



NEW ZEALAND  
**MILLENNIUM CUP**  
Bay of Islands ★ 2023

PLATINUM SPONSOR



ORAMS MARINE

HOSTED BY



**nzmarine**  
EXPORT GROUP



“

I now have the absolute best opinion of New Zealand. This event was thoroughly enjoyable, low-key, great company and I will be remembering this for a long time to come.

**Owner, S/Y Catalina**

”



# EXPERIENCE THE BEAUTIFUL BAY OF ISLANDS, NEW ZEALAND

The 2023 edition of the New Zealand Millennium Cup will run from 13th - 16th February 2023. It's the South Pacific's longest running superyacht regatta and is becoming well-known as a must-do race for yacht owners with a penchant for adventure and taste for getting off the beaten track.



# KEY DATES AND CONTACT

## 2023 NZ MILLENNIUM CUP REGATTA

**Monday 13th Feb** - NZ Millennium Cup Welcome

**Tuesday 14th Feb** - NZ Millennium Cup Racing

**Wednesday 15th Feb** - NZ Millennium Cup Racing

**Thursday 16th Feb** - NZ Millennium Cup Racing and Prize Giving

## CONTACT

For more information on race entry details and sponsorship opportunities please contact:

### **Stacey Cook**

Events Manager and Export Manager, NZ Marine

Mob: +64 21 818 922

[stacey@nzmarine.com](mailto:stacey@nzmarine.com)





“

Thank you to the NZ Millennium Cup organisers for once again putting on an amazing regatta, which in my opinion is still the best in the world.

**Captain Tim Michalick**  
*S/Y Sassafras*

”

“

“If this isn't heaven, then it's just  
next door,” sailing and commentary  
legend, Peter Montgomery.

”



# RACE LIKE WE DO



## EVENT PROFILE AND OPPORTUNITIES

- Having been held since 2000, the NZ Millennium Cup is a world-class event with a leading international profile. It is famous amongst owners and crew as the South Pacific's premier superyacht regatta and retains a distinctly relaxed Kiwi flavour, unlike any other regatta in the world.
- With event headquarters in charming Russell, away from New Zealand's main centres, the regatta has cultivated a unique, relaxed and private experience making it the perfect place to sail, catch up with friends, make new ones and network.
- The planned global media campaign is extensive, delivering sponsors a high level of promotional opportunities.

# SPONSORSHIP BENEFITS

The NZ Millennium Cup regatta, the original superyacht regatta in the Southern Hemisphere, continues to be an outstanding opportunity for brand alignment on and off the water.

We are excited to provide you with the opportunity to join and benefit from our regatta and networking events.

## SPONSORSHIP PACKAGES

- Associated Naming Sponsorship
- Platinum Sponsorship
- Gold Sponsorship
- Silver Sponsorship
- Friends of the Industry
- Functions Sponsorship

## BENEFITS OF BEING A SPONSOR

- Quality brand exposure
- Luxury brand alignment
- Global reach
- Networking opportunities
- Extensive supply of media exposure
- Attendance at the event

## CORPORATE, SUPPLIER AND MEDIA SPONSORSHIP

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





# SNAPSHOT OF 2021 MEDIA

## 2021 NZ MILLENNIUM CUP

- Our social post reach during the week of the Cup on our channels alone was 47,341.
- The NZ Millennium Cup's digital channels are consistently in the top two furthest-reaching of international superyacht regattas.
- The monetary value of editorial articles written on the 2021 Cup numbers in the high hundreds of thousands and includes magazines like the Robb Report, Boat International and Dockwalk.
- NZ Millennium Cup digital articles will top well over 110 for the calendar year.
- Regatta publicity reaches a high net worth, highly-targeted audience.



# ASSOCIATED NAMING SPONSORSHIP

- Your company name being an integral part of the NZ Millennium Cup name and subsequent logo. Example 'NZ Millennium Cup, in association with (your company name).'
- Your promotional material on display at all functions.
- Benefit from full use of the NZ Millennium Cup logo and imagery to promote your company as an associated naming sponsor, including rights to use images for your own company marketing.
- 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 NZ Millennium Cup newsletters and any other promotional material created by NZ Marine for the event.
- Eight registrations to attend the official NZ Millennium Cup social functions and networking events.
- The opportunity to purchase additional tickets to the exclusive NZ Millennium Cup social functions and networking events.
- Your company will be profiled in the Sailing Programme.
- One newsletter placement 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.

## INVESTMENT

**2023 - \$100,000**

Figures in NZD and are subject to additional 15% GST.









# FUNCTION SPONSOR

Exclusive opportunity to sponsor the NZ Millennium Cup Welcome Function or Race Day One Function!

- Address the owners, captains, crew, sponsors and guests with a 5 minute speaking slot during the official proceedings at the sponsored function.
- Your promotional material on display at the sponsored function.
- Benefit from full use of the NZ Millennium Cup logo and imagery to promote your company as a function sponsor, including rights to use images for your own company marketing.
- 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 NZ Millennium Cup newsletters and any other promotional material created by NZ Marine for the event.
- Three registrations to attend the official NZ Millennium Cup social functions and networking events.
- Subject to availability, the opportunity to purchase additional tickets to the exclusive NZ Millennium Cup social functions and networking events.
- 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 function sponsorship for the following year.

## INVESTMENT

**2023 - \$10,500**

Figures in NZD and are subject to additional 15% GST.

# PLATINUM SPONSORSHIP

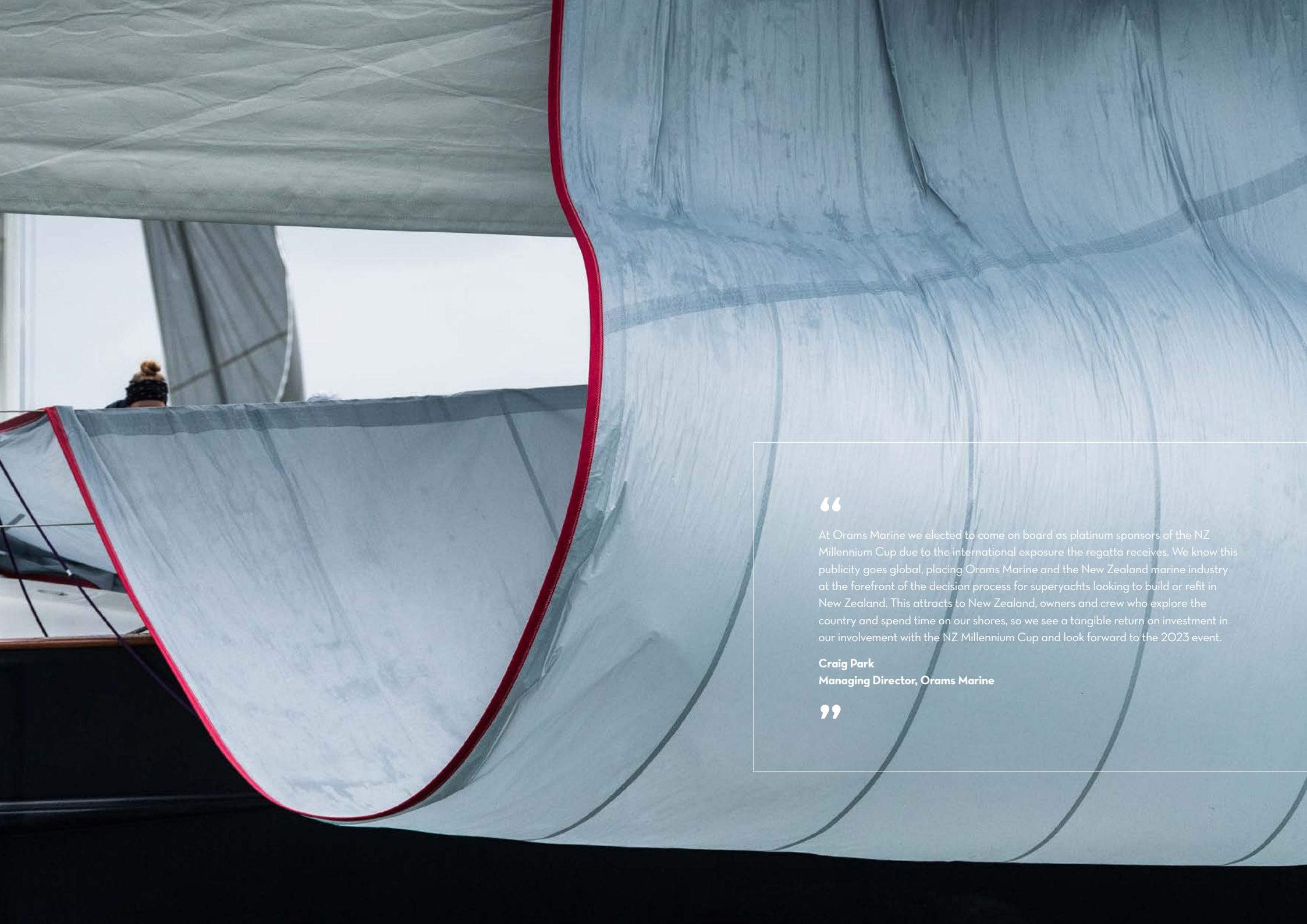
- Co-present the prize for overall winner of the NZ Millennium Cup at the prize giving.
- Your own named race day at the NZ Millennium Cup.
- Your company's named rounding mark on the course.
- Your logo on the battle flags at the event which are flown on each yacht and also on the chase boat.
- Where possible, the opportunity for a representative to be able to tour and/or sail on one of the participating superyachts.
- Benefit from full use of the NZ Millennium Cup logo.
- You will also have sponsor-only access to be able to include 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 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 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 NZ Millennium Cup social functions and networking events.
- Your choice of promotional material or gift in each Owners Bag presented personally by the event team at the Owners Briefing.
- Six registrations to attend the official NZ Millennium Cup social functions and networking events.
- 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.
- Where possible, the opportunity for a representative to follow the racing on the day on one of our officials tender.
- Subject to availability, the opportunity to purchase additional tickets to the exclusive NZ Millennium Cup social functions and networking events.

## INVESTMENT

**2023 - \$25,000**

Figures in NZD and are subject to additional 15% GST.





“

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 2023 event.

**Craig Park**  
Managing Director, Orams Marine

”

# GOLD SPONSORSHIP

- Your logo on the battle flags which are flown on each yacht.
- Your choice of promotional material or gift in each Owners Bag presented personally by the event team at the Owners Briefing.
- Benefit from full use of the 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 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 NZ Millennium Cup newsletters and any other promotional material created by NZ Marine for the event.
- Your company logo will be displayed at the NZ Millennium Cup social functions and networking events.
- Four registrations to attend the official NZ Millennium Cup social functions and networking events.
- Subject to availability, the opportunity to purchase additional tickets to the exclusive 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.
- Where possible, the opportunity for a representative to follow the racing on the day on one of our officials tender.

## INVESTMENT

**2023 - \$15,000**

Figures in NZD and are subject to additional 15% 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/brand requirements to meet your business goals from this event.

- Three registrations to attend the official NZ Millennium Cup functions.
- Benefit from full use of the 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 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 NZ Millennium Cup tickets, news-letters and any other promotional material created by NZ Marine for the event.
- Your company logo will be displayed at the NZ Millennium Cup social functions and networking events.
- Subject to availability, the opportunity to purchase additional tickets to the exclusive NZ Millennium Cup social functions and networking events.
- First right of refusal for silver sponsorship for the following year.

### INVESTMENT

**2023 - \$8,400**

Figures in NZD and are subject to additional 15% GST.

# DESTINATION SPONSOR

- Named as the destination sponsor for the NZ Millennium Cup 2021 regatta.
- Three registrations to attend the official NZ Millennium Cup functions.
- Benefit from full use of the NZ Millennium Cup logo and imagery to promote your company as a destination sponsor, including rights to use images for your own company marketing.
- Featured company logo in all media partner advertising by NZ Marine for the 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 NZ Millennium Cup newsletters and any other promotional material created by NZ Marine for the event.

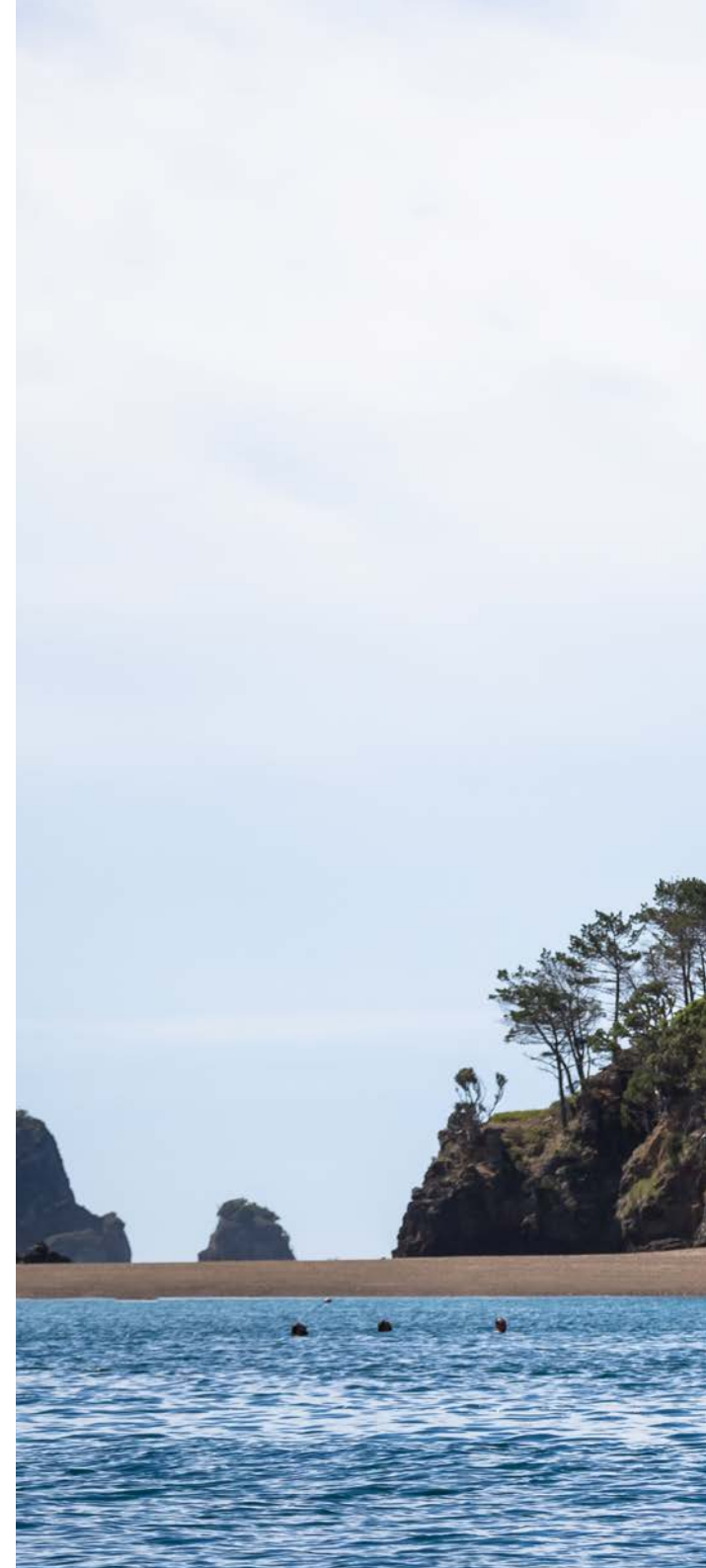


- Profile of the destination sponsor message in the Sailing Programme.
- Your company logo will be displayed at the NZ Millennium Cup social functions and networking events.
- Subject to availability, the opportunity to purchase additional tickets to the exclusive NZ Millennium Cup social functions and networking events.

## INVESTMENT

**2023 - \$20,000**

Figures in NZD and are subject to additional 15% 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 NZ Millennium Cup social functions and networking events.
- Your company logo will be displayed at the NZ Millennium Cup social functions and networking events.
- Company name listed on the NZ Millennium Cup website.
- First right of refusal for friends of the industry sponsorship for the following year.

## INVESTMENT

**2023 - \$2,800**

Figures in NZD and are subject to additional 15% GST.

