

CAPTAINS' HIDEOUT



Introduction

The Dockwalk Captains' Hideout provides a dedicated VIP area for captains and crew to relax away from the show. It is also a meeting place for their important contacts.

They are offered free breakfast and lunch, as well as refreshments and free high-speed internet access.

Sponsors have a unique opportunity to meet with captains and crew in person, for the duration of the two main superyacht boat shows in Monaco and Fort Lauderdale.





Sponsor Benefits

The Dockwalk Captains' Hideout sponsors clearly benefit from having direct access to a significant number of superyacht captains and crew (see Attendance). The Title Sponsor receives all the benefits of an Associate Sponsor outlined below, plus:

- Headline status - all promotional material to lead with: Dockwalk Captains' Hideout Monaco - Fort Lauderdale 2014 In Association with 'title sponsor' name
- Logo printed first on all promotional material
- Prime display space

All Associate Sponsors of the Dockwalk Captains' Hideout will benefit from the following exposure and opportunities:

- Display area for branding/marketing collateral
- Logo on video loop
- Corporate logo on all print & digital promotional material for the Captains' Hideout including:
 - Corporate logo on the promotional advertisements in every issue of Dockwalk from May to December
 - Corporate logo on flyers
 - Corporate logo on the display panels outside venues and within the shows
 - Corporate logo (with hyperlink) on the online registration page
 - Corporate logo (with hyperlink) on targeted emails to our captains & crew database
- Database of all attendees with full contact details
- Opportunity to provide gifts to attendees

Attendance

Over **3,000** captains and crew attended the Dockwalk Captains' Hideout across the two events, with **1,591** unique visitors. Moreover, the two events attracted **3,421** registrations, of which **854** were captains.

DOCKWALK CAPTAINS' HIDEOUT MONACO	2013
Attendees	970
Unique Visitors	578
Captains attending	118
Registrations	792

DOCKWALK CAPTAINS' HIDEOUT FT. LAUDERDALE	2013
Attendees	1293
Unique Visitors	729
Captains attending	179
Registrations	1339

RATES

Headline Sponsor	POA
Associate Sponsor	£13,000/€15,500/\$20,000

Captains' Hideout Testimonials

"This year's Monaco Hideout was very positive and the revamped bar is great. As usual, we'll be back again next year for more!" Mary Millot, SeaSat Com

"Well done!" Nigel Skeggs, Tourism Fiji

"What a fantastic turn up. We really enjoyed being a sponsor. It is a lovely location and the atmosphere was just perfect. The staff was amazing, very pleasant and welcoming - the food was very good as well"
Suzanne Galloway, Warsash Academy

"The Captains' Hideout I felt was a great success! The venue, food and happy hour were all very well organized. The staff at the door did an excellent job at checking everyone's credentials" Justine Avila, Roscioli Yachting Center

"The presence at the Captains' Hideout was very interesting and we are satisfied. We certainly think of renewing this operation for the next year" Emmanuel Blery, EGP

"You guys did an excellent job at the Hideout this year. We are very grateful for all your constant support" Andrew Zammit, Melita Marine

"What a well-run event!" Niki Barnes, Bupa

"We would like to say thankyou!" David and Christine Starhak, Crown Bay Marina

