



KATA ROCKS SUPERYACHT RENDEZVOUS PARTNERSHIP PROPOSAL

12 - 15 DECEMBER, 2019





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“The KRSR 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.”

RICHARD POPE

OWNER OF KATA ROCKS
CEO OF INFINITE LUXURY

WHY PARTNER WITH THE KRSR?



Partnering with the Kata Rocks Superyacht Rendezvous opens up a host of marketing opportunities during the most exclusive invitation-only superyacht event in Asia.

You can reach a highly targeted guest list comprised of HNW and UHNW individuals, superyacht owners, Kata Rocks villa owners, whilst engaging with influencers, celebrities and business leaders during the rendezvous.

We work with relevant brands to tailor a package suited specifically to your needs.

The KSRS aligns your brand with the most exclusive yachting brands and luxury partners by offering:



Branding: Have your brand associated with the most prestigious superyacht event in Asia

Extensive PR & Publicity: The KSRS has generated over USD 3,000,000 in marketing and branding value since 2016, therefore excellent opportunities to being featured in leading luxury and lifestyle media

VIP access to KRSR parties and events: Connect directly with discerning clients in a relaxed social environment over three days at Kata Rocks, one of Asia's most luxurious resort properties.

Event Marketing Activation: opportunity for commercial partners to host an exclusive event or showcase new products during the rendezvous

Content Marketing: execute valuable, content-rich campaigns through KRSR's extensive network that can enjoy long term success to engage clients, and produce marketing content.

ABOUT THE KRSR

Industry leaders celebrated the 2018 Kata Rocks Superyacht Rendezvous 2018 (KRSR) as the definitive superyacht rendezvous in Asia.

Projected Participating Yachts in 2019 *

- Yachts on display over 20
- Yachts available for charter or sales 12
- Motor yachts on display 15
- Sailing yachting on display 5

Top 3 Superyachts that joined the KRSR

- MY Lauren L 93 m.
- MY Lady Christine 72 m.
- MY Northern Sun 51 m.



For more details,
please download our annual report

GUEST PROFILE

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

Geographical breakdown of Audience

- 52% South East Asia
- 33% Europe
- 11% The Americas
- 4% Gulf States



MARKETING AND 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 **USD 750,000**

Articles Published by Leading Media **55**

Reach via Media, PR, and Social **6M+**

Actual Marketing & PR **OVER USD 1,225,000**

Media Partners 20+

Yachting . Lifestyle . Luxury Travel . Property . Business

Key Media Publications

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



* Based on past participation since 2016

KRSR COMMERCIAL PARTNERS

MEDIA PARTNERS HAVE INCLUDED

Robb Report
THAILAND

BOAT
International

Latitudes
MAGAZINE

SPEAR'S

JETSETTER
MAGAZINE
GIRL PLACES • INTERESTING PEOPLE • INTELLIGENT TRAVEL

RL
REAL LIFE IN PHUKET
รู้จักใน HA TONYKETE

IMAGE
asia

LIFESTYLE ASIA

DestinAsian
FROM ASIA TO THE WORLD

PRESTIGE
Society's Luxury Authority

Phuket News

Luxury
SOCIETY ASIA
Asia's One Stop Luxury Solutions

BOATING

SUPERYACHT
TIMES

FINANCIAL REVIEW

Forbes

SPONSORS HAVE INCLUDED

oceAnco

Benetti
ITALIAN EXCELLENCE SINCE 1873

PRINCESS
PRINCESS YACHTS SOUTH EAST ASIA

ROYAL HUISMAN

BURGESS

Camper & Nicholson's
International
YACHTING SINCE 1782

NORTHROP & JOHNSON

IAQUA

FEADSHIP
ROYAL DUTCH SHIPYARDS

VISTA JET

LEE MARINE
International Marine Brokerage
SINCE 1997

HEMISPHERE
MONACO

PARTNERS HAVE INCLUDED

ACQUA PANNA

THE SURIN
PHUKET

SUAY
RESTAURANT

S.PELLEGRINO

HAVANA
THE HAVANA CIGAR CO. LTD.
CIGARS

BOTTEGA
Vignaioli e Mastri Distillatori

LOUIS XIII
Perry Martin
GRANDE CHAMPAGNE COGNAC

Whispering Angel

G.H. MUMFORD
CHAMPAGNE
MAISON FONDÉE EN 1776

LOUIS ROEDERER
CHAMPAGNE

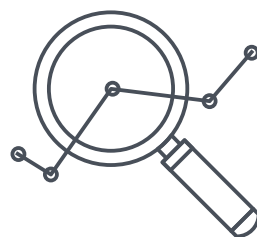
Penfolds

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 through our extended database and influencer network)



“

“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

BEST OF KRSR 2018



WATCH THE EVENT HIGHLIGHTS OF THE 2018 KATA ROCKS SUPERYACHT RENDEZVOUS



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“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, OCEANCO GROUP
MARKETING MANAGER

EVENT SPONSOR CASE STUDY

oceAnco

Partnership Title: Event Sponsor

When: KRSR, 2018

Event Activation: Oceanco Superyacht Owners’ Dinner

Six-course Private Dinner, parried with exceptional wines and cigars, featuring Superyacht owners and other UHNW individuals in a Kata Rocks’ Penthouse Sky Pool villa.

RESULTS

Extensive PR and Marketing:

Over 145 mentions in media publications and digital marketing

Networking in a relaxed and productive setting:

One on one time with ten superyacht owners, six UHNW business leaders and four Kata Rocks Villa owner.

SPONSORSHIP OPPORTUNITIES

TIER 1

Exclusive choice to host a main event (cocktail party, private dinner, beach BBQ etc.)

Category exclusivity

Limited to 4 co-sponsors from non-competing categories

Sponsorship Cost: starting from USD 32,000

CO-SPONSOR ENTITLEMENTS PACKAGE AND BRANDING RIGHTS

- Rights to Co-Sponsor title
- Host an exclusive bespoke event / marketing activation
- Prominent branding during the rendezvous
- Logo at all events, where applicable
- Invitation distribution and guest list management
- HNW & UHNW Guest list suggestion from Infinite Luxury and Kata Rocks
- Four (4) VIP access to KRSR parties and events
- Opportunity to invite key clients to the KRSR (up to 10 guests)

MEDIA RIGHTS

- Extensive media coverage and exposure
- Right to use association in all promotional campaigns covering any PR and advertising
- One (1) page complimentary advertising in the 2019 KRSR Annual Report
- Inclusion in the Official Programme of Events (print and online)
- Prominent Logo on main backdrop
- Prominent logo mentions (website – landing and partner page, social, media)
- Prominent Branding on KRSR emails, blog posts, website, and most site communications including e-newsletters
- Part of digital engagement programme including interviews, social media Q&As, social media posts, etc.
- Extensive mentions and exposure on Kata Rocks' social media feeds (over 120,000 fans and guests)
- Interview & facetime (where applicable)



TIER 2

Promoted as an event sponsor of the KRSR

Opportunity host an event (cocktail party, Champagne breakfast, private caviar tasting, etc.)

Partnership Cost: USD 15,000 – USD 29,000

EVENT SPONSOR ENTITLEMENTS PACKAGE AND BRANDING RIGHTS

- Host an exclusive bespoke event / marketing activation
- Branding opportunity during the rendezvous
- Invitation distribution and guest list management
- HNW & UHNW Guest list suggestion from Infinite Luxury and Kata Rocks
- Two (2) VIP access to KRSR parties and events
- Opportunity to invite your VIP clients to the KRSR (up to 5 guests)

MEDIA RIGHTS

- Media coverage and exposure
- Right to use association in most promotional campaigns covering any PR and advertising
- Inclusion in the Official Programme of Events (print and online)
- Logo on main backdrop during event
- logo mentions (website – landing and partner page, social, media)
- Branding on KRSR emails, blog posts, website, and most site communications including e-newsletters
- Part of digital engagement programme including, social media
- Mentions and exposure on Kata Rocks' social media feeds (over 120,000 fans and guests)

NEXT STEP

Partnering with the Kata Rocks Superyacht Rendezvous opens up a host of marketing opportunities during the most exclusive invitation-only superyacht event in Asia.

You can reach a highly targeted guest list comprised of HNW and UHNW individuals, superyacht owners, Kata Rocks villa owners, whilst engaging with influencers, celebrities and business leaders during the rendezvous.

We work with relevant brands to tailor a package suited specifically to your needs.

For more information and to discuss your marketing requirements, please contact:

MICHAEL NURBATLIAN
Director of Marketing
M: +66 81 476 2482
Michael@infiniteluxury.com



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

DR CHETTHA ‘BOYD’ SONGTHAVEEPOL
CHAIRMAN, PENTA MEDIA



KATA ROCKS SUPERYACHT RENDEZVOUS 2019 PROGRAMME



PRE - DAY : WEDNESDAY 11 DECEMBER, 2019

- 20:00 – 23:30
Infinite Luxury Club & Kata Rocks Villa Owner's Annual Dinner (private event)
Presented by Infinite Luxury

DAY 1 : THURSDAY 12 DECEMBER, 2019

- 09:00 – 10:00 Rendezvous Partner Briefing
- 10:00 – 16:00 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
- 11:00 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*)
- 15:00 Oyster & Champagne Tasting Experience in the Wine Cellar, (*private event*).
- 18:00 – 23:00 KRSR Opening Party – Kata Rocks launches the 2019 KRSR event with an exclusive reception at Kata Rocks.

DAY 2 : FRIDAY 13 DECEMBER, 2019

- 09:30 Cruise Day – cruise for a private beach BBQ
- 12:15 – 15:30 Rendezvous for a Beach BBQ
- 18:30 – 20:30 Sunset Gin Party at Kata Rocks Clubhouse (*private event*)
- 19:30 – 23:00 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 DECEMBER, 2019

- 10:00 – 11:30 Champagne Media Breakfast This exclusive invitation-only breakfast is for a selected group of media and VIP guests.
- 10:00 – 16:00 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.
- 13:00 – 15:00 Big Boys Toys – Demonstrations and trials of various marine toys.
- 14:00 – 16:00 'Yacht Hop' – Yacht owners, media and guests are invited to board the various yachts.
- 16:00 – 17:00 Superyacht Lineup – lineup of the fleet for media photos and drone photography
- 18:00 – 00:00 – Kata Rocks Charter Season Opening Party – The grand finale party including a live Band, DJ, food and fun.

DAY 4 : SUNDAY 15 DECEMBER, 2019

- 12:00 – 15:00 – Kata Rocks Champagne Pool Brunch Party

Subject to change as the programme is finalised

