



KATA ROCKS SUPERYACHT RENDEZVOUS 2018

PHUKET, 7 - 9 DECEMBER 2018

Now in its third year, Kata Rocks Superyacht Rendezvous 2018 (KRSR 2018) is one of the most exclusive events on the Asian uachting calendar.

Marking the start of the uachting season, the event is attended by leading luxury yachting brands, prestigious shipyards and the most respected brokerage houses including: Feadship; Royal Huisman; Burgess; Princess Yachts South East Asia; Benetti; Lee Marine; Northrop & Johnson; Seal Superyachts; and many more.

Repeating the success of the first two events event, the exclusive KRSR 2018 is returning to Phuket's award-winning Kata Rocks between 7 - 9 December 2018.

Marking the beginning of the charter season in Thailand, KRSR 2018 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 2018 focuses on the social side of the yachting industry, bringing together superyacht owners, influential guests and industry partners for three days of fun and networking in a relaxed social environment.

By invitation only, KRSR 2018 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 uachting media.

KRSR 2018 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









Kata Rocks Superyacht Rendezvous 2018 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 with the right clientele.

Companies who associate themselves with KRSR 2018 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 2018 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 2018







TESTIMONIALS FROM PREVIOUS SHOWS

"As co-sponsors Feadship has always believed in the Asia region as we have quite a few Asian clients. We've built a trustworthy relationship with them and the KRSR is great brand fit with Feadship." FAROUK NEFZI, Feadship Brand Director

"The Kata Rocks Superyacht Rendezvous concept is great, and I love the fact that there is now such a fun, social event like this on the Asian calendar. Owners and industry insiders have been talking about the need for decades and the fact that Kata Rocks organises the KRSR in Asia is tremendous."

STEWART CAMPBELL, Editor Boat International

"Many Congratulations on such a wonderful Kata Rocks Superyacht Rendezvous. This is just what the boating industry in Phuket needs. A superbly organised event, luxury life style and boating in Phuket at its very best. It is a pleasure to work with you."

ROBERT HAWKINS, CEO PMYA Asia

"Thanks for an amazing weekend, you guys did a great job!!!! I suspect that this event really is going to be a date in people's diary's each year!"

SIMON PHILIPS, CEO SeaJet International

"Congratulations on another successful edition of Kata Rocks Superyacht Rendezvous and THANK YOU once again for your hospitality."

PAUL POOLE, Managing Director

"Just wanted to give a big thank you for inviting us to the Kata Rocks Superyacht Rendezvous. What an amazing event. I was blown away! I think it's the best event I've been to in my entire life. The attention to detail and the organisation was just stunning. Everything was timed perfectly, no waiting times, the food and drinks were delicious. We especially enjoyed going on the yachts. Everything was incredible. It was great to meet all the other owners. We made some new friends there. All in all, a BIG thank you, truly! It does really feel like infinite luxury."

JONAS TORRANG, KR Villa Owner

"Thank you to you and your team for a stunning event. It's a real honour to be invited, let alone a part of proceedings. A huge undertaking done with real finesse and camaraderie. If there is anything at all I can assist with in the afterglow, please let me know."

JODY C B CHAPMAN, CEO Seventy Seven Design

"I wanted to send a heart felt thank you, to all that assisted Hemisphere during KRSR 2017. Michael I especially want to say, Tim and Tom were great in assisting with structuring and development of the flyer, it was very professionally structured and went down well!"

NICKY ANDRÉ, Managing Director Hemisphere Crew Solutions

"Thanks so much for organising such a great event and extending your kind invitation to attend." CHANTAL BORCIANI, Luxury Travel Writer

"Thanks very much again for the fantastic event."

NATALIE YE, Marketing Manager - BENETTI ASIA LTD

"Bravo once again for a well balanced and organised Kata Rocks event! I very much enjoyed it. Thanks in advance & looking forward to more cooperation ahead."

GAEL BURLOT, CEO LUX INC Media







ONE OF THE MOST EXCLUSIVE EVENTS ON THE ASIAN YACHTING CALENDAR

WHY GET INVOLVED?

Association with Kata Rocks Superyacht Rendezvous 2018 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 Rendezyous and the Phuket Rendezyous

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 professionals as well as exposure on Kata Rocks' social media feeds - over 100,000 fans and quests

The 2018 Rendezvous generated public relations and marketing support in excess of USD 1,100,000, rightfully reaching its five-year target during its second year of operation.

SAMPLING & SALES

Experiential - opportunity to have a brand activation area at the rendezvous

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 & 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 & Loved Ones
- Exclusive Owners Dinner
- Opening Reception On A Superyacht
- Gins Of The World Sunset Cocktails
- Private Brunch on Superyachts
- Yacht Cruise
- Yacht Hops
- Big Boys Toys
- Keunote Presentations
- Private Beach BBQ
- Opening Charter Season Partu









IN THE ASIAN YACHTING CALENDAR



GUESTS 2017

100 - HNW & UHNW

30 - Superyacht Owners

50 - Yachting Industry Professionals

15 - Infinite Luxury Executives

30 - Media

20 - Suppliers

80 - High Profile Guests



PR & MARKET VALUE 2017

TARGET MARKETING & PR USD \$600,000

ARTICLES PUBLISHED BY LEADING MEDIA 100+



7M+

ACTUAL MARKETING & PR USD\$1.1M+





MEDIA PARTNERS 20+

KEY MEDIA PUBLICATIONS Boat International - Prestige - Rob Report -Tatler – The Australian Financial Review and many more





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KRSR 2018 SCHEDULE

DAY 0 - THURSDAY 6TH DECEMBER, 2018

Infinite Luxury Club Owners' Dinner presented by Infinite Luxury (private event) 8-11pm

DAY 1 - FRIDAY 7TH DECEMBER, 2018

Rendezvous Partner Briefing 9am-10am King's Cup Superyacht Experience 10am-3pm

6pm-11pm KRSR Opening Reception – exclusive reception at Kata Rocks

DAY 2 - SATURDAY 8TH DECEMBER, 2018

11.30am-4pm Rendezvous for a Beach BBQ | The Surin, Phuket, Pansea Beach Superyacht Owner's Dinner – exclusive private dinner for select VIP 7pm-11pm

quests at Kata Rocks' Penthouse

DAY 3 - SUNDAY 9TH DECEMBER, 2018

9.30am-11.30am Champagne Media Breakfast – invitation only for a select group of media

and VIP quests

1pm-5pm Big Boys Toys – demonstrations and trials of various marine toys

Yacht Hop – yacht owners, media and guests invited to board the various yachts 2pm-4pm

4pm-5pm Superyacht Line-up – line-up of the fleet for media and drone photos

6pm-11pm Kata Rocks Charter Season Opening Party – Grand Finale including live brand,

DJ, food and fun

Subject to change





HOST VENUE - KATA ROCKS

A haven of calm and unspoiled beauty on the Andaman Sea, Kata Rocks is a truly remarkable resort and private residence. Featuring 34 'superyacht inspired' palatial Sky Pool Villas – with one, two, three or four bedrooms – set around large airy living areas, open plan kitchens and private swimming pools ranging from seven to 14 m in length. This iconic luxury Phuket resort is set in one of the world's most dynamic beach destinations, where Kata Rocks has built a reputation for its style, design and service excellence. Born out of the vision of its CEO, Richard Pope, Kata Rocks is the ultimate Phuket destination and year-round attracts a discerning international community.

The oceanfront resort is perched on a small cape between Kata and Kata Noi beaches, with its very own private jetty. 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 innovative management, excellent design and architecture. The resort has won more than 50 international property and hospitality awards, including the highly coveted 'Best Apartment in the World' at the International Property Awards and a spot in Conde Nast Traveler's '25 Best Hotels in South East Asia'.

www.katarocks.com www.infiniteluxury.com

LOCATION - PHUKET

Phuket is at the centre of the superyacht world with around 75 superyachts cruising through Phuket each year.

The timing of the KRSR 2018 will encourage these yachts to stay for longer and use it as a base from which to charter as the regalta 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







PARTICIPATING YACHTS 2017

In 2017, The Kata Rocks Superyacht Rendezvous was delighted to welcome an impressive fleet of 16 elite superyachts, representing the most stunning spectacle of superyachts ever assembled in Phuket, Thailand. A similar showing is expected in 2018.

Sunbird Yachts

Ferretti Yachts

2017 PARTICIPATING SUPERYACHTS

MY Lady Christine 70 m / 224ft Feadship SY Zen 53 m / 175 ft Global Adventure Group Ltd., and Zygmunt Choren MY Northern Sun 51m / 167ft Narasaki Shipyard Timmerman Yachts MY Latitude 44 m / 143 ft MY Azul A 34m / 111.55ft Moonen Shipyard MY Princess Sauvage 32 m / 105 ft **Princess Yachts** 32 m / 105 ft MY Dolce Vita Numarine MY Aquarius S 32 m / 106 ft Falcon MY Blosson 32 m / 104ft Astondoa MY Silverlining 31.4 m / 103 ft Sparkman & Stephens SY Dallinghoo Schooner 29.6m / 97ft S.A. Pritchard 27.5 m / 90 ft SY Orient Pearl Classic custom built schooner Monte Carlo 86 26 m / 86 ft Monte Carlo Yachts 25.9 m / 85 ft MY Ferretti 850 Ferretti Yachts

PARTICIPATING YACHTS

MY Lady Kathryn

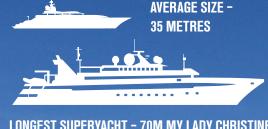
MY Ferretti 720

Splo Chowa 22.5m / 74 ft Splo Yachts Design Sunseeker Manhattan 66 21 m / 70 ft Sunseeker Yachts Azimut Flybridge 64 20m / 64 ft **Azimut Yachts** MY Princess 60 18 m / 60 ft Princess Yachts MY Reely Nauti Too 16.5m / 54ft 13.5m / 44ft MY Zeelander Z44 Zeelander Yachts Atari VI 12.4m / 40ft Lee Marine

24 m / 78 ft

22 m / 72 ft

BOATS ON DISPLAY



LONGEST SUPERYACHT - 70M MY LADY CHRISTINE



SUPERYACHTS ON DISPLAY - 16 **YACHTS ON DISPLAY - 6 MOTOR YACHTS ON DISPLAY - 17** SAIL YACHTS ON DISPLAY - 4 YACHTS AVAILABLE FOR CHARTER OR SALE - 14

NO N

ONE OF THE MOST ON THE ASIAN YACHTING CALENDAR







ONE OF THE MOST EXCLUSIVE EVENTS ON THE ASIAN YACHTING CALENDAR

2017 SPONSORS & PARTNERS

RIGHTS HOLDER







CO-SPONSOR



PARTICIPATING PARTNERS











Contest



SEN:400.

MEDIA PARTNERS

























SUPPLIER PARTNERS



















Wine Gallery











SUPERYACHT PARTNERS



LEE MARINE





PRINCESS



ROYAL HUISMAN



SANLORENZO







ISLAND PARTNERS































YACHTING CALENDAR

	INVENTORIES	PRESENTING Sponsor	CO-SPONSOR	OFFICIAL Suppliers / Media partners			
	CATEGORY EXCLUSIVITY & TITLE RIGHTS						
	Rights to title "Kata Rocks Superyacht Rendezvous 2018 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 2018 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 2018 presented by [Presenting Sponsor Name]" for PR and advertising use			Yes			
	Category Exclusivity	Yes	Yes				
	INTELLECTUAL PROPERTY & BRANDING RIGHTS						
	Logo at all events, where applicable	Yes	Yes				
	Logo on any Interview area backdrop branding	Yes	Yes	Yes			
	MEDIA & PROMOTIONAL RIGHTS						
	Right to use association in all promotional campaigns covering any PR and advertising	Yes	Yes				
	Inclusion in Official Welcome Booklet	Yes	Yes	Yes			
	DIGITAL & SOCIAL MARKETING						
	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
EXPERIENTIAL / PRESENCE MARKETING PROGRAMME			
Promotional material on site and promotional staff and sampling	Yes	Yes	
Promotional literature in Goody Bag given to all attending superyachts	Yes	Yes	
HOSPITALITY & NETWORKING PROGRAMME			
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 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 2018 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 2018 Media Partners.



TARGET **600,000** US\$

ACTUAL **OVER 1,000,000** US\$







REACH

REACH

OVER 7M PEOPLE

HOSPITALITY

Kata Rocks Superyacht Rendezvous 2018 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 Dau

Beach BBQ

Owners Dinner

Champagne Media Breakfast

Kata Rocks Charter Season Opening Party

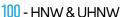


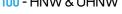
EXPERIENTAL MARKETING

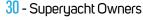
The guests at Kata Rocks Superyacht Rendezvous 2018 provides sponsors with a mixture of:

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

GUESTS 2017









15 - Infinite Luxury Executives

30 - Media

20 - Suppliers

80 - High Profile Guests









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 Phyket.

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 Physet.

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 recognised 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

CONTACT

c/o Kata Rocks Co. Ltd.

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