



THE
HONOURS
2 0 2 4

24 September, Monaco

**EVENT SPONSORSHIP
BROCHURE**

P
R
E
S
E
N
T



MONACO YACHT SHOW

25 - 28 SEPTEMBER 2024

Superyachting starts in Monaco. Experience the Monaco Yacht Show.



The Monaco Yacht Show (MYS) hosts an impressive and truly international fleet of superyachts available for purchase or charter.

The MYS also showcases a selection of companies with ties to the yachting and luxury markets. Stands are reserved for superyacht builders and designers, yacht brokers, and the providers of tenders and water toys, luxury brands, high-end cars and motorbikes, helicopters and private jets.

The Monaco Yacht Show has been attracting a wealthy international clientele of yacht owners, and executives from the superyacht and luxury markets, since 1991.

For four glorious days, the crème de la crème soaks up the festive and glamorous atmosphere of the Principality of Monaco, enjoying a unique superyachting experience on the quays of Monaco's Port Hercule, and exploring current and future yachting trends.

The Monaco Yacht Show is organised under the High Patronage of His Serene Highness Prince Albert II of Monaco.



MONACO YACHT SHOW
KEY FIGURES

(data 2023)

565
LUXURY YACHTING
COMPANIES ON EXHIBIT

99 WORLD LEADING
SUPERYACHT BUILDERS & REFIT YARDS

119 FINE ART & LUXURY
MANUFACTURERS

44 MOST EXPERT & REPUTABLE
BROKER AGENCIES

27 MOST REPUTABLE
YACHT DESIGNERS & NAVAL ARCHITECTS

NAUTICAL SUPPLIERS **132**

SERVICES FOR YACHTS **61**

NAUTICAL FEDERATIONS,
ASSOCIATIONS, MEDIA PARTNERS, ... **38**

TENDER BUILDERS &
WATER TOYS COMPANIES **45**

SUPERYACHT LIFESTYLE EXHIBITION

117
**SUPER
YACHTS**

45

SUPERYACHTS
MADE THEIR WORLD DEBUTS
AT THE 2023 MYS

61

SUPERYACHT ARE
<2 YEARS OLD

47.5M
AVERAGE LENGTH

105

MOTORYACHTS

7

SAILING YACHTS

5

CATAMARANS

61
TENDERS

30
**CARS &
MOTORBIKES**

2
HELICOPTERS
ON DISPLAY

WORLDWIDE
FOOTFALL

27,223
VISITORS

THIS INCLUDES ALL TYPES OF
VISITORS (B2B, B2C, PRESS) AND
EXCLUDES ALL EXHIBITORS

11,634
PRIVATE
VISITORS

365

VISITORS INVITED VIA THE MYS

217

VISITS OF YACHTS ORGANISED BY THE MYS
WITH THE COOPERATION OF BROKERS AND
BUILDERS ON EXHIBIT,

156

ATTENDED THE HONOURS

7250
EXHIBITORS

THEY ATTENDED
THE MYS FOR

- NETWORKING -
 - MEETING CLIENTS & SUPPLIERS -
 - PURCHASING SERVICES &
NAUTICAL SUPPLIES -
- IS THIS INFO STILL RELEVANT?

1171
CAPTAIN & CREW
MEMBERS

WORLDWIDE MEDIA EXPOSURE

6,340

ARTICLES

COVERED THE 2023 MYS
(ONLINE)

11,15 BILLION

POTENTIAL REACH OF THE 2023
MYS EDITORIAL COVERAGE

* The «Potential Reach» provides an overview of the number of potential viewers who have been exposed to a brand, product, event or topic over a given period of time, which will help you identify the size of your potential audience, rather than limiting the analysis to the number of articles in which a brand or product has been mentioned.

€1,117,000

ADVERTISING VALUE

416

JOURNALISTS

ACCREDITED FOR THE

170

OFFLINE
MEDIA

96

ONLINE
MEDIA

76

INFLUENCERS

58

TV/WEB TV

6

RADIO

82,7%

EUROPE

8,7%

USA

3,6%

MIDDLE
EAST

2,6%

ASIA

1,9%

ROW (RUSSIA,
AUSTRALIA, LATAM)





THE
HONOURS

24th of September 2024

P
R
E
S
E
N
T

mys

X

SYL
SUPERYACHTLIFE

Monaco Yacht Show and The Superyacht Life Foundation are thrilled to announce The Honours 2024, returning for its second edition.

Set against the backdrop of the renowned Monaco Yacht Show, this exclusive event gathers esteemed guests, including owners, UHNWI's, and key figures from the yachting industry. Attendees will indulge in an evening of inspiration and sophistication, savoring a delectable dishes at a prestigious venue.

The Honours 2024 aims to celebrate the exceptional individuals who shape the world of superyachts. Through intimate conversations and heartfelt celebrations, three remarkable individuals will be honored for their extraordinary stories and accomplishments. This event provides sponsors with a unique opportunity to align themselves with an evening of purpose and positivity.

With various sponsorship opportunities available, The Honours presents a distinguished platform for sponsors to contribute to enhancing the broader perception of superyachting and beyond. Join us for an unforgettable evening of recognition and camaraderie at The Honours 2024.

Two sponsorship levels are available:

- **Gold sponsorship: € 27,000 (excluding VAT*)**
- **Silver sponsorship: € 20,000 (excluding VAT*)**

*VAT applicable only for French and Monesgasque companies

AT A GLANCE

THE HONOURS 2023

The inaugural gala evening, held in Hauser & Wirth's stunning gallery in Monaco on Place du Casino, was attended by an exclusive audience of superyacht owners and select VIP guests who enjoyed a stunning experiential dinner that included ballet and opera performances and a scintillating sea-inspired, locally sourced menu highlighting the culinary flair of Monaco.



Following dinner, guests were treated to a short documentary film of each of the honourees, before the laureates were called to the main stage to receive their coveted Bowsprit award.

Honourees were invited to discuss their backgrounds in more detail, including their passion for the superyacht industry and efforts to make a difference to humanity through their philanthropic, charitable, environmental and community-based initiatives on stage.

364 NOMINATIONS

65 VIP GUESTS

18 MAINSTREAM & INDUSTRY MEDIA



AT A GLANCE

HONOUREES 2023

The first three recipients of the coveted Bowsprit award were recognised at the inaugural 2023 Honours event. Last year's honourees, drawn from over 360 nominations received from the industry and carefully selected by an expert panel of judges, epitomise the heart and soul of the superyachting sector.



JENNY MATTHEWS

Inspired by a conversation with a neighbour, Jenny Matthews set out to break the mould and become a superyacht captain, eventually getting her Officer of the Watch ticket and founding She of the Sea and Legasea on the way.

WENDY SCHMIDT

A latecomer to sailing, recipient of the inaugural Honours awards and yacht owner Wendy Schmidt nonetheless showed a natural talent for helming and an affinity with the sea, and as her passion grew, so did her determination to put her philanthropic weight behind ocean science and sustainability.



ZORAN SELAKOVIC

From passionate yacht skipper and business strategy consultant to Director at YachtAid Global, Zoran Selakovic has seen the suffering of coastal communities, and the help that the superyacht community is determined to deliver.





THE HONOURS 2024

BENEFITS AS A SPONSOR

EXPOSURE & COMMUNICATION

GOLD & SILVER SPONSORSHIP

- Opportunity for the Sponsor to provide a special gift for the guests.
- Opportunity for the Gold Sponsor to display one or multiple products at the venue.
- Possibility to use the MYS logo, SYL logo and brand identities in the Sponsor's communication.
- Possibility to use the official mention "The Honours Sponsor" in the Sponsor's communication.
- List of the accredited media contacts sent to the Sponsor.

ACCREDITATIONS

• THE HONOURS NIGHT

GOLD SPONSORSHIP

- 10 invitations for sponsors and their guests.

SILVER SPONSORSHIP

- 4 invitations for sponsors and their guests.

• MONACO YACHT SHOW

GOLD SPONSORSHIP

- 60 invitations with one-day access for sponsors and their clients.

SILVER SPONSORSHIP

- 40 invitations with one-day access for sponsors and their clients.

EXPOSURE CAMPAIGN

THE HONOURS 2024

EXPOSURE CAMPAIGN

THE HONOURS MARKETING SUPPORTS

BROCHURE

- The Honours Brochure Sponsors' logos inserted in the brochure distributed upon guests' arrival, presenting the evening programme.

SAVE THE DATE & INVITATIONS

- **DISTRIBUTION:** digital save the date & invitations sent to identified contacts and printed versions loose inserted in the brochures of the Digital Yacht Owner Pack & the Sapphire Experience brochure.
- **TARGET:** MYS VIP guests, CEOs of the show's luxury partners, yachting lifestyle media and the yachting business decision-makers.

YOUR BENEFITS

- Your company's logo is inserted in:
 - the Honours Brochure
 - the online 'Save the date'
 - the online invitations.



EXPOSURE CAMPAIGN

THE HONOURS

EMAILING CAMPAIGN

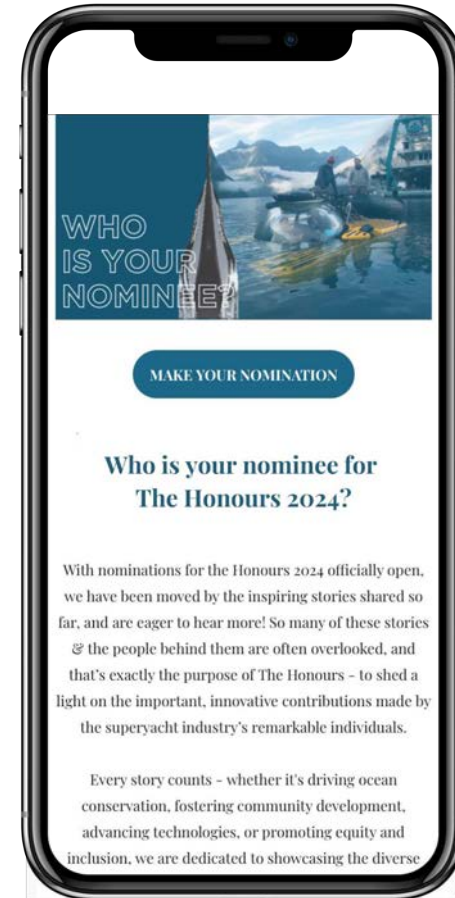
Throughout the year, the MYS and SYL informs its contacts - 24,500 identified contacts: private clientele, professional visitors, partners and luxury exhibitors of the MYS, captain and crew - about the latest news of the show and The Honours programme.

YOUR BENEFIT

Your company is granted a brand exposure in every emailing campaign to promote The Honours throughout summer 2024 to the event.

- Your logo is inserted with the mention «Event Sponsor» with click-through link to the honours sponsors page in the footer of each emailing campaign.

*Average opening rate of 38%.



EXPOSURE CAMPAIGN THE HONOURS SIGNAGE

The strategically placed signages enhances the guest experience during the evening and it offers your company an immersive branding opportunity to reach attendees of The Honours.

YOUR BENEFITS

- Your company's logo prominently featured on event signage at various locations throughout the venue.
- Your company's logo featured on the photocall at the entrance of the event.
- Your company's logo projected on-site using lighting techniques, if possible.
- GOLD SPONSORSHIP: Your company's logo integrated into various entertainment elements, such as live performances, if possible.



EXPOSURE CAMPAIGN

THE HONOURS TV ADVERTS

Your company benefits from a high exposure with a TV network set in the main spots of the venue to reach your target audience throughout the evening ceremony.

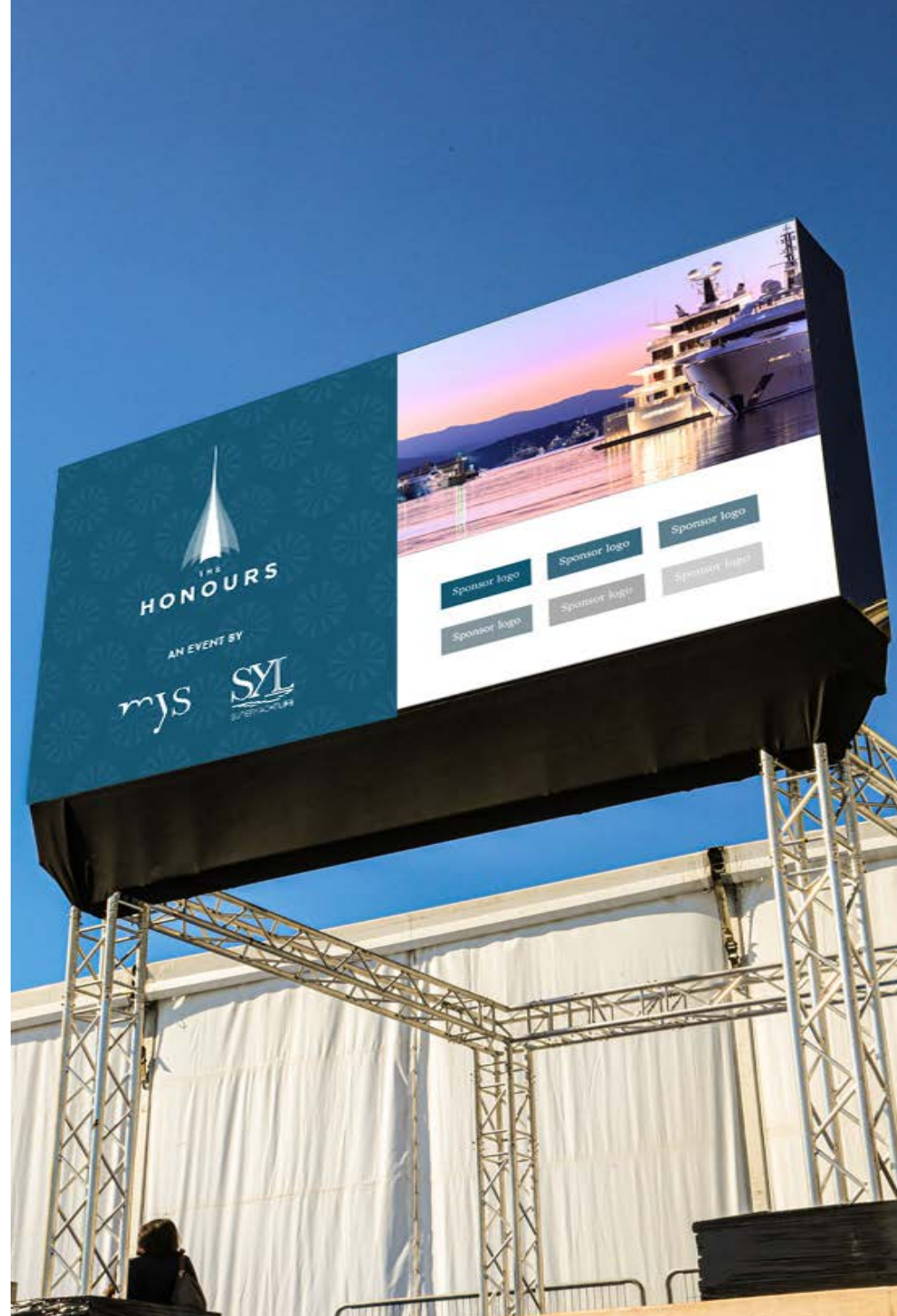
YOUR BENEFITS

GOLD SPONSORSHIP

- 60-second TV advert on the TV network of The Honours.
- Your company's logo inserted in the TV promotional video of the Monaco Yacht Show (for four days).

SILVER SPONSORSHIP

- 30-second TV advert on the TV network of The Honours.
- Your company's logo inserted in the TV promotional video of the Monaco Yacht Show (for four days).



EXPOSURE CAMPAIGN

THE HONOURS

MEDIA RELATIONS

Media relations are a key objective of The Honours. Sponsors will receive prominent mentions across all relevant promotional content associated with The Honours. Furthermore, sponsors' logos will be prominently displayed on both digital and printed materials utilized throughout the event for the 2024 edition.

YOUR BENEFITS

- Mention of your company in all press releases shared about The Honours
- A link to The Honours sponsors page included in all editorial stories published on thesuperyachtlife.com related to The Honours.
- Your logo & company bio included in the press kit to be sent to media following The Honours.



EXPOSURE CAMPAIGN MONACO YACHT SHOW MARKETING SUPPORTS

MONACO YACHT SHOW OFFICIAL CATALOGUE

The Official directory of the annual edition of the Monaco Yacht Show. The publication lists the exhibiting companies with the contact details of their Managers.

- **DISTRIBUTION: MYS** (visitors' gift bags, exhibitors' welcome bags, display racks in the highest footfall areas).
- **TARGET: HNWI** and **business decision-makers** in the luxury and superyacht industries attending the MYS.

SAPPHIRE EXPERIENCE BROCHURE

The Sapphire Experience is the official VIP visit programme of the Monaco Yacht Show exclusively reserved for visitors interested in chartering or purchasing a yacht.

- **DISTRIBUTION:** 200 copies
- **TARGET:** the MYS **VIP clients**.

YACHT OWNER PACK

Presentation of the VIP visit program of the MYS, exclusively reserved for the 125 owners of the Yachts displayed in the Show.

YOUR BENEFITS

- Your company's logo inserted to the advertorial dedicated to The Honours in Official catalogue, Sapphire Experience, Yacht Owner pack.



EXPOSURE CAMPAIGN

MONACOYACHTSHOW.COM

The MYS website delivers all information about the Show's annual edition, its partners and services.

It features the exhibiting companies and superyachts with their individual presentation. The website is viewed by super yacht clients, the industry's business decision-makers and journalists to organise their participation.

JAN 1, 2023 > DEC 31, 2023

- 880,000 events⁽¹⁾
- 304,000 views
- 77,400 users

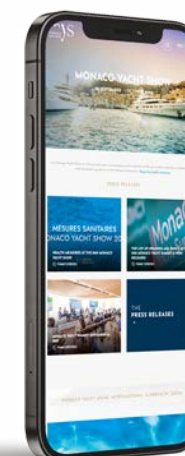
TARGET

Potential superyacht purchasers or charterers and their representatives visiting the MYS.

⁽¹⁾ An event is recorded when an Internet user performs an action on your website: click, file download, first visit, session start, page view, scroll, user engagement, view search results.

YOUR BENEFITS

- Individual presentation of your company in the "Partners" section with click-through link.
- Your company's logo is inserted in the "The Honours" section with click-through link.



EXPOSURE CAMPAIGN

THESUPERYACHTLIFE.COM

The Superyacht Life Foundation website presents unique stories of inspirational people, places and projects centering on the superyachting good life.

A link to The Honours sponsors page will be included in all editorial stories published on thesuperyachtlife.com related to the Honours and there will be a direct link to The Honours website.

JAN 1, 2023 > DEC 31, 2023

- 83,000 users
- 148,000 views
- 780,000 events

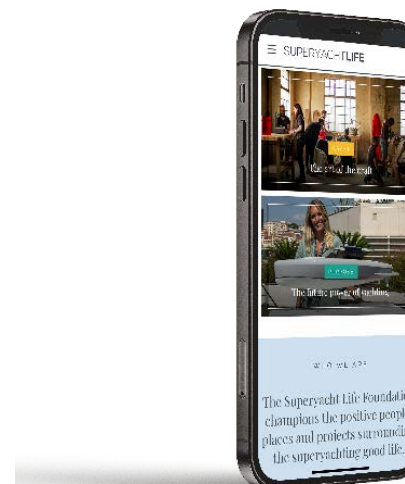
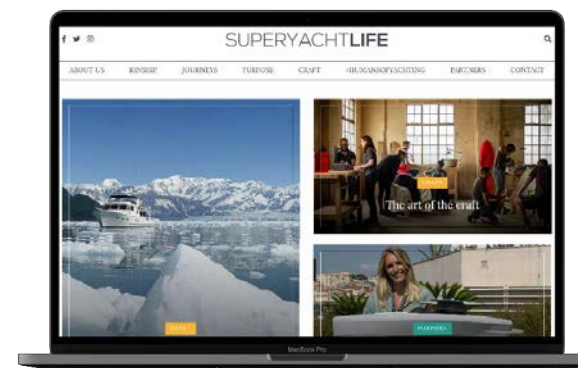
TARGET

Superyacht owners, potential superyacht purchasers or charterers, their representatives captains & crews and public.

⁽¹⁾ An event is recorded when an Internet user performs an action on your website: click, file download, first visit, session start, page view, scroll, user engagement, view search results.

YOUR BENEFITS

- A link to The Honours sponsors page will be included in all editorial stories published on thesuperyachtlife.com related to the Honours.



EXPOSURE CAMPAIGN

THEHONOURS.ORG

The Honours website delivers all information about the event and will be directly linked from The Superyacht Life Foundation's and Monaco Yacht Show's websites. Sponsors will be prominently listed on the main page of the website.

The Honours website will be the face of the event promotion. The website will include the press kit and other communication material that will be used to promote the event and the sponsors.

YOUR BENEFITS

- Your company's logo is inserted in the "The Honours" section with a company video and click-through link.
- The website of both organisers will have a direct link to The Honours website.
- All promotional activities and marketing communications made by the organisers will direct the target audience to the event website.

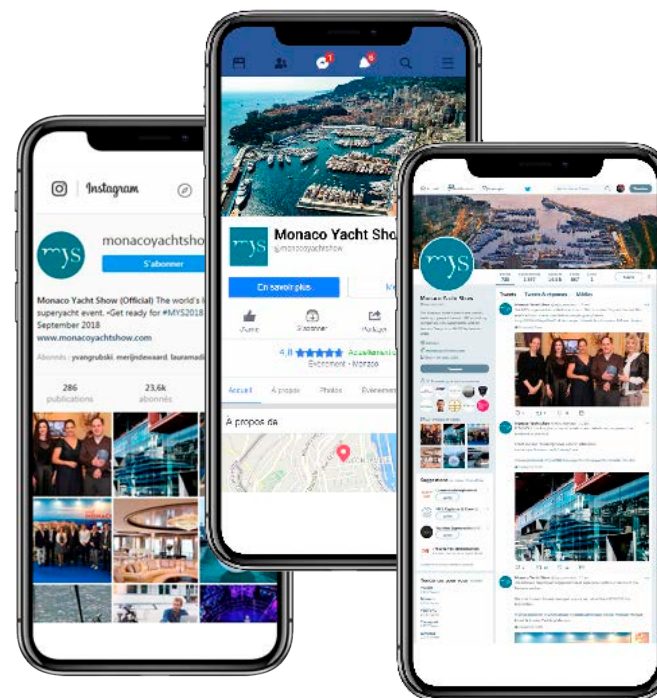


EXPOSURE CAMPAIGN SOCIAL MEDIA

The Monaco Yacht Show and Superyacht Life sets an active communication plan on social media to promote the yearly event with news and features on the show's partners and sponsors.

YOUR BENEFITS

- Presenting the sponsors of The Honours on Facebook and Instagram accounts of both the Monaco Yacht Show and the Superyacht Life Foundation, integrating logos and potential inclusion of sponsor video footage.
- All posts about The Honours on the Facebook, Instagram, and LinkedIn accounts of both the Monaco Yacht Show and The Superyacht Life Foundation will tag the sponsors.
- Resharing one story from the sponsor's account on the Instagram and Facebook accounts of the Monaco Yacht Show.
- GOLD SPONSORSHIP: One Instagram story crafted by the MYS creative team featuring the sponsor between September 25th to September 28th on the Monaco Yacht Show's official account & one Instagram story crafted by the Superyacht Life Foundation creative team featuring the sponsor on The Honours official account.



MONACO YACHT SHOW SOCIAL MEDIA COMMUNITY

(as per Jan 2024)

- Instagram: 100K
- Facebook: 46K
- LinkedIn: 19K

SUPERYACHT LIFE SOCIAL MEDIA COMMUNITY

(as per Jan 2024)

- Instagram: 23.8K
- Facebook: 13K
- LinkedIn: 1.5K



THE HONOURS 2024

24th *of* SEPTEMBER

GOLD SPONSORSHIP:
€ 27,000 (exc VAT*)

SILVER SPONSORSHIP:
€ 20,000 (exc VAT*)

*VAT applicable only for French and Monesgasque companies

P
R
E
S
E
N
T



For more information about sponsorship opportunities, please contact:

Emilie Lombardi, Sponsorship Manager
emilie@monacoyachtshow.mc