

SPONSORSHIP PACKAGES 2016



PYA GUEST program is growing and we want it to grow with you on board.

As the major players in the Super Yacht Sector we are asking for your support by means of an annual financial commitment to assist the future of the GUEST Program.

With some amazing marketing exposure, at a very reasonable cost, your company can be seen as one of the many professionals who understand the need to promote “excellence” through a positive and unified message to the Interior departments in our sector.

We need the funds to better support the spirit behind GUEST training to the very yacht crew who are charged with being the frontline to Owners and guests (your clients).

With your help we can afford better P.R. as well as continue to attend and host the many CPD seminars and events in the yachting calendar, particularly the **GUEST Awareness days for Industry**.

This industry led standard must come directly from industry professionals who represent the Owners by endorsing “excellence in service”.

Please see our sponsorship packages for marketing and branding exposure



TOGETHER

Supporting

**A unified message**

For an Industry led standard

Expectations of Excellence

### Sponsorship for GUEST Program

We are seeking an annual commitment to a sponsorship package that is within your budget.  
Your participation and support will enable the PYA to take the GUEST program forward.

| Sponsorship Packages<br>What's included?   | Basic                | Cool                  | Smart                 | Pro                   |
|--|----------------------|-----------------------|-----------------------|-----------------------|
| GUEST Website: Home page: ADVERT<br>Front page space for company advert - logo with link                                       | ✘                    | ✘                     | ✘                     | ✔                     |
| Yachting Matters PYA supplement:<br>Events Report including write up about your<br>company's support as a PRO sponsor          | ✘                    | ✘                     | ✘                     | ✔                     |
| GUEST website and social media :<br>Coverage regarding your support to the event   | ✘                    | ✘                     | ✔                     | ✔                     |
| Yachting Matters PYA supplement:<br>Listed as a supporter to the events  | ✘                    | ✘                     | ✔                     | ✔                     |
| GUEST Website: Events pages:<br>Your company logo with link  | ✘                    | ✔                     | ✔                     | ✔                     |
| Exposure of your promotional material:<br>Brochures, banners, promo items at all GUEST events                                  | ✘                    | ✔                     | ✔                     | ✔                     |
| Option to add promotional material to 'goody bags'<br>given to attendees at some GUEST events                                  | ✘                    | ✔                     | ✔                     | ✔                     |
| GUEST Website: Sponsors pages:<br>Listed as a GUEST supporter of CPD and training  | ✔                    | ✔                     | ✔                     | ✔                     |
| Your logo displayed on invitations and handouts at all<br>GUEST events   | ✔                    | ✔                     | ✔                     | ✔                     |
| Invitation to all GUEST events throughout the year.<br>Networking with attendees, invitees and speakers at<br>the GUEST events | ✔                    | ✔                     | ✔                     | ✔                     |
| <b>Starting at:</b>  | 500e<br>per<br>annum | 1000e<br>per<br>annum | 2500e<br>per<br>annum | 5000e<br>per<br>annum |

*Contributions to this sponsorship Package will be totally transparent and annual reports will be available to all supporters in this industry-led program.*

✔ **GUEST Table Setting Competition Prize Givers:** Monaco Yacht Show annual Table Setting Competition:  
Opportunity to donate wonderful prizes promoting your company.

**Sponsorship for GUEST Program**

*Application form & agreement for becoming a GUEST sponsor and supporter:*

| Details  | Office Use   |  |
|--|--|--|
| Company name & Address   |  |  |
| Company Contact  |  |  |
| Company contact details (include email address   phone numbers and web site links) |  |  |
| Type of sponsorship (please circle)  | <input type="checkbox"/> <i>Basic</i> 500€<br><input type="checkbox"/> <i>Cool</i> 1000€<br><input type="checkbox"/> <i>Smart</i> 2500€<br><input type="checkbox"/> <i>Pro</i> 5000€ |  |
| Method of payment and invoicing details  |  |  |
| Please supply your logo (by email) and required URL link for website use.          |  |  |
| Willing to contribute prizes to the annual GUEST Table Setting Competition?        | <input type="checkbox"/> <i>Yes</i><br><input type="checkbox"/> <i>No</i><br><input type="checkbox"/> <i>Maybe</i>   |  |

*Signature:*

*Date:*

*Print name:*

**Please scan / email this form back to: [info@pya.org](mailto:info@pya.org)**

**Please refer to Terms and Conditions of this agreement.**

## Sponsorship for GUEST Program

### **Terms and Conditions for the GUEST Sponsorship Packages:**

*This is the agreement between the PYA and the Company (sponsor) for the sponsorship package indicated and signed for on the application form.*

*\*Definition of a Term = Three years.*

*This agreement will be in place for a minimum of one term \* **(three years)** from the date of a signed application form. This will be renewable thereafter for a further term \* **(three years)** on request of the said Company.*

*This agreement can be terminated with one month's written notice from either party, however once the funds have been donated (cleared) this will be a binding agreement for the said term \*.*

*It is the responsibility of the company to provide the PYA with the relevant logos and adverts for the GUEST website, Yachting Matters and all other promotions.*

*Banners and promotional items: There are strict restrictions on size and content of banners and flags. All banners and flags will have to be approved pre-production by the PYA – so please ask for advice on this. Please note that the PYA have restricted storage available and cannot keep large volumes of promotional items in-house.*

*It is the responsibility of the Company to ensure brochures and promotional materials arrive on time for the relevant events and at no cost to the PYA. The PYA will refuse delivery on packages that require further fees to be paid unless pre-arranged between the Company and PYA.*

*PYA takes no responsibility or liability for loss or damage to any Company promotional or marketing material.*

*PYA is not liable for any misrepresentation of your Company's promotional items, either at events or in the media. We will report only on the Companies contributions to the GUEST program and on going support.*

*It is up to the individual Companies to ensure that text and adverts are proof read and ready for printing.*

*Misuse of the PYA / GUEST logos or publicity from the Company will result in the termination of the agreement.*

*You do not need to be a **corporate member** to be part of this sponsorship agreement, however you will receive information on corporate membership from the PYA HQ and are encouraged to join.*

*For more information please see the letter from the Director of Training and Certification:*

## Sponsorship for GUEST Program

Dear Partners,

The superyacht industry is renowned for its commitment to “**excellence**” in every aspect, from design to build, through to shore sourced products and supplies. However, there is still a need to better support and endorse training for the very people who are charged with taking care of, and who showcase these products of excellence to the owners and guests. Training in this crucial area has been severely lacking in the past years, however the PYA has developed a training programme specifically designed to address this skills gap.

The PYA is looking to galvanise support from the **whole industry** to acknowledge that, without properly-trained and professional “front line” crew, the show falls apart. Whilst millions of dollars and euro are spent on all other facets, the fundamental aspect of undergoing interior crew training - which essentially creates the owners’ and guests experiences, has been left up to individuals who are often not experienced enough to decide whether or not they need to develop their skills further.

If we want a comprehensive **professional industry** we must ensure that those individuals who are expected to provide “**excellence in service**” are encouraged and fully supported in being able to develop their skills to the highest possible standard.

There is no mechanism in place to make interior training a mandatory requirement, but as an industry, together we do have the power and ability to make “excellence in service” training **an industry-led standard**. The PYA is seeking support from **all** the industry Associations and companies to create a standard of service, through training in the GUEST programme that will raise the skill levels to match the excellence of what are “floating bespoke hotels”.

If there is little or no desire to create this industry-led standard, interior crew will not see the necessity in investing in interior crew training programs. If the demand does not come directly from the industry professionals who represent the **Yacht Owners**, in particular, then we will continue to struggle to find and develop the right kind of professionals to join and stay in our industry. The industry continues to attract too many back-packers and seasonal workers who do not want to invest in professional development. If we can create, in prospective interior crew members, a mind-set which focuses on the provision of hospitality and service to the **highest of standards** (such as the hotel, private aviation and other hospitality sectors) we will attract a more focused and professional intake of interior crew to our industry – and this is exactly what **Yacht Owners and Charter guests alike expect and deserve**.

The GUEST program has been carefully written and developed by industry professionals and provides a much-needed **bespoke platform of education to Interior Crew**. With a large number of renowned training providers worldwide accredited by the PYA to offer this training, we are in a strong position to improve and professionalize this department.

We therefore ask that **YOU**, as major players in the Superyacht industry, do your utmost within your capacities as Owners’ Representatives, Yacht Managers, Agents, Trainers or Suppliers, to lend your financial support to the GUEST programme. It is essential for us to have the necessary funds available to enable us to run Awareness Workshops, GUEST seminars, general promotion and marketing – so we can reach out to the interior community with a positive message for **endorsing the relevance and necessity of this training**, so that “**Excellence**” in the interior department becomes a matter of fact.

Kindest Regards,  
Joey Meen

Director of Training & Certification On behalf of the **Professional Yachting Association**

[askjoey@wanadoo.fr](mailto:askjoey@wanadoo.fr) | [training@pya.org](mailto:training@pya.org) | [www.facebook.com/guestprogram](https://www.facebook.com/guestprogram) | [www.guest-program.com](http://www.guest-program.com) | + 33 (0) 6 15 27 02 36