



COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

# ONE OF THE MOST EXCLUSIVE EVENTS ON THE ASIAN YACHTING CALENDAR

## KATA ROCKS SUPERYACHT RENDEZVOUS 2017

PHUKET, 8 - 10 DECEMBER 2017

Kata Rocks Superyacht Rendezvous 2017 (KRSR 2017) is one of the most exclusive events on the Asian yachting calendar.

Marking the start of the yachting season, the event is attended by some of the most luxurious yachts in Asia and the Pacific, including: Burgess; Feadship; Ferretti Yachts; Lee Marine; Northrop & Johnson; Princess Yachts South East Asia; Seal Superyachts; Simpson Marine; and many more.

Repeating the success of 2016's inaugural event, the exclusive KRSR 2017 is returning to Phuket's award-winning Kata Rocks between 8 - 10 December 2017.

Marking the beginning of the charter season in Thailand, KRSR 2017 is the perfect opportunity for superyacht owners from all over Asia to meet like-minded individuals in a relaxed setting.

Held in conjunction with other yachting events on Phuket during December, KRSR 2017 focuses on the social side of the yachting

industry, bringing together superyacht owners and industry partners for three days of fun and networking in a relaxed social environment.

By invitation only, KRSR 2017 is designed to bring like-minded people together from a personally curated guest list that features Kata Rocks villa owners, superyacht owners, HNW and UHNW individuals interested in yachting, yachting industry professionals plus an influential mix of international and regional luxury and yachting media.

KRSR offers a series of bespoke activities, glamorous parties and social events that effortlessly mixes networking and socialising in a relaxed and luxurious environment.

The continued success of the Kata Rocks Superyacht Rendezvous is a testament to the growing popularity of Phuket as a premier superyacht cruising ground in Asia. The waters around the island are full of interesting routes and countless small islands to explore and the region's international standard marinas, complete with high quality support services and improving infrastructure, makes this one of the most popular cruising destinations in Asia-Pacific.

## 5-YEAR EVENT PLAN

EXCEED  
MEDIA VALUE  
USD  
\$1 MILLION

20  
SUPERYACHTS  
OVER 24 METRES  
IN LENGTH

20  
MEDIA  
PARTNERS

150  
UHNW / HNW  
INDIVIDUALS WITH  
AN INTEREST IN  
YACHTING

*Kata Rocks Superyacht Rendezvous 2017 has a comprehensive Commercial Sponsorship and Partnership Program that enables corporate Asia to get involved with the world of yachting.*

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### SPONSORSHIP PACKAGES

The growing popularity of yachting in Asia makes it the ideal platform for companies to increase their brand awareness with the right clientele

Companies who associate themselves with KRSR 2017 align themselves with an event that epitomises prestige and excellence.

#### TIER 1: PRESENTING SPONSOR

One Presenting Sponsor with naming rights to the event e.g. Kata Rocks Superyacht Rendezvous 2017 presented by [Presenting Sponsor Name]

#### TIER 2: CO-SPONSORS

Up to six Co-sponsors from non-competing categories

#### TIER 3: OFFICIAL SUPPLIERS & MEDIA PARTNERS

Up to 10 Official Suppliers providing goods and services that are essential to the event

Up to 10 Media Partners providing editorial and advertising support

#### SUPERYACHT PARTNERS & INDUSTRY SUPPORTERS

Packages for Superyacht owners and yachting/marine industry businesses

*Integrate your marketing with Kata Rocks Superyacht Rendezvous 2017*

### TESTIMONIALS FROM INAUGURAL 2016 SHOW

*"The organisers of the 2016 Kata Rocks Superyacht Rendezvous have exceeded all our expectations. Kata Rocks hosted very energetic parties attracting the right crowd and organised a memorable owner's dinner. The 2017 cruising season could not have had a better kick-off. With KRSR, Phuket is now well and truly Asia's top yachting destination."*

**BAS NEDERPELT, COMMERCIAL DIRECTOR FEADSHIP**

*"Overall we are thrilled by the response we have received from all KRSR participants. Feedback has been extremely positive and it is very gratifying to help elevate Phuket to elite status as a true luxury destination and superyacht playground."*

**RICHARD POPE, KATA ROCKS' & INFINITE LUXURY CHIEF EXECUTIVE**

*"We were very impressed with the inaugural Kata Rocks Superyacht Rendezvous. It was a professionally organised event with an excellent social programme and an impressive array of yachts joining the rendezvous. As well as launching the Asia charter season we are confident that the KRSR will become an important fixture in the international yachting calendar,"*

**RICHARD LAMBERT, MANAGING DIRECTOR ASIA BURGESS**

*"Kata Rocks is proud to now be organising this prestigious event and to once again be hosting the owners of superyachts between the Phuket King's Cup Regatta and the Thailand Yacht Show."*

**SCOT TOON, GENERAL MANAGER KATA ROCKS**

*"This event is a great opportunity for yacht owners and charter brokers to showcase their yachts in leading yachting and globally renowned luxury media publications."*

**MICHAEL NURBATLIAN, MARKETING DIRECTOR INFINITE LUXURY**



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## WHY GET INVOLVED?

Association with Kata Rocks Superyacht Rendezvous 2017 offers sponsors numerous benefits including:

### BRAND, CATEGORY EXCLUSIVITY & INTELLECTUAL PROPERTY

**Brand Association & Alignment** - with a leading superyacht event brand recognised both globally and regionally. Be part of a series of coordinated yachting events in Thailand: the iconic Phuket King's Cup Regatta, the prestigious Kata Rocks Superyacht Rendezvous and the Thailand Yacht Show

### MEDIA & PROMOTION

**Promotional Marketing** - branding in marketing collateral at: the event; in the Official Welcome Booklet; press releases; invitations; and via a pre and post regional marketing campaign

**PR & Publicity** - huge PR opportunity, being featured in leading yachting and luxury media publications, at the start of the Asian yachting season

**Digital** - branding on event websites and social media and featured in blog posts and e-news sent to a database of industry as well as exposure on Kata Rocks' social media feeds - over 100,000 fans and guests

### SAMPLING & SALES

**Experiential** - opportunity to have a brand activation area at the regatta

**Driving Sales** - showcase vessels available for charter or for sale at the start of the Asian season

### BUILDING RELATIONSHIPS

**Hospitality** - entertaining target audiences both internal and external. Join the Charter Season Opening Party for owners and yachting professionals to celebrate the start of the Asian yachting season

**Networking** - connect directly with potential charter clients and yacht purchasers in a social environment

## THE EVENT AT A GLANCE

- Open to both sailing and motor yachts over 24 metres in length, visiting or based in Phuket
- Anchorage in front of Kata Rocks
- Complimentary use of Kata Rocks resort facilities including Infinite Luxury Spa
- Thai Cooking Classes
- Wine & Cheese Master Class
- Kid's Club
- Family friendly event for owners and loved ones
- Exclusive Owners Dinner
- Opening Reception on a superyacht
- Gins of the word sunset cocktails
- Yacht Hops
- Big Boys Toys
- Keynote Presentations
- Beach BBQ
- Opening Charter Season Party





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## ATTENDEES

**55**

HNW & UHNW  
GUESTS INTERESTED  
IN YACHTING

**10**

SUPERYACHT  
OWNERS

**150**

HIGH PROFILE  
GUESTS

**35**

INTERNATIONAL  
& REGIONAL LUXURY  
& YACHTING MEDIA

**65**

YACHTING  
INDUSTRY  
PROFESSIONALS

**10**

KATA ROCKS  
VILLA OWNERS

**15**

INFINITE  
LUXURY  
EXECUTIVES

## PR & MARKET VALUE 2016



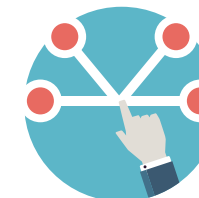
**USD  
\$720,000**

QUANTIFIED PR  
& MARKETING VALUE



**OVER 25**

ARTICLES PUBLISHED  
IN PRINT MAGAZINES



**OVER 500,000**

REACHED THROUGH 18 ENEWSLETTER  
KRSR & PARTICIPATING PARTNERS

**OVER 300**

FEATURE POST ON VARIOUS  
SOCIAL MEDIA CHANNELS

**REACH OVER  
5M PEOPLE**

COMBINED ONLINE, SOCIAL  
AND PRINT MAGAZINES

**OVER 50**

ARTICLES PUBLISHED  
ONLINE CHANNELS

**KRSR VIDEOS GENERATED OVER  
200,000 VIEWS**

REACH 500,000 PEOPLE ON  
VARIOUS CHANNELS





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## KRSR 2016 SCHEDULE

### DAY 1 - HIGHLIGHTS

#### RESORT SHOWCASE

A chance to try the various complimentary activities at Kata Rocks including: Spa Treatments At The Infinite Luxury Spa; Yoga Classes; Penfolds Wine & Cheese Master Class; Thai Cooking Classes; Kid's Club; & More...

#### KEYNOTE PRESENTATIONS

In 2016 there were two keynote presentations: by Jodie Chapman from 77 design (Singapore), a leading yachting design expert; and Nicky André from Hemisphere Crew Solutions (Monaco), a leading yachting expert on crew management.

#### 'YACHT HOP'

Yacht owners, media and guests are invited to board the various yachts.

#### KRSR 2017 OPENING RECEPTION

Kata Rocks launches the KRSR 2017 event with an exclusive reception on a Superyacht (TBA).

### DAY 2 - HIGHLIGHTS

#### CRUISE DAY

Starting with a line-up of the fleet for media photos, then cruise for a Beach BBQ.

#### RENDEZVOUS FOR A BEACH BBQ

At The Surin Phuket, Pansea Beach.  
GPS 7°58'53.3"N 98°16'34.6"E.

#### SUNSET COCKTAILS & TAPAS

At The Bar at Kata Rocks introducing 'Gins of the World'.

#### FEADSHIP OWNER'S DINNER

In a Kata Rocks' Penthouse. This exclusive invitation-only dinner is for a select group of VIP guests - the Superyacht and Kata Rocks villa owners.

### DAY 3 - HIGHLIGHTS

#### CHAMPAGNE MEDIA BREAKFAST

This exclusive invitation-only breakfast is for a selected group of media and VIP guests.

#### RESORT SHOWCASE

A chance to try the various complimentary activities at Kata Rocks including: Spa Treatments At The Infinite Luxury Spa; Yoga Classes; Louis XIII Cognac Master Class; Thai Cooking Classes; Kid's Club; & More.

#### 'BIG BOYS TOYS'

Demonstrations and trials of various marine toys.

#### KATA ROCKS CHARTER SEASON OPENING PARTY

The Grand Finale including a live Band, DJ, food and fun. Dress to impress! at the Kata Rocks Bar & Restaurant.





## KRSR 2017 SCHEDULE

### DAY 0 - THURSDAY 7TH DECEMBER, 2017

5pm-6pm Rendezvous Partner Briefing  
8pm-11pm Kata Rocks Owners' Dinner

### DAY 1 - FRIDAY 8TH DECEMBER, 2017

9am-3pm King's Cup Superyacht Experience  
10am-3pm Resort Showcase  
4pm-6pm Superyacht Brand (TBA) Cheese & Wine Tasting / Masterclass  
6pm-11pm Opening Party on a Superyacht

### DAY 2 - SATURDAY 9TH DECEMBER, 2017

9pm-12pm Cruise Event & Beach BBQ | The Surin  
6pm-8pm Superyacht Brand (TBA) Sunset Cocktails  
8pm-11pm Superyacht Owner's Dinner (TBA) - Kata Rocks Sky Villa

### DAY 3 - SUNDAY 10TH DECEMBER, 2017

10am-12pm Champagne Media Breakfast + Interviews  
10am-3pm Resort Showcase  
12pm Lunch organised a superyacht brand (pool deck)  
2pm-4pm Big Boys Toys & Yacht Hop  
4pm-6pm Superyacht Brand (TBA) Cheese & Wine Tasting / Masterclass  
6pm-11pm Closing Party at Kata Rocks

Subject to change

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## HOST VENUE - KATA ROCKS

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

From the resort's ocean view terraces guests can see the glimmering Andaman Sea with superyachts moored off the nearby glamorous island of Koh Phu.

At Kata Rocks every element of this award-winning resort is addressed with painstaking attention to detail. This allows Kata Rocks to seamlessly blend signature Thai hospitality with a truly world class location, creating a true flagship hotel for its owning company, Infinite Luxury.

Infinite Luxury is an industry leader recognised by influential global media and travel industry experts for its excellent design and architecture, creative sales and marketing, outstanding events management and service excellence. Recipient of numerous awards including the highly coveted 'Best Apartment In The World' for Kata Rocks by the 'International Property Awards' in London - Infinite Luxury is recognised for providing the very best in luxury hospitality.

In October 2016, Kata Rocks had the honour of being named one of the 25 best hotels in South East Asia by the prestigious Conde Nast Travellers 2016 Readers' Choice Awards. This brings the total to over 40 international awards.

[www.katarocks.com](http://www.katarocks.com)  
[www.infinite.luxury](http://www.infinite.luxury)

## LOCATION - PHUKET

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

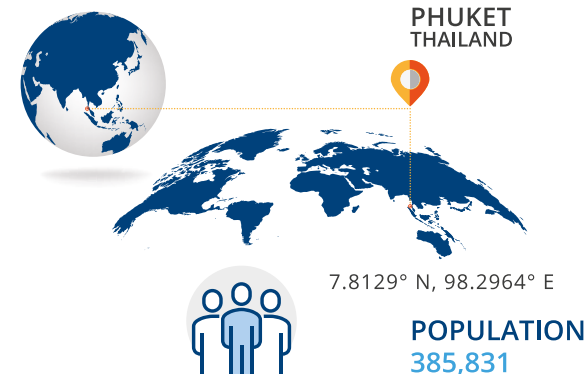
The timing of the KRSR 2017 will encourage these yachts to stay for longer and use it as a base from which to charter as the regatta coincides with other yacht shows such as The Thailand Yacht Show and the Phuket Kings Cup Regatta.

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](http://www.phuket.com)





## PARTICIPATING YACHTS

In 2016, The Kata Rocks Superyacht Rendezvous was delighted to welcome an impressive fleet of over a dozen elite superyachts, representing the most stunning spectacle of superyachts ever assembled in Phuket, Thailand. A similar showing is expected in 2017.

### INAUGURAL SHOW PARTICIPATING SUPERYACHTS

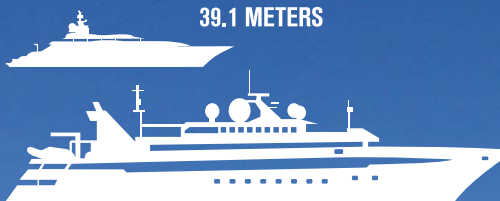
MY Lauren L	- 93M
SY Dunia Baru	- 51M
MY Northern Sun	- 51M
MY Azul A	- 34M
SY Ocean Runner 110	- 34M
MY After 8	- 29.9M
SY Dallinghoo Schooner	- 29.6M
MY Pershing 92	- 28M
Stereden Ann Esperanz	- 28M
SY Aspiration	- 26.2M
MY Princess 77	- 24M

### INAUGURAL SHOW PARTICIPATING YACHTS

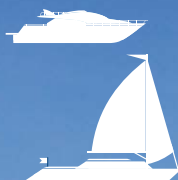
MY Monte Carlo MCY70	- 21.3M
Arabella	- 21.4M
BLAZE II	- 19M
Reely Nauti Too	- 16.5M
Zeelander Z44	- 13.5M
Atari VI	- 12.4M

### BOATS ON DISPLAY

Average Size  
**39.1 METERS**



Longest Superyacht  
**93M LAUREN L (2002)**



Superyacht on display **11**

Yacht on display **6**

Motor Yachts on display **10**

Sail Yachts on display **7**

Yacht available  
for charter or sale **14**

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## 2016 SPONSORS & PARTNERS

### RIGHTS HOLDER



### TITLE SPONSOR / HOST VENUE



### MEDIA PARTNERS



### OFFICIAL SUPPLIERS



### SUPERYACHT PARTNERS



### INDUSTRY SUPPORTERS





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INVENTORIES	PRESENTING SPONSOR	CO-SPONSOR	OFFICIAL SUPPLIERS / MEDIA PARTNERS
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS</b>			
Rights to title "Kata Rocks Superyacht Rendezvous 2017 presented by [Presenting Sponsor Name]" for PR and advertising use	Yes		
Rights to title [Co-sponsor Name] "Official Co-sponsor of Kata Rocks Superyacht Rendezvous 2017 presented by [Presenting Sponsor Name]" for PR and advertising use		Yes	
Rights to title [Official Supplier / Media Partner Name] "Official Supplier / Media Partner of Kata Rocks Superyacht Rendezvous 2017 presented by [Presenting Sponsor Name]" for PR and advertising use			Yes
Category Exclusivity	Yes	Yes	
<b>INTELLECTUAL PROPERTY &amp; BRANDING RIGHTS</b>			
Logo at all events, where applicable	Yes	Yes	
Logo on any Interview area backdrop branding	Yes	Yes	Yes
<b>MEDIA &amp; PROMOTIONAL RIGHTS</b>			
Right to use association in all promotional campaigns covering any PR and advertising	Yes	Yes	
Inclusion in Official Welcome Booklet	Yes	Yes	Yes
<b>DIGITAL &amp; SOCIAL MARKETING</b>			
Branding on rendezvous emails, website, and all site communications including e newsletters	Yes Prominent	Yes	Yes
Part of digital engagement programme including access to any live video blogging, interviews, Twitter Q&As, Tweets & FB posts	Yes Prominent	Yes	

INVENTORIES	PRESENTING SPONSOR	CO-SPONSOR	OFFICIAL SUPPLIERS / MEDIA PARTNERS
<b>EXPERIENTIAL / PRESENCE MARKETING PROGRAMME</b>			
Promotional Material on site and promotional staff and sampling	Yes	Yes	
Promotional literature in Goody Bag given to all attending superyachts	Yes	Yes	
<b>HOSPITALITY &amp; NETWORKING PROGRAMME</b>			
Invitations to the Opening Reception	Yes	Yes	Yes
Invitation to Beach BBQ	Yes	Yes	Yes
Invitations to Sunset Cocktails	Yes	Yes	Yes
Invitations to the Feadship Owners Dinner	Yes		
Invitations to Kata Rocks Charter Season Opening Party	Yes	Yes	Yes

Subject to change and sponsor requirement

## SUPERYACHT PARTNERS & INDUSTRY SUPPORTER PACKAGES

We have opportunities for our Superyacht Partners and Industry Supporters at the following levels, which offer branding and hospitality benefits.

### SUPERYACHT PARTNER

- Use the event's name/logo in your own publicity (e.g. "Official Superyacht Partner of...")
- Logo/hotlink on event website sponsors' page
- Logo in Official Welcome Booklet
- VIP passes
- Promotional literature at event
- Logo on stage / interview area backdrop(s)

### INDUSTRY SUPPORTERS

- Use the event's name/logo in your own publicity (e.g. "Official Industry Supporter of...")
- Logo/hotlink on event website sponsors' page
- Logo in Official Welcome Booklet
- VIP Passes
- Promotional literature at event
- Logo on stage / interview area backdrop(s)





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## PR & MEDIA

Kata Rocks Superyacht Rendezvous 2017 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.

Additional coverage guaranteed through Kata Rocks Superyacht Rendezvous 2017 Media Partners.



Target Marketing & PR  
**500,000**  
US\$

Articles Published by Leading Media  
**75+**



Actual Marketing & PR  
**720,000**  
US\$

Reach via Media, PR, and Social  
**5M+**



Media Partners **20+**  
Yachting • Lifestyle • Luxury Travel • Business • People Magazines

Key Media Publications  
Forbes • DestinAsian • Superyacht • Robb Report • Prestige • Yacht Style  
and many more

## HOSPITALITY

Kata Rocks Superyacht Rendezvous 2017 offers a plethora of fantastic opportunities to entertain customers, clients and executives at one of Thailand's most beautiful resorts.

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

Opening Reception  
Cruise Day  
Beach BBQ  
Feadship Owners Dinner  
Champagne Media Breakfast  
Kata Rocks Charter Season Opening Party



## EXPERIENTIAL MARKETING

The guests at Kata Rocks Superyacht Rendezvous 2017 provides sponsors with a mixture of:

Ultra High Net Worth Individuals  
High Net Worth Individuals  
Media  
Celebrities  
Business Entrepreneurs From All Industries  
Corporate High Flyers From Media & Advertising



### GUESTS

HNW/UHNW **55**  
Yachting **65**  
Infinite Luxury **15**  
Media **35**  
Suppliers **25**  
High Profile Guests **150**

**TOTAL 345**



We do not wish to grow the number of attendees.  
The goal is to attract more of 'High Profile' and highly discerning guests.





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## ORGANISERS - INFINITE LUXURY

Infinite Luxury is one of Thailand's foremost Property Development & Resort Management brands, led and managed by a team of industry experts based in Phuket.

The Infinite Luxury organisation is led by CEO, Richard Pope; who has spent more than 35-years developing and managing a number of highly successful construction and real-estate companies, initially in London's most prosperous areas and more recently in Phuket.

Richard is a well-known and highly-respected property developer and manager for his own organisations, as well as those of many high net-worth individuals. Richard's track record and reputation in this highly competitive arena are second to none.

The enormous success of Kata Rocks, has allowed Infinite Luxury to stand at the forefront as a major contender for future projects in property development and resort management in Phuket and the region. This is especially significant as Phuket continues to be increasingly recognized as one of the leading resort and travel destinations in Asia.

Supported by a strong and evolving infrastructure, excellent beaches, numerous leisure amenities and a sophisticated market, many industry experts forecast very strong prospects for the luxury property and resort market in Phuket.

[www.infiniteluxury.com](http://www.infiniteluxury.com)

## CONTACT

### INFINITE LUXURY

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Fax: +66 7637 0777  
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[www.katarockssuperyachtrendezvous.com](http://www.katarockssuperyachtrendezvous.com)

### Michael Nurbatlian - Marketing Director

(English Speaking)  
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Tel. +66 7637 0777

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