



COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

ONE OF THE MOST
 EXCLUSIVE EVENTS
 ON THE ASIAN
 YACHTING CALENDAR

KATA ROCKS SUPERYACHT RENDEZVOUS 2021

PHUKET, 10 - 12 DECEMBER 2021

Now in its fifth 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 both the yachting season and the charter season in Thailand, 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 four events, the exclusive KRSR 2021 is returning to Phuket's award-winning Kata Rocks between

10 - 12 December 2021 offering the perfect opportunity for superyacht owners from all over Asia to meet like-minded individuals in a relaxed setting.

KRSR 2021 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 2021 is designed to bring 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



Kata Rocks Superyacht Rendezvous 2021 has a comprehensive Commercial Sponsorship and Partnership Program that enables corporate Asia to get involved with the world of yachting.

ONE OF THE MOST EXCLUSIVE EVENTS ON THE ASIAN YACHTING CALENDAR

COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

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 2021 align themselves with an event that epitomises prestige and excellence.

TIER 1: TITLE & PRESENTING SPONSORS

One Title Sponsor and one Presenting Sponsor with naming rights to the event e.g. [Title Sponsor Name] Kata Rocks Superyacht Rendezvous 2021 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 essential to the event
Up to 10 Media Partners providing editorial and advertising support

TIER 4: SUPERYACHT PARTNERS & INDUSTRY SUPPORTERS

Packages for Superyacht owners and yachting / marine industry businesses

TIER 5: FUN EVENT PARTNERS

An opportunity to sponsor one or more of the fun events that make up the KRSR calendar, including:

- Poker Run
- Big Boys Toys & Experiential Showcase
- Luxury Tasting Experience
- Opening Cocktail Party
- Brunch Rendezvous
- Sunset Session
- Owners' Dinner
- Closing Party

*Integrate your marketing with Kata Rocks
Superyacht Rendezvous 2021*



ONE OF THE MOST EXCLUSIVE EVENTS ON THE ASIAN YACHTING CALENDAR

COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

TESTIMONIALS

"The KRSR a "one-of-a-kind event" in how it put Phuket on the global yachting map by highlighting the potential of southern Phuket and Kata Beach. The Lobster Catamaran's DNA is rooted in south Phuket and designed to deliver the very best in the southern Phuket experience. The KRSR is a very special, unique event that allowed me to make so many new business contacts and meet with representatives from the world's leading yachting brands."

KHUN MANN PRACHANTABUTR - Owner of Lobster Catamaran

"All of us at SeaKeepers would like to thank the KRSR for allowing SeaKeepers to be one of beneficiaries of this splendid Soiree by The Sea Charity Gala Dinner. It is the perfect platform for us to reach out and work with a new group of superyacht owners who will hopefully allow us to collect even more data on microplastic levels at sea. After our participation over the last two years we sincerely hope that this is the continuation of a long-term strategic partnership between SeaKeepers and the KRSR."

LUCAS YANG - Head of Communications, The international SeaKeepers Society

"The event has improved every year, getting better and better. Very much appreciated and looking forward to joining the KRSR again."

KHUN UMI - Yacht Owner

"I would like to thank Richard and the whole team for putting on such a wonderful event. It's done with skill, care, generosity, excitement and fun all in equal measure."

MIKE O'NEIL - Superyacht Owner

"It was an honour and pleasure for us Dr Reinhard and Dr Magdalena Weinstabl and the Great Team from My ShangriLa to participate in this spectacular event. Thanks to the Great Staff of one of the best Hotels in the world. Big love to all of you from ShangriLa."

DR REINHARD - Superyacht Owner

"The Kata Rocks Superyacht Rendezvous event is a brilliant initiative to develop the yachting industry in Phuket and facilitate the connections amongst boat lovers. Such exhibitions and festivities are critical to the development of the yachting ecosystem in Thailand."

FRED MOUAWAD - The Co-Guardian of Mouawad

"A special thanks to the KRSR team for hosting our client dinner in one of the stunning Kata Rocks' Sky Pool Villas. It was a fabulous and glamorous evening that was highly appreciated by all our guests. Events like this are great opportunity for us to add a more personal touch with our valued clients."

CRAIG MURPHY - Head of Sunseeker Thailand and Host of The inaugural Sunseeker Owners' Dinner

"Dear KRSR team; once again it was delightful experience with a world class team! Bravo and thank you."

TEAM BURGESS

"I would like thank the whole team at Kata Rocks for providing such a generous opportunity to showcase our yachts and to network with old and new friends. Well done once again and please never hesitate to reach out when we can be of help."

RICO STAPEL - CEO, Jstar and Stapel

"Oceanco is very pleased to have supported the Kata Rocks Superyacht Rendezvous as the sponsor of the Owners' Dinner as it helps us get to know both the region and the people much better. The KRSR promotes Phuket and all the essential advantages it has as a world-class cruising destination: beauty, luxury, diversity, Thai culture and charm plus the infrastructure to support superyachts."

PARIS BALOUMIS - Marketing Manager, Oceanco Group

ONE OF THE MOST EXCLUSIVE EVENTS ON THE ASIAN YACHTING CALENDAR



COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

WHY GET INVOLVED?

Association with Kata Rocks Superyacht Rendezvous 2021 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 1,275,000

SAMPLING & SALES

Experiential - opportunity to have a brand activation area

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

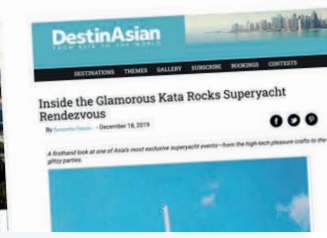
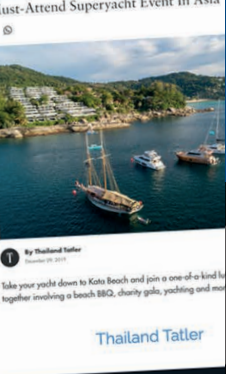
Networking - connect directly with potential charter clients and yacht purchasers in a social environment



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
- Poker Run
- Yacht Cruise
- Yacht Hops
- Big Boys Toys
- Keynote Presentations
- Private Beach BBQ
- Opening Charter Season Party

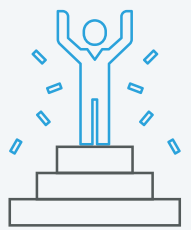




250 guests attended and over 120 HNW / UHNW guests

VIP GUEST LIST

- AUDIENCE BREAKDOWN
- 32% Business Owners / HNW
 - 25% Superyacht Owners / UHNW
 - 17% Industry Professionals
 - 10% Media
 - 8% Kata Rocks Villa Owners
 - 8% Influencers, Celebrities



GEOGRAPHICAL BREAKDOWN OF AUDIENCE

- 55% SOUTH EAST ASIA
- 33% EUROPE
- 8% THE AMERICAS
- 4% GULF STATES

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 1,275,000, with a combined marketing value over USD 4,200,000 since 2016.

TARGET MARKETING & PR
USD 850,000

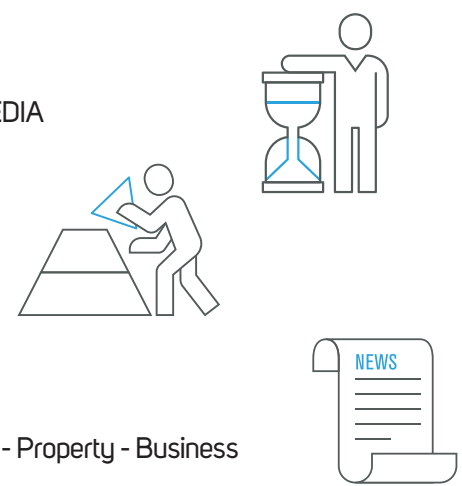
ARTICLES PUBLISHED BY LEADING MEDIA
56

REACH VIA MEDIA, PR & SOCIAL
6M+

ACTUAL MARKETING & PR OVER
USD 1,275,000

MEDIA PARTNERS
20+ Yachting - Lifestyle - Luxury Travel - Property - Business

KEY MEDIA PUBLICATIONS
Boat International - Robb Report - Yacht Style - Lifestyle Asia - Thailand Tatler and many more



2019 Facts & Figures

5 HELD AT A 5 STAR LUXURY RESORT

ORGANISED BY INFINITE LUXURY

MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. - THE SPONSORSHIP EXPERTS



KRSR 2021 SCHEDULE

DAY 1 - FRIDAY 10TH DECEMBER, 2021

- 15.30 – 18.30 Hangout at Kata Rocks - Pool / Gym / Spa / iAQUA
- 16.00 – 17.00 Luxury Tasting Experience
- 18.30 – 21.30 Partner BBQ

DAY 2 - SATURDAY 11TH DECEMBER, 2021

- 09.00 – 12.00 KRSR Fleet Cruise – Kata Rocks to Intercontinental Resort Phuket
- 09.00 – 10.00 Superyacht Line-up – Participating Fleet Line-up for Media and Drone Photography
- 12.00 – 15.00 KRSR Brunch Rendezvous – Intercontinental Resort Phuket
- 15.00 – 17.00 KRSR Fleet Cruise – Intercontinental Resort Phuket to Kata Rocks
- 17.00 – 19.00 Luxury Tasting Experience

DAY 3 - SUNDAY 12TH DECEMBER, 2021

- 07.00 – 09.30 Poker Run last Minute Onsite Registration
- 09.30 – 10.00 Poker Run Briefing
- 11.00 – 15.00 Kata Rocks Poker Run
- 15.00 – 17.00 Poker Run BBQ at Kata Rocks
- 18.00 – 19.00 Luxury Tasting Experience
- 19.00 – 21.00 Dinner at Kata Rocks
- 20.00 – 01.00 KRSR Closing Party

Subject to change



6 INFLUENTIAL PEOPLE ALL HAVING FUN ON & OFF WATER FOR THREE DAYS

ORGANISED BY INFINITE LUXURY

MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. – THE SPONSORSHIP EXPERTS

KR KATA ROCKS
SUPERYACHT RENDEZVOUS
BY INFINITE LUXURY

ONE OF THE MOST
EXCLUSIVE EVENTS
ON THE ASIAN
YACHTING CALENDAR

COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

KATA ROCKS POKER RUN 2021

Kata Rocks is again bringing the famous American Poker Run to Phuket. Think Miami Vice – fast boats and beautiful people with the coolest wrap around shades!

Since its inception in the early 1990s in America, Poker Runs have spread across several continents and now Kata Rocks is hosting the 2nd of these events in Phuket.

A Poker Run is designed for fast speed boats and is a friendly rally race where the entrants pick up a poker card at each of five designated locations around the course. The winner has the best poker hand with their five cards, so it is purely a game of chance.

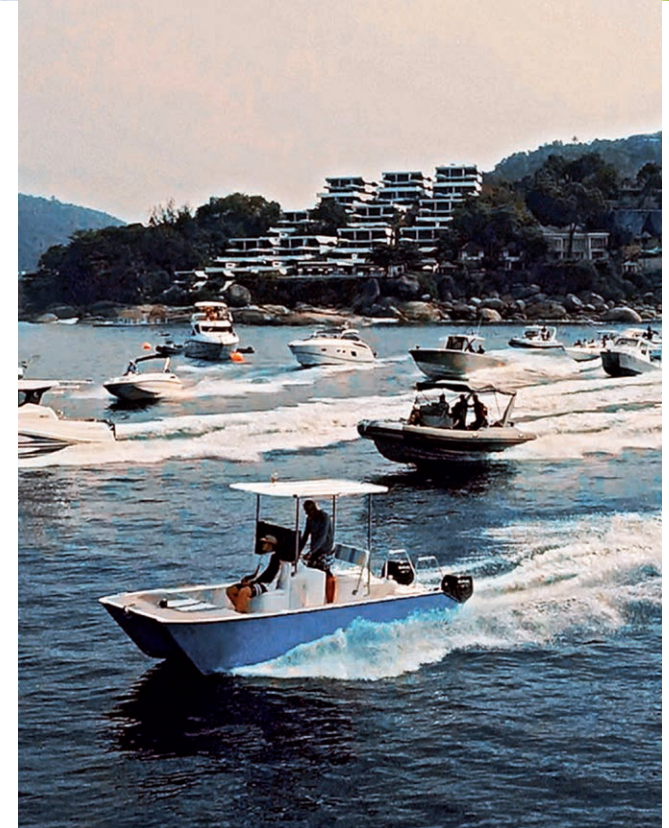
The 2nd Kata Rocks Poker Run will take place on 12th December 2021 and will again be an around the island race. Starting from Kata Rocks, participating boats will circumnavigate the island in a clockwise direction picking up a playing card at each of the five designated checkpoints before returning to Kata Rocks for beers, burgers and a Poker Run T-shirt.

The captain of the winning boat, with the best poker hand will have their name added to the KRPR Annual Trophy and will win a 2-night complimentary stay in a villa at Kata Rocks.

With lots of cameras and drones filming around the island, this is the perfect event to promote Phuket and to re-invigorate tourism so make sure you're wearing your coolest shades!

Race Start Time: 10.00 am 12th December 2021.

www.katarockssuperyachtrendezvous.com/poker-run/



ONE OF THE MOST EXCLUSIVE EVENTS ON THE ASIAN YACHTING CALENDAR

COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

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.infinite.luxury

LOCATION - PHUKET

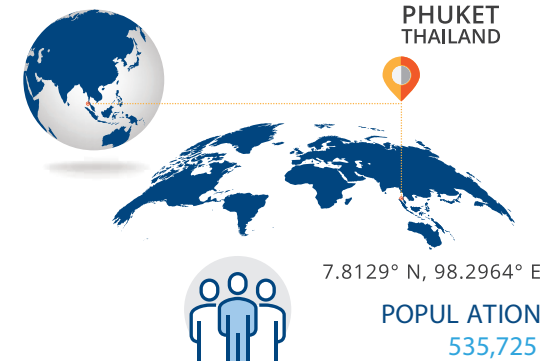
Phuket is at the centre of the superyacht world with around 75 superyachts cruising through each year.

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



PARTICIPATING YACHTS

Kata Rocks Superyacht Rendezvous welcomes 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 several superyacht owners came together for three days of exclusive parties, celebrations and networking events.

PREVIOUS PARTICIPATING YACHTS

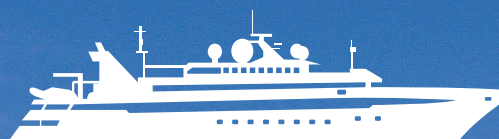
MY Sapphire	51 m / 165 ft
MY Xanadu	34 m / 111.55 ft
MY Nymphaea	33 m
MY Blossom	32 m / 104 ft
SY Aphrodite	30 m / 98.4 ft
SY Dallinghoo Schooner	29.6 m / 97 ft
MY Sanook	24 m / 78 ft
Lobster Catamaran	24 m / 78 ft
MY Shangrila	24 m / 78 ft
Sunseeker Sports Yacht 74	23 m / 76 ft
MY Olympia 76	23 m / 75.4 ft
SY Shahtoosh Warwick 75	22 m / 75 ft
Splo Chowa	22.5 m / 74 ft
MY Ferretti 720	22 m / 72 ft
MY Ferretti Yachts 720	22 m / 72 ft
Monte Carlo 86	22 m / 72ft
Darling Monte Carlo	22 m / 72ft
Aria Blue	21 m / 70 ft
Sunseeker Manhattan 66	21 m / 70 ft
MY Fara	20.73 m / 68 ft
MY Princess S65	21 m / 70 ft
MY Princess F70	21 m / 70 ft
Riviera 68 'Fat Boy'	20.1 m / 65.9 ft
MY Cheoy Lee 66 (L'Orientale)	20 m / 65.5 ft
Elegance yachts 64	19.94 m / 65.4 ft
MY Mayavee 60	19 m / 62.3 ft
MY Princess 60	18 m / 60 ft
Prestige 500	18 m / 59 ft
Riviera 525 SUV	17.8 m / 58.3 ft
MY Azmut 55	16.9 m / 55 ft
Splo Lotus15	16.08 m / 52.7 ft
Lagoon Catamaran	16 m / 52.4 ft
SY Blue Moon	16 m / 52 ft
MY Prestige 500	15 m / 49.2 ft
SACS Rebel 47	14.1 m / 46.2 ft
Atari VI	12.4 m / 40 ft
SACS Strider 11	10.97 m / 36 ft
Technohull Sea DNA G6	10.3 m / 33.7 ft

- Trinity Yachts
- Moonen Shipyard
- Broward
- Astondoa
- Vitters Shipyard
- S.A. Pritchard
- Princess Yachts
- Custom Build
- Custom Build
- Sunseeker
- Motor Yacht
- Ferretti S.P.A Warwick Yachts
- Splo Yachts Design
- Ferretti Yachts
- Ferretti S.P.A
- Monte Carlo Yachts
- Monte Carlo Yachts
- Ferretti Yachts
- Sunseeker Yachts
- Sunseeker
- Princess Yachts
- Princess Yachts

BOATS ON DISPLAY IN 2019



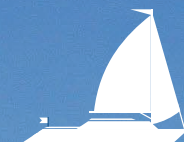
**AVERAGE SIZE -
28 METRES**



LONGEST SUPERYACHT - 51 METRES MY SAPPHIRE



YACHTS ON DISPLAY - 22
MOTOR YACHTS ON DISPLAY - 18
SAIL YACHTS ON DISPLAY - 4
YACHTS AVAILABLE FOR CHARTER OR SALE - 18



- Elegance Yachts - Drettmann
- Princess Yachts
- Princess Yachts
- Prestige Yachts
- Riviera
- Azmut Yachts
- Splo Yachts Design
- Lagoon
- Lagoon
- Princess Yachts
- SACS
- Lee Marine
- SACS
- Technohull

ONE OF THE MOST
 EXCLUSIVE EVENTS
 ON THE ASIAN
 YACHTING CALENDAR





ONE OF THE MOST
 EXCLUSIVE EVENTS
 ON THE ASIAN
 YACHTING CALENDAR

COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

2020 SPONSORS & PARTNERS

RIGHTS HOLDER



INFINITE LUXURY
 LIFESTYLE BY DESIGN

TITLE SPONSOR / HOST VENUE



CO-SPONSOR



PARTICIPATING PARTNERS



SUPERYACHT PARTNERS



SUPPLIER PARTNERS



MEDIA PARTNERS



COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

INVENTORIES

	TIER 1 TITLE & PRESENTING SPONSOR	TIER 2 CO-SPONSOR	TIER 3 OFFICIAL SUPPLIERS / MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Rights to title "[Title Sponsor Name] Kata Rocks Superyacht Rendezvous 2021 presented by [Presenting Sponsor Name]" for PR and advertising use	Yes		
Rights to title [Co-sponsor Name] "Official Co-sponsor of "[Title Sponsor Name] Kata Rocks Superyacht Rendezvous 2021 presented by [Presenting Sponsor Name]" for PR and advertising use		Yes	
Rights to title [Official Supplier / Media Partner Name] "Official Supplier / Media Partner of "[Title Sponsor Name] Kata Rocks Superyacht Rendezvous 2021 presented by [Presenting Sponsor Name]" for PR and advertising use			Yes
Category Exclusivity	Yes	Yes	
INTELLECTUAL PROPERTY & BRANDING RIGHTS			
Logo at all onsite collaterals at events, where applicable	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Logo on any Interview area backdrop branding	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Logo on KRSR 2021 Polo Shirt	Yes		
MEDIA & PROMOTIONAL RIGHTS			
Logo on all marketing collaterals – pre and post event	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Right to use association in all promotional campaigns covering any PR and advertising	Yes	Yes	Yes
Inclusion in the Official Programme of Events (Print & Digital)	Yes Prominent	Yes Less Prominent	Yes Less Prominent
DIGITAL & SOCIAL MARKETING			
Logo mentions website – landing and partner page, social, media	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Branding on KRSR emails, blog posts, website, and most site communications including e-newsletters	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Part of digital engagement programme including social media	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Mentions and exposure on Kata Rocks' social media feeds (over 120,000 fans and guests) Subject to change and sponsor requirement	Yes Prominent	Yes Less Prominent	Yes Less Prominent

INVENTORIES

	TIER 1 TITLE & PRESENTING SPONSOR	TIER 2 CO-SPONSOR	TIER 3 OFFICIAL SUPPLIERS / MEDIA PARTNERS
EXPERIENTIAL / PRESENCE MARKETING PROGRAMME			
Promotional material on site and promotional staff and sampling at all non-private events	Yes	Yes	Yes
Promotional literature in Goody Bag given to all attending superyachts	Yes	Yes	Yes
HOSPITALITY & NETWORKING PROGRAMME			
KRSR VIP Invitations - Main & Private Events	X 20	X 5	X 2
KRSR Invitations - Main Events	X 10	X 6	X 4
Nights in Penthouse Valid until 31st October 22 (with blackout dates)	X 2		
Nights in 2 Bedroom Sky Pool Villa or 1 Night in Penthouse. Valid until 31st October 22 (with blackout dates)	X 3		
Nights in Ocean Pool Loft. Valid until 31st October 22 (with blackout dates)		X 2	
8,000 THB (single use) Vouchers for Clubhouse and IL Spa			X 4

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)

SPECIFIC EVENT PARTNERS

An opportunity to sponsor one or more of the fun events that make up the KRSR 2021 calendar, including:

- Poker Run
- Partner BBQ
- Luxury Tasting Experience
- Opening Cocktail Party
- Brunch Rendezvous
- Owners' Dinner
- Closing Party



ONE OF THE MOST EXCLUSIVE EVENTS ON THE ASIAN YACHTING CALENDAR

COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

PR & MARKETING

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

In 2021, 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 its database of UHNW, superyacht owners, Kata Rocks villa owners and business leaders
- Global online and social media exposure, benefiting from millions of impressions

"In 2019, we achieved over USD 1,275,000 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"

Richard Pope, CEO, Infinite Luxury



HOSPITALITY

Kata Rocks Superyacht Rendezvous 2021 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:

- Kata Rocks Poker Run
- Partner BBQ
- Brunch Rendezvous
- Fleet Cruises
- Luxury Tasting Experience
- Owners' Dinner
- Closing Party



EXPERIENTIAL MARKETING

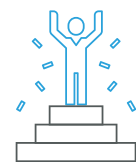
The guests at Kata Rocks Superyacht Rendezvous 2021 provides sponsors with a mixture of:

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

GUESTS

- 32% BUSINESS OWNERS / HNW
- 25% SUPERYACHT OWNERS / UHNW
- 17% INDUSTRY PROFESSIONAL
- 10% MEDIA
- 8% KATA ROCKS VILLA OWNERS
- 8% INFLUENCERS, CELEBRITIES

Source: 2019 Data



ONE OF THE MOST EXCLUSIVE EVENTS ON THE ASIAN YACHTING CALENDAR

COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

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

CONTACT

INFINITE LUXURY

c / o Kata Rocks Co. Ltd.
186 / 22, Kok Tanode Road
T. Kata, A. Muang
Phuket
Thailand 83100
Tel. +66 7637 0777
Fax: +66 7637 0777
www.infiniteluxury.com
www.katarockssuperyachtrendezvous.com

Wiriya Sinprasertwong - Marketing Manager
(Thai/English Speaking)
email: marketingmanager@infiniteluxury.com
Tel. +66 8 8217 9798

PAUL POOLE (SOUTH EAST ASIA) CO., LTD.

198 Tanou Road
Bovornives
Pranakorn
Bangkok 10200
Thailand
Tel. / Fax: +66 2622 0605 - 7
www.paulpoole.co.th

Paul Poole - Managing Director

(English Speaking)
email: paul@paulpoole.co.th
Tel. +66 8 6563 3196

Udomporn Phanjindawan - Personal Assistant

(Thai/English Speaking)
email: udomporn@paulpoole.co.th
Tel. +66 8 6382 9949