 Schooner from 1985. She has been totally rebuilt and has today all the facilities of a modern sailing yacht whilst keeping her classical appearance. She is part charter maverick and innovator Jan Verkerk's fleet his other Yacht is the mighty MY Sherakhan, another great example of Dutch craftsmanship.



M/Y Vie San Soucis

Shipyard: King Knight Corporation

Year of construction: 1984

Length: 40 meters

High speed modern classic and ground breaker combining good interior volume, range and a high cruising speed of 18 knots.



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PARTICIPATING YACHTS

M/Y Antares

Shipyard: Maiora

Year of construction: 2006

Length: 32 meters

Very high-speed cruiser with Twin MTU V16 engines and cruises at 26 knots. This Yacht has what is known as a 'planning hull' and is designed to use the engines power to lift the hull out of the water, and achieve high speed by reducing the hull surface area in contact with the sea.

This is assisted by design features called 'chines' that channel the flow of water creating lift, like an aircraft wing, but at sea we apply the science of hydrodynamics.

The quest for the perfect hull type is fundamental factor in deciding what a Yacht can do and its level of performance according to the owner's needs. The hull is the canvas of the Naval Architect.



S/Y Bliss

Shipyard: Dubois

Year of construction: 2009

Length: 37 meters

Bliss is the perfect example of a modern high performance Luxury Sailing Yacht, and being built by Dubois she comes from a unique fleet of Yachts hailing from a manufacturer with a very strong racing heritage, performance is written in her DNA.

Dubois Yachts was founded in 1977 by Ed Dubois and their Yachts have competed in and won many prestigious regattas including, the Admirals Cup, Fast Net and The Sydney Hobart race. As such all of Bliss's systems are highly developed having gone through the design and innovation crucible which is 'Ocean Racing'.



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PARTICIPATING YACHTS

M/Y Darling

Ship Yard: Monte Carlo Yachts

Year of construction: 2013

Length: 21 meters

Darling is a fantastic example of a modern production series planning yacht, from a manufacturer noted for its research in hydrodynamics and crafting a very efficient hull design that meets the fine balance of speed, efficiency and sea keeping comfort. A great part of a Yachts technology is hidden below the surface, whether it is the finely tune propellers working in harmony with the engines output, or the mathematical complexity of the hull features that counter the constraints of physics that hinder high speed at sea.



S/Y Arabella

Ship Yard: Fountaine Pajot

Year of construction: 2014

Length: 20 meters

Arabella recently won 1st place in the cruising Catamarans 38ft to 67 foot category at the prestigious Kings Cup Regatta. She represents a perfect example of a modern cruising catamaran, that evolved from the traditional craft of Polynesia first noted by Europeans in 1690's and coveted because of their stability and spacious interiors. Catamarans are also the hull types used for some of the highest performance competitive racing Yachts, like the Americas cup competitors with typical speeds of over 30 knots. Arabella is the Flag ship of Naked Retreats from China, this interesting name is actually a literal translation for the Chinese word for 'pure heart', and they own the largest Range Rover test track in the world.



S/Y Aventure

Shipyard: Patrick Balta

Year of Construction: 2011

Length: 29 meters

Aventure is a true testament to the pursuit of perfection in regard to an owner's tastes and desire to reproduce a classic design; her authenticity goes right down to her Mahogany hull. She was conceived for a global circumnavigation and as such is very well appointed, Aventure like any Yacht that has being born from passion, the pursuit of perfection and painstaking processes of design and execution she is bestowed with a tangible quotient of 'Soul'.



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SPONSORS

Asia Superyacht Rendezvous has attracted many sponsors over the past 15 years, in 2015 sponsors included:

Feadship

Feadship Royal Dutch Shipyards is the industry leader and the most renowned builder of superyachts in world history. Feadship has supported the Asia Superyacht Rendezvous for the past 15 years and is dedicated to working towards greater success each year.

Kata Rocks

Kata Rocks is a unique collection of luxurious Sky Villas, located on Phuket's favorite West Coast, between two of the island's most beautiful and famous beaches. Kata Rocks provides the perfect backdrop to the prestigious event.

MEDIA PARTNERS

The Asia Superyacht Rendezvous celebrates luxury yacht lifestyle and is very attractive to the media - nationally, regionally, and globally. Media Partners provide exposure in print, television and digital social media. Media Partners in 2015 included:

Boat International

BOAT International Media is the world's leading media group serving the superyacht industry. It has provided the Asia Superyacht Rendezvous with wonderful coverage since the beginning and has expressed its intent to continue to do so for many years to come. Their coverage is valued in excess of \$200,000 per annum.

- Palace
- PG TV/Phuket Gazette
- The Nation
- Yacht Style



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LOCATION - PHUKET

Phuket is at the centre of the superyacht world with over 75 superyachts cruising through Phuket in 2015.

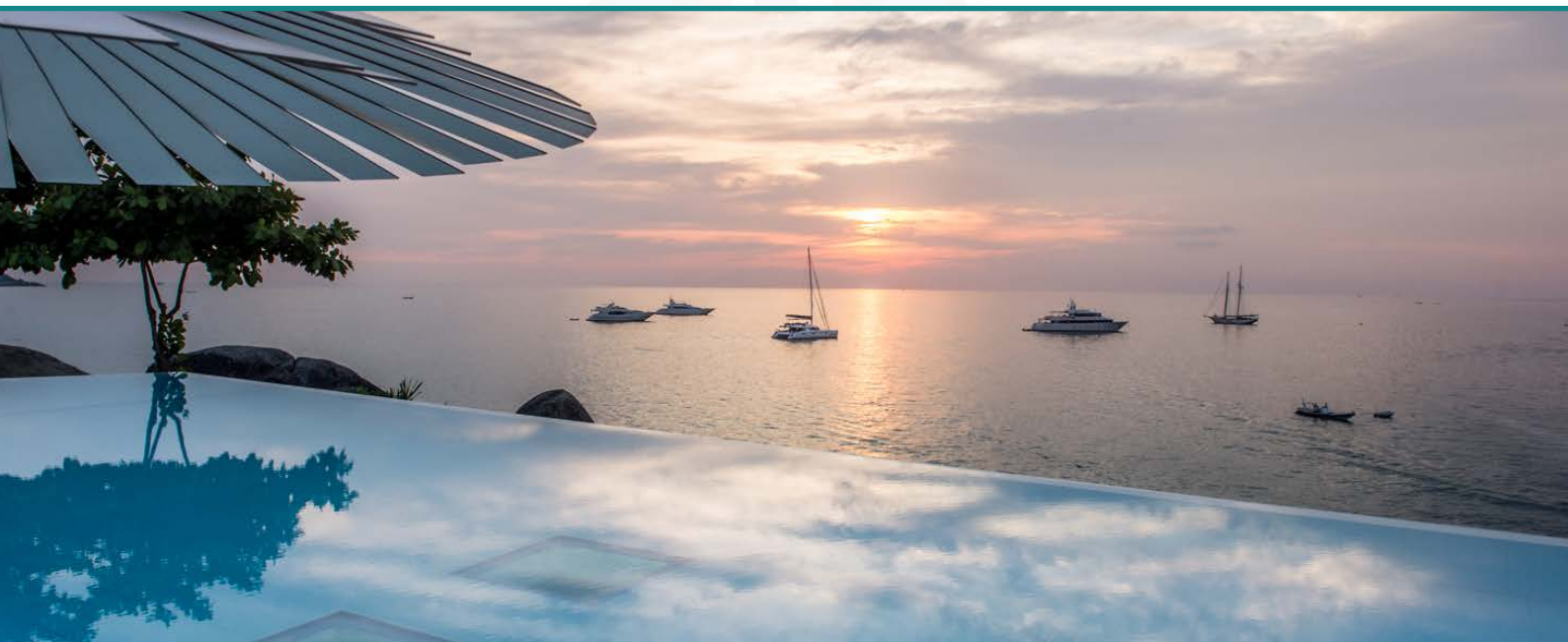
ASR 2016 will encourage these yachts to stay for longer and use it as a base from which to charter.

Phuket is strategically located for yachts coming from the Mediterranean to visit South East Asia and the Pacific beyond. It is considered the main infrastructural 'hub' for large yachts cruising the region, with over 100 superyacht berths available between the Ao Po Grand Marina and Phuket Yacht Haven alone, as well as ample first class service companies.

Phuket is unquestionably the destination hub for large yachts in Asia. Nowhere else is there such a large – nor the capacity to berth them.

Phuket and South East Asia are the perfect locations to engage for the first time in this lifestyle. Phuket is a mecca for a whole host of people who have the financial means to charter a yacht but have had little exposure to the lifestyle so far.

www.phuket.com



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INVENTORIES

| | TITLE & PRESENTING SPONSOR | HOST VENUE SPONSOR | CO-SPONSOR | OFFICIAL SUPPLIERS / MEDIA PARTNERS |
|--|----------------------------|--------------------|------------|-------------------------------------|
| TITLE RIGHTS & CATEGORY EXCLUSIVITY | | | | |
| Rights to title "[Title Sponsor Name] Asia Superyacht Rendezvous 2016 presented by [Presenting Sponsor Name]" for PR and advertising use | Yes | | | |
| Rights to title [Host Venue Name] "Official Host Venue Sponsor of [Title Sponsor Name] Asia Superyacht Rendezvous 2016 presented [Presenting Sponsor Name]" for PR and advertising use | | Yes | | |
| Rights to title [Co-sponsor Name] "Official Co-sponsor of [Title Sponsor Name] Asia Superyacht Rendezvous 2016 presented by [Presenting Sponsor Name]" for PR and advertising use | | | Yes | |
| Rights to title [Official Supplier / Media Partner Name] "Official Co-sponsor of [Title Sponsor Name] Asia Superyacht Rendezvous 2016 presented by [Presenting Sponsor Name]" for PR and advertising use | | | | Yes |
| Company name incorporated in event logo | Yes | No | No | No |
| Category Exclusivity | Yes | Yes | Yes | No |
| BRANDING & MEDIA RIGHTS | | | | |
| Logo on both sides of buoys | Yes | No | No | No |
| Logo on flags on participating superyachts | All | All | | |
| Logo on beach flags (1m x 3m) | X 10 | No | No | No |
| Joint advertising boards with title and presenting sponsors logo at host venue | X 8 | X 8 | X 8 | No |
| Brand name mention and logo in ASR 2016 race reports, press information and advertisements | Yes | Yes | Yes | No |
| Logo on main backdrop on presentation stage | Yes | Yes | Yes | No |
| Logo on presentation stage podium | Yes | Yes | Yes | No |
| Interview area backdrop branding | Yes | Yes | Yes | Yes |
| Banners in Regatta Bar area | Yes | Yes | Yes | Yes |
| Logo on any marketing and sales literature pre and post events, website, stationery, poster, postcards | Yes | Yes | Yes | Yes |
| Short company/product profile & logo on ASR 2016 website sponsors page | Yes | Yes | Yes | Yes |
| Full page Programme advertisement | Premium Location | Yes | Yes | Yes |
| Logo on party invitations | Yes | Yes | Yes | No |
| NAMING RIGHTS | | | | |
| Naming of Race Days | Yes | No | No | No |
| Naming Of VIP Gala Dinner | Yes | No | No | No |
| Regatta Bar naming rights "The [Title Sponsor] Regatta Bar in association with [Presenting Sponsor Name]" | Yes | No | No | No |
| EXPERIENTIAL/PRESENCE MARKETING RIGHTS | | | | |
| Promotional/trade booth in Regatta Village on site and promotional staff and sampling - dependent on venue | Yes | Yes | Yes | No |
| Promotional literature in Goody Bag given to all attending yachts | Yes | Yes | Yes | No |
| HOSPITALITY & NETWORKING RIGHTS | | | | |
| Sail on board one of the superyachts on the race day. Subject to Availability | Yes | Yes | Yes | No |
| Invitations to the VIP Gala Dinner | 10 seat table | 5 invites | 3 invites | 2 invites |
| Invite guests to sail on superyachts on the race day. Subject to Availability | Yes | Yes | Yes | No |
| Invitation to a Opening Day Cocktail Party | 5 invites | 5 invites | 3 invites | 2 invites |
| Invitations to the Feadship Challenge or Competing as a Company Team | Yes | Yes | Yes | Yes |
| ACCOUNT MANAGEMENT | | | | |
| Provision of account manager to manage sponsorship | Yes | Yes | Yes | No |
| Post event media and branding report | Yes | Yes | Yes | No |

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HOSPITALITY

Asia Superyacht Rendezvous 2016 offers a plethora of fantastic opportunities to entertain customers, clients and executives at one of Thailand's most beautiful resorts.

With two days of sailing and parties plus a wealth of relaxation and recreation activities this is an excellent way to do and promote your business.

Sponsors will have a number of opportunities to entertain their guests through bespoke packages at:

- Opening Ceremony Cocktail Party – on board one of the participating superyachts
- Owners & VIP Gala Dinner

SUPERYACHT CHARTER

Following the recent announcement that foreign flagged yachts can now apply for a Superyacht Charter License for Thailand, Asia Superyacht Rendezvous 2016 is offering its sponsors and partners the opportunity to charter a superyacht.

Previously, only Thai-flagged yachts were allowed to operate charters in Thai waters, with foreign yachts having to do Phuket-Malaysia or Phuket-Myanmar charters. That officially changed in 2015, with the granting of a Royal Decree that allows the new charter-licensing scheme.

The new license now offers overseas yacht owners an exciting new cruising destination, Phuket and Southeast Asia, to head to after the end of the summer season in the Mediterranean.

With the diversity of the cruising grounds, steady and relatively calm weather patterns and stunning natural scenery, Phuket is a charter dream!



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BRANDING

Asia Superyacht Rendezvous 2016 is supported by a comprehensive promotional campaign...

PR & MEDIA

Asia Superyacht Rendezvous 2016 offers huge opportunities to create media coverage for sponsors through news PR activity.

There will be coverage in Thai local and national newspapers, Asian regional and international newspapers, TV, Radio and Magazines.

Press releases will also be issued through a variety of regional and international yachting web sites.

ADVERTISING SCHEDULE

The main focus is to achieve media exposure for ASR 2016 and its sponsors through Media Partnerships.

While press releases and email newsletters, together with editorial agreements with Media Partners, achieve widespread

international coverage in print and on the web, it is through advertising that the event can guarantee branding and exposure for sponsors.

SOCIAL MEDIA

Social Media has become one of the most significant means of reaching a target audience.

Asia Superyacht Rendezvous makes intensive use of a variety of social media platforms including Facebook, YouTube and Twitter, which have created a huge increase in interest from sailors and sponsors alike.

- Facebook: www.facebook.com/AsiaSuperyachtRendezvous
- Twitter: www.twitter.com/ASR_Thailand
- YouTube: www.youtube.com/user/AsiaSuperyachtRV
- LinkedIn: www.linkedin.com/in/superyachtrendezvous

EXPERIENTIAL MARKETING

The guests at ASR 2016 fit perfectly into the customer and consumer sector, which has the purchasing power to buy and appreciate luxury goods.

ASR 2016 provides sponsors with a mixture of:

- High Net Worth Individuals from media celebrities to business entrepreneurs from all industries
- Corporate high flyers from media and advertising

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ORGANISERS

Asia Superyacht Rendezvous is organised by Asia Pacific Superyachts.

Asia Pacific Superyachts is Asia's number one superyacht agency, providing expert services to yachts coming into Asia with regional coverage and extensive local knowledge. Its reputation in providing the very highest level of service to superyachts, from their 15 offices in 17 countries is unrivaled.

CONTACT

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