

SPONSOR MEDIA KIT · 2027 EDITION

Caribbean Yacht Week

Seven islands. One flotilla. 120 days of exposure.

A curated week-long sailing passage from Saint Lucia through St. Vincent and the Grenadines to Grenada, April 30 to May 7, 2027. Partners buy not 8 event days but 120 days of coordinated content distributed before, during and after the week, reaching approximately 1.6M people.

120

Days of exposure

~1.6M

Projected reach

150

Curated guests

7

Islands

WHY THIS MARKET, NOW

35MCaribbean stay-over visitors, up
2.5%**70%**Millennials & Gen Z value
multi-destination**77%**

Travellers seek authentic culture

EVENT HIGHLIGHTS · THE PASSAGE

- 1 Saint Lucia · Embarkation, welcome & opening celebration
- 2 Bequia · Island villages, beaches & local culture
- 3 Mustique · Exclusive island relaxation & beach club
- 4 Mayreau · Beach party, music & local life
- 5 Tobago Cays · Turquoise lagoons, snorkeling & sandbars
- 6 Carriacou · Island exploration, sailing & local flavours
- 7 Grenada · Grand finale, awards & farewell celebration

AUDIENCE

150 People. The Right People.

A deliberately curated audience of affluent travellers, founders, executives, investors, cultural tastemakers and creators drawn from the Caribbean's most important international source markets.

65%

Targeted between 30-49

50/50

Target gender balance

5+

Key source markets

100%

Curated, not mass ticketed

PRIMARY SOURCE MARKETS

United States, Caribbean, United Kingdom, Canada

SECONDARY MARKETS

Europe, LATAM, Caribbean diaspora globally

INCOME PROFILE

Predominantly affluent professionals and business owners

PURCHASE MINDSET

Experience-led, convenience-oriented, quality-conscious and willing to pay for exclusivity/access

DIGITAL BEHAVIOUR

Highly social, content-consuming and content-sharing; Instagram and LinkedIn particularly relevant

Who sails with us

Affluent culture-seeking couples · Travel to explore, connect, and experience deeply.

Founders, executives & entrepreneurs · High achievers who value connection and perspective.

Milestone celebration groups · Friends' trips that celebrate life's moments in extraordinary ways.

Global Caribbean diaspora tastemakers · Proud, stylish, and shaping culture worldwide.

Luxury travel advisors, sponsors & select creators · Influential connectors who curate and elevate experiences.

Year-one outcomes

100-150

Overnight visitors

300+

Creator assets

1M-8M

Social estimated impressions

PARTNERSHIP TIERS

Five ways to partner

TIER 01

Founding Presenting Partner

The only company visibly embedded into the entire event. Suited to payments, financial services, global luxury, telecoms, or another major strategic brand.

- Sole presenting rights: the event is named and branded with the partner across the fleet, every event, every asset, all seven islands
- Category exclusivity for the week: no competing brand appears anywhere in the guest journey
- Brand woven into every touchpoint, from embarkation in Saint Lucia to the closing dinner in Grenada
- Founding status carries forward, first right of refusal on future editions
- A seat at the table in shaping the experience itself, not just its decoration

Commercially, this is ownership of the platform rather than presence at it, one brand carries the entire event, and everything the guests remember is co-signed.

TIER 02

Host Destination Partners

Tourism authorities and destination groups buying destination exposure, content, visitor expenditure and future demand generation, not conventional sponsorship.

- Professionally produced destination photography and commercial-quality film, licensed for future campaigns
- Dedicated destination features across the event's channels and itinerary
- Travel advisor education and trade exposure around each host island
- Direct visitor expenditure into local businesses - chefs, musicians, guides, markets
- Post-event analytics and economic-impact reporting delivered to the authority

Commercially, this behaves like destination marketing infrastructure: the partner pays for content, reach and repeat visitation, and walks away with usable tourism assets and data, not just a logo at sea.

TIER 03

Official Category Partners

For brands reaching a concentrated, pre-qualified audience with zero competitive noise. Categories currently open:

COMMUNICATION · PAYMENT CARDS · AVIATION · AUTOMOTIVE · SUNSCREEN · YACHTING · PREMIUM BEVERAGES

- Category exclusivity: one brand per category across the entire week
- Logo placement across official marketing, the fleet and event signage
- On-site presence at port events and hosted gatherings
- Inclusion in guest gifting and in-cabin placement
- Hospitality allocations for the partner's own clients and prospects

Commercially, this is precision rather than scale: the brand reaches a concentrated, pre-qualified audience with zero competitive noise, and converts its allocation into client relationships.

TIER 04

Signature Experience Partners

Own one individual high-value moment of the week. Moments currently open:

SUNSET SAIL · PRIVATE ISLAND DAY · CARIBBEAN TABLE · FOUNDERS AT SEA DINNER · WHITE PARTY · WELLNESS MORNING · CLOSING DINNER

Commercially, this is the efficient entry point: one unforgettable, filmable moment with the partner's name on it, the strongest story-per-dollar of any level.

TIER 05

Curated Partners

Suitable for premium Caribbean and international brands that enhance the guest experience but do not need strategic ownership. Examples include fashion, jewellery, beauty, wellness, boutique hospitality, culinary brands, concierge services and premium local products.

- Curated placement where it naturally fits the guest experience: gifting, in-cabin touches, wellness mornings, the table
- On-island and on-deck activations at port events, selected to match the brand
- Content co-creation with the event's creator cohort, product authentically in use
- Introduced to guests by the crew and hosts, not sold to them: curation, not interruption

Commercially, this is brand texture rather than ownership: a lower-commitment entry that puts the product physically in guests' hands for a full week, with the credibility of being selected rather than bought.

Pricing, inventory and availability are shared in the full partnership deck on request. Figures are projections and targets for the 2027 edition.

Begin the conversation

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