



BAY OF ISLANDS NEW ZEALAND

23 - 26 JANUARY 2018

SPONSORSHIP OPPORTUNITIES IN THE
SOUTH PACIFIC'S PREMIER SUPERYACHT REGATTA

PLATINUM SPONSOR



ORAMS MARINE

HOSTED BY



nzmarine
EXPORT GROUP



“The NZ Millennium Cup, the only superyacht regatta in the southern hemisphere, is held in conjunction with the Bay of Islands Sailing Week and acclaimed as the best big boat regatta in New Zealand. Born when the America’s Cup was in New Zealand, the NZ Millennium Cup has taken on a new life and is now sailed in the stunning venue of the magnificent Bay of Islands offering the best of New Zealand on the water and ashore. With excellent international coverage each year, the event draws both competitors and media from far and wide to race and play in a mecca of world sailing.”

- Peter Montgomery MBE

Come race like we do

EVENT PROFILE & OPPORTUNITIES

- 23 – 26 January 2018
- The NZ Millennium Cup is designed to profile New Zealand as a luxury travel destination, showcase the New Zealand marine industry and align sponsors with a world class event; guaranteeing global exposure to the influential superyacht market.
- On average each visiting superyacht provides over \$4 million to the New Zealand economy, 25% of which is on land based tourism, accomodation and activities. This event offers a rare opportunity to engage in an exciting, exclusive market.
- **Global reach, television, digital & print coverage and exposure through key luxury publications** is achieved year on year.
- Famous amongst owners and crew as the South Pacific's premier superyacht regatta, it still retains a distinctly-relaxed Kiwi flavour supporting **effortless and simple networking opportunities**. From journalists to owners and captains, **introductions are supported and fostered**.
- Align your brand with the luxury market at an exclusive event that combines thrilling racing and premium products.





SPONSORSHIP BENEFITS

BENEFITS OF BEING A SPONSOR

- Quality brand exposure
- Luxury brand alignment
- Global reach
- Networking opportunities

SPONSORSHIP PACKAGES

PLATINUM SPONSORSHIP
GOLD SPONSORSHIP
SILVER SPONSORSHIP
FRIENDS OF THE INDUSTRY

These are detailed within this booklet

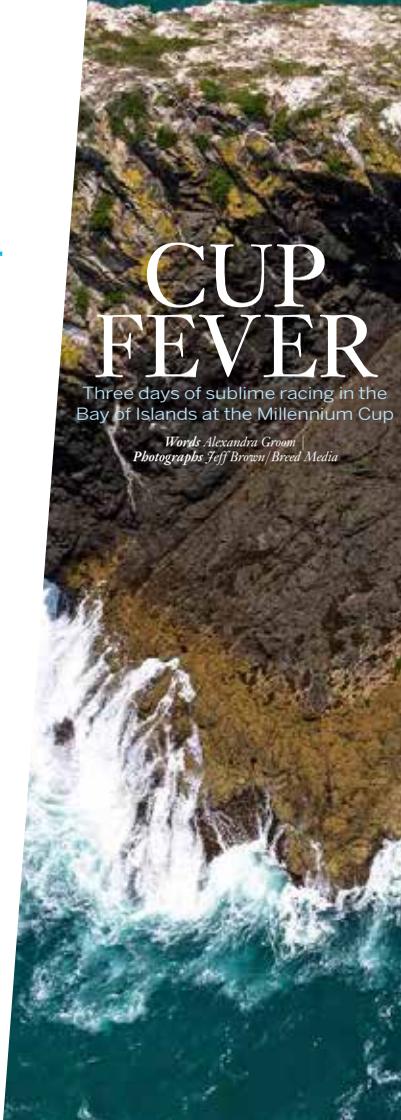
CORPORATE, SUPPLIER & MEDIA SPONSORSHIP

These specialist packages can be negotiated and tailored to suit each individual sponsor.

2017 INTERNATIONAL EVENT MEDIA REACH

- 82 digital articles
- 3 international journalists onsite
- 1.08 million print readers
- 307,000 people total digital reach
- Advertising value in print of \$390,000

2017 NZ Millennium Cup



CUP FEVER

Three days of sublime racing in the Bay of Islands at the Millennium Cup

*Words: Alexandra Groom
Photographs: Jeff Brown / Breed Media*



At Orams Marine we elected to come on board as platinum sponsors of the NZ Millennium Cup due to the international exposure the regatta receives. We know this publicity goes global, placing Orams Marine and the New Zealand marine industry at the forefront of the decision process for superyachts looking to build or refit in New Zealand. This attracts to New Zealand owners and crew who explore the country and spend time on our shores, so we see a tangible return on investment in our involvement with the NZ Millennium Cup and look forward to the 2018 event.

Craig Park
- managing director, Orams Marine

PLATINUM SPONSORSHIP

If your company would like to sit at the top of the sponsor family, we will work with you to custom design your involvement to meet your business goals from this event.

- Benefit from full use of the 2018 NZ Millennium Cup logo and imagery to promote your company, including rights to use images for your own company marketing.
- Featured company logo in all media partner advertising by NZ Marine for the 2018 NZ Millennium Cup including, and not limited to, pre-event marketing and promotion, press material and media releases.
- Your logo featured on the NZ Millennium Cup website which links to your own website.
- Promotion through NZ Marine's social media channels, such as Facebook and Twitter with links to your website.
- Your company logo on all 2018 NZ Millennium Cup tickets, newsletters and any other promotional material created by NZ Marine for the event.
- Your own named race day at the 2018 NZ Millennium Cup.
- Your company's named rounding mark on the course.
- Your company logo will be displayed at the 2018 NZ Millennium Cup social functions and networking events.
- Your logo on the battle flags at the event which are flown on each yacht and also on the chase boat.
- You will also have sponsor-only access to be able to include your promotional material into the skippers promo bags (material to be approved).
- Six registrations to attend the official 2018 NZ Millennium Cup social functions and networking events.
- Co-present the prize for overall winner of the 2018 NZ Millennium Cup at the prize giving.
- Where possible, the opportunity for a representative to be able to tour and/or sail on one of the participating superyachts.
- The NZ Millennium Cup committee will work with the platinum sponsor to facilitate personal introductions and networking opportunities with specific key industry contacts.
- The opportunity to be able to distribute promotional material at the skippers briefing function.
- Your company will be profiled in the Sailing Programme.
- First right of refusal for platinum sponsorship for the following year.

INVESTMENT:
\$15,000+GST

GOLD SPONSORSHIP

Join the family of gold sponsors. We understand each company has their own sponsorship objectives to be achieved; contact us to discuss how we can work together to custom design the finer detail to fit your company/brands requirement to meet your business goals from this event.

- Benefit from full use of the 2018 NZ Millennium Cup logo and imagery to promote your company as a gold sponsor, including rights to use images for your own company marketing.
- Featured company logo in all media partner advertising by NZ Marine for the 2018 Millennium Cup including, and not limited to, pre-event marketing and promotion, press material and media releases.
- Your logo featured on the NZ Millennium Cup website which links to your own website.
- Promotion through NZ Marine's social media channels, such as Facebook and Twitter with links to your website.
- Your company logo on all 2018 NZ Millennium Cup newsletters and any other promotional material created by NZ Marine for the event.
- Your company logo will be displayed at the 2018 NZ Millennium Cup social functions and networking events.
- Your logo on the battle flags which are flown on each yacht.
- You will also have sponsor-only access to be able to include your promotional material into the skippers promo bags (material to be approved).
- Four registrations to attend the official 2018 NZ Millennium Cup social functions and networking events.
- The opportunity to purchase additional tickets to the exclusive 2018 NZ Millennium Cup social functions and networking events.
- The opportunity to be able to distribute promotional material at the skippers briefing function.
- Your company will be profiled in the Sailing Programme.
- One newsletter spot profiling your company in the daily news during the regatta.
- Your company or product profiled in an international press release leading up to the regatta.
- First right of refusal for gold sponsorship for the following year.

INVESTMENT:
\$10,000+GST

SILVER SPONSORSHIP

This is a good opportunity to associate your brand with the New Zealand superyacht industry or shout from the roof tops about what your company offers to the international superyacht market place. Contact us to discuss how we can work together to custom design the finer detail to fit your company/brands requirement to meet your business goals from this event.

- Benefit from full use of the 2018 NZ Millennium Cup logo and imagery to promote your company as a silver sponsor, including rights to use images for your own company marketing.
- Featured company logo in all media partner advertising by NZ Marine for the 2018 Millennium Cup including, and not limited to, pre-event marketing and promotion, press material and media releases.
- Your logo featured on the NZ Millennium Cup website which links to your own website.
- Promotion through NZ Marine's social media channels, such as Facebook and Twitter with links to your website.
- Your company logo on all 2018 NZ Millennium Cup tickets, newsletters and any other promotional material created by NZ Marine for the event.
- Your company logo will be displayed at the 2018 NZ Millennium Cup social functions and networking events.
- Three registrations to attend the official 2018 NZ Millennium Cup functions.
- The opportunity to purchase additional tickets to the exclusive 2018 NZ Millennium Cup social functions and networking events.
- First right of refusal for silver sponsorship for the following year.

INVESTMENT:
\$7,000^{+GST}



FRIENDS OF THE INDUSTRY

Friends of the Industry is an opportunity for you to be associated with this spectacular event. If this matches your budget and brand objectives, contact us to sign up your company today.

- One registration to attend all of the official 2018 NZ Millennium Cup social functions and networking events.
- Your company logo will be displayed at the 2018 NZ Millennium Cup social functions and networking events.
- Company name listed on the NZ Millennium Cup website.
- The opportunity to purchase additional tickets to the exclusive 2018 NZ Millennium Cup social functions & networking events.
- First right of refusal for friends of the industry sponsorship for the following year.

INVESTMENT:
\$2,500+GST





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