



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

COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

## KATA ROCKS SUPERYACHT RENDEZVOUS 2019

PHUKET, 12 - 15 DECEMBER 2019

Now in its fourth year, Kata Rocks Superyacht Rendezvous is the most exclusive invitation-only superyacht event in Asia, welcoming superyacht owners, Kata Rocks villa owners and the Asian glitterati.

Guests can expect magnificent superyachts, bespoke activities and glamorous parties set in a relaxed and luxurious environment.

Marking the start of the yachting 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, the exclusive KRSR 2019 is returning to Phuket's award-winning Kata Rocks between 12 - 15 December 2019.

Marking the beginning of the charter season in Thailand, KRSR 2019 is the perfect opportunity for superyacht owners from all over Asia to meet like-minded individuals in a relaxed setting.

KRSR 2019 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 2019 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.

The event 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 2019 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 2019 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 2019 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 2019*



2 WELCOMES THE MOST PRESTIGIOUS BRANDS FROM THE YACHTING WORLD INCLUDING FEADSHIP AND ROYAL HUISMAN





**KATA ROCKS**  
SUPERYACHT RENDEZVOUS  
BY INFINITE LUXURY

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## TESTIMONIALS

*"The KRSR is a unique opportunity where owners and enthusiasts interact at well-organised events and casual gatherings. Southeast Asia is truly uncharted grounds, and KRSR has shown everyone the region's potential."*

**LESTER LAM, Chairman, Camper & Nicholsons Asia**

*"Thank you for the amazing hospitality. My family and I really enjoyed it. The event is very well organised and I look forward to collaborating again in the near future."*

**DR CHATTHA 'BOYD' SONGTHAVEEPOL, Chairman, Penta Media**

*"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**

*"The Kata Rocks Superyacht Rendezvous 2019 proved to be the perfect parade ground for iAQUA's big reveal. After 2 years of intense development we were able to showcase our brand-new Stingray product to the right audience in the perfect location. It felt like we hit all the right notes for our debut."*

*"The Kata Rocks team tailored a bespoke event to showcase our sub-aqua water jets throughout the weekend, without it feeling contrived or forced. The end result was a long list of potential customers, several exciting collaborations and some truly epic footage and media that we have been able to use to great effect."*

*"Each year the event gets better and the list of partners becomes evermore impressive. The Kata Rocks team's professionalism and enthusiasm coupled with the stunning location and facilities make this the one event in Asia that iAQUA will not miss."*

**JODY CHAPMAN, iAQUA / SEAJET**

*"For those who see the KRSR as a Monaco Yacht Show held in tropical Phuket, it's time to think again. It is Asia's most promising and rewarding superyacht event that allows yacht owners, both actual and potential, to meet with captains, managers, builders and brokers while mixing and mingling in a relaxed fun filled environment."*

**MICHAEL HOWORTH, Superyacht Journalist**

*"Kata Rock is quintessential luxury, soothing for all your senses. My wife and I found this perfect home away from home, which really is pure serenity in stunning surroundings. We also loved the Kata Rocks Superyacht Rendezvous, a fantastic concept and event. We can't wait for the 2019 KRSR"*

**BJORN HOJGAARD, Kata Rocks Penthouse SkyVilla Owner, Chief Executive Officer at Anglo-Eastern Univan Group**



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## WHY GET INVOLVED?

Association with Kata Rocks Superyacht Rendezvous 2019 offers sponsors numerous benefits including:

### BRAND, CATEGORY EXCLUSIVITY & INTELLECTUAL PROPERTY

**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 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 guests

*The 2019 Rendezvous generated public relations and marketing support in excess of USD 1,225,000.*

### 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
- Keynote Presentations
- Private Beach BBQ
- Opening Charter Season Party







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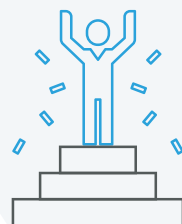


330 guests attended and  
over 120 HNW / UHNW guests

## VIP GUEST LIST

### AUDIENCE BREAKDOWN

32% Business Owners / HNW  
20% Superyacht Owners / UHNW  
8% Kata Rocks Villa Owners  
15% Media  
10% influencers, celebrities  
15% industry professional



## MARKETING & PR

In addition to the excellent social programme, productive business meetings and fantastic parties, the event generated public relations and marketing exposure in excess of USD 1,225,000, with a combined marketing value over USD 3,000,000 since 2016.

### TARGET MARKETING & PR IN 2018

**THB 24,000,000 / USD 730,000**

### ARTICLES PUBLISHED BY LEADING MEDIA

**55**

### REACH VIA MEDIA, PR & SOCIAL

**6M+**

### ACTUAL MARKETING & PR OVER

**THB 40,000,000**

### MEDIA PARTNERS

**20+** Yachting - Lifestyle - Luxury Travel - Property - Business

### KEY MEDIA PUBLICATIONS

Boat International - Prestige - Robb Report - Spear's - Lifestyle Asia and many more



**KATA ROCKS**  
SUPERYACHT RENDEZVOUS  
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## KRSR 2019 SCHEDULE

### DAY 0 - WEDNESDAY 11<sup>TH</sup> DECEMBER, 2019

8-11pm Infinite Luxury Club & Kata Rocks Villa Owner's Annual Dinner (private event)  
Presented by Infinite Luxury

### DAY 1 - THURSDAY 12<sup>TH</sup> DECEMBER, 2019

9am - 10am Rendezvous Partner Briefing  
10am - 4pm Resort Showcase - A chance to experience various complimentary activities at Kata Rocks including a spa treatments at The Infinite Luxury Spa, Yoga classes, Thai Cooking Classes, and more. Please visit the spa for more detail and booking  
11am Thai Cooking Class in Villa 401 - Experience the fine art of Thai Cuisine with our experienced Thai Executive Chef (limited to 8 guests, first come basis)  
3pm Oyster & Champagne Tasting Experience in the Wine Cellar (private event)  
6pm - 11pm KRSR Opening Party - Kata Rocks launches the 2019 KRSR event with an exclusive reception at Kata Rocks

### DAY 2 - FRIDAY 13<sup>TH</sup> DECEMBER, 2019

9.30am Cruise Day - cruise for a private Beach BBQ  
12.15pm - 3.30pm Rendezvous for a Beach BBQ  
6.30pm - 8.30pm Sunset Gin Party at Kata Rocks Clubhouse (private event)  
7.30pm - 11pm Superyacht Owners' Dinner - in a Kata Rocks' Penthouse. This exclusive private dinner is for a select group of VIP guests and superyacht owners (invitation only)

### DAY 3 - SATURDAY 14<sup>TH</sup> DECEMBER, 2019

10am - 11.30am Champagne Media Breakfast - This exclusive invitation-only breakfast is for a selected group of media and VIP guests  
10am - 4pm Resort Showcase - A chance to experience various complimentary activities at Kata Rocks including a spa treatments at The Infinite Luxury Spa, Yoga classes, and more (first come basis). Please visit the spa for more details and booking  
1pm - 3pm Big Boys Toys - Demonstrations and trials of various marine toys.  
2pm - 4pm 'Yacht Hop' - Yacht owners, media and guests are invited to board the various yachts  
4pm - 5pm Superyacht Lineup - lineup of the fleet for media photos and drone photography  
6pm - 12am Kata Rocks Charter Season Opening Party - The grand finale party including a live Band, DJ, food and fun

### DAY 4 - SUNDAY 15<sup>TH</sup> DECEMBER, 2019

12pm - 3pm Kata Rocks Champagne Pool Brunch Party

Subject to change





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

## LOCATION - PHUKET

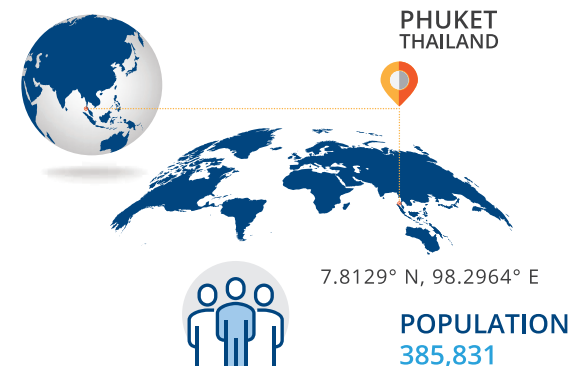
Phuket is at the centre of the superyacht world with around 75 superyachts cruising through Phuket each year.

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 2018

The 2018 Kata Rocks Superyacht Rendezvous (KRSR), welcomed some of the most important industry players of global yachting to the island of Phuket. Some of the world's leading luxury yachting brands, prestigious shipyards, respected brokerage houses and a number of superyacht owners came together for three days of exclusive parties, celebrations and networking events.

Infinite Luxury, executive organiser of the KRSR, is delighted to welcome an impressive fleet of over a dozen elite superyachts for its 2019 event.

## PREVIOUS PARTICIPATING SUPERYACHTS

MY Xanadu	34 m / 111.55 ft	Moonen Shipyard
MY Nymphaea	33 m	Broward
SY Aphrodite	30 m / 98.4 ft	Vitters Shipyard
SY Dallinghoo Schooner	29.6 m / 97 ft	S.A. Pritchard
MY Olympia 76	23 m / 75.4 ft	Motor Yacht
MY Sanook	23 m / 75 ft	Princess Yachts
MY Ferretti 720	22 m / 72 ft	Ferretti Yachts
MY Ferretti Yachts 720	22 m / 72 ft	Ferretti S.P.A
SY Shahtoosh Warwick 75	22 m / 72 ft	Ferretti S.P.A Warwick Yachts
Monte Carlo 86	22 m / 72 ft	Monte Carlo Yachts

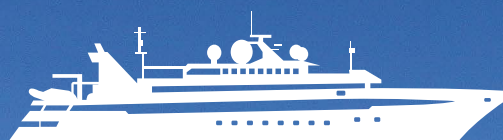
## PARTICIPATING YACHTS

Splo Chowa	22.5 m / 74 ft	Splo Yachts Design
Sunseeker Manhattan 66	21 m / 70 ft	Sunseeker Yachts
Azimut Flybridge 64	20 m / 64 ft	Azimut Yachts
MY Princess 60	18 m / 60 ft	Princess Yachts
MY Reely Nauti Too	16.5 m / 54 ft	Bertram 510
MY Zeelander Z44	13.5 m / 44 ft	Zeelander Yachts
Atari VI	12.4 m / 40 ft	Lee Marine

## BOATS ON DISPLAY



AVERAGE SIZE -  
25 METRES



## LONGEST SUPERYACHT - 35M MY XANADU



SUPERYACHTS ON DISPLAY - 18

YACHTS ON DISPLAY - 18

MOTOR YACHTS ON DISPLAY - 15

SAIL YACHTS ON DISPLAY - 3

YACHTS AVAILABLE FOR  
CHARTER OR SALE - 12

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## 2018 SPONSORS & PARTNERS

### RIGHTS HOLDER



### TITLE SPONSOR / HOST VENUE



### PARTICIPATING PARTNERS



### MEDIA PARTNERS



### SUPPLIER PARTNERS



### SUPERYACHT PARTNERS





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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 2019 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 2019 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 2019 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 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 & MARKETING

The KRSR attracts a substantial amount of international, regional and local media coverage with features in print, radio, TV and digital platforms.

In 2019, promotion of the KRSR will include: Coverage in leading luxury, lifestyle and superyacht media such as:

- Boat International, Robb Report, Spear's, Asia Pacific Boating, Lifestyle Asia and many more
- Feature in pre and post event video, and exclusive digital content
- Press releases, distributed through our network on PR agencies and media
- E-newsletters issued to our database of UHNW, superyacht owners, Kata Rocks villa owners and business leaders
- Global online and social media exposure (benefiting from millions of impressions)

*"Last year we achieved over USD 1,200,000 in media coverage for all the participating brands. This year we endeavour to expand all our objectives to increase both media coverage and the number of participating yachts"*

**MICHAEL NURBATLIAN, Director of Marketing, Infinite Luxury**



## HOSPITALITY

Kata Rocks Superyacht Rendezvous 2019 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  
Owners Dinner  
Champagne Media Breakfast  
Kata Rocks Charter Season Opening Party



## EXPERIENTIAL MARKETING

The guests at Kata Rocks Superyacht Rendezvous 2019 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 2018

32% Business Owners / HNW

20% Superyacht Owners / UHNW

8% Kata Rocks Villa Owners

15% Media

10% Influencers, Celebrities

15% Industry Professional





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

## CONTACT

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