

Exclusive Superyacht Events & Hospitality

Concours d'Elégance

Monterey Peninsula

14th - 18th August, 2014



My Yacht™ Group

myyachtgroup.com

My Yacht™ Concours d'Elegance

My Yacht™ Concours debuted in 2013 with two exclusive superyacht receptions during the world's premier automotive gathering.

As Sir Jackie Stewart remarked to Edsel Ford, “Amazing, I’ve been coming here for 40 years and I’ve never seen The Lodge from the water”!

My Yacht Concours allows you to create an EXCLUSIVE invitation to entertain up to 150 of your own top clients on one or more days &/or sponsor a MY YACHT evening event, to engage with highly-targeted, pre-qualified individuals with bespoke hospitality, in the most exclusive & sought after setting of the weekend:

- ⊙ A new, unique & prestigious hospitality experience
- ⊙ A historic superyacht berthed in Monterey Marina
- ⊙ Highly targeted male demographic (car guys with \$10m - \$150m collections)
- ⊙ Sunset champagne “Cruise Of The Bay” option
- ⊙ Host top clients, local, national & International VIP’s
- ⊙ Live jazz band and / or DJ
- ⊙ Seated lunches & evening dinners for up to 40 guests
- ⊙ Cocktail receptions & parties for up to 150 guests



M/Y ACANIA

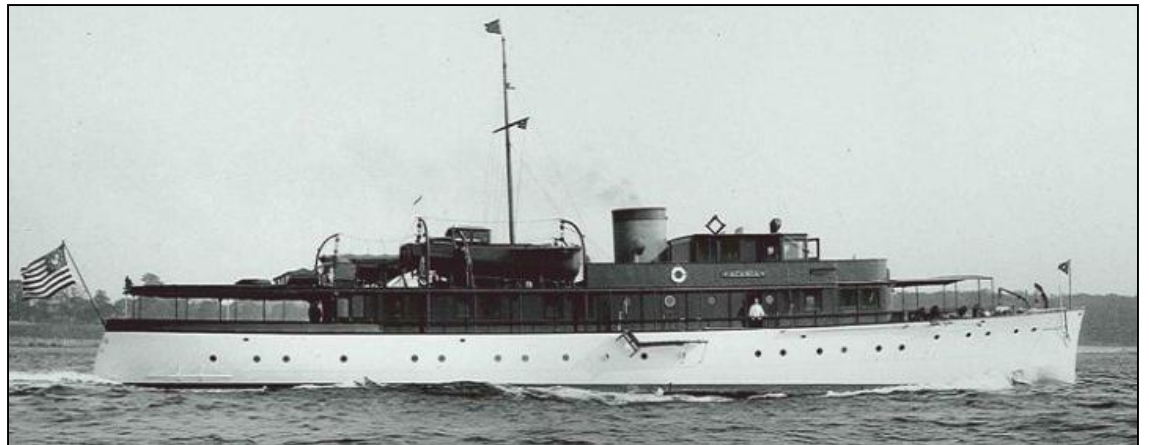
After years of hosting clients & guests in ‘**been there, done that**’ hotels & houses, My Yacht allows you to differentiate & elevate your brand & event hospitality to the next level.

My Yacht Concours creates a unique, convivial & intimate atmosphere that enhances the special setting of being on a luxurious super yacht.

M/Y ACANIA was home to My Yacht Concours in 2013 & returns in 2014. An archival-level, \$10m refurbishment has restored this 41m /136ft 1930s motor yacht to its former glory, evoking a storied past that began with its original owner, Al Capone.

Sumptuous materials, woods & finishes create an exquisite setting aboard, where a formal dining room, formal lounge, Prohibition bar, sunroom, & vast upper deck & bar provide luxurious spaces in which to host & entertain guests.

SHOES ARE ALSO ALLOWED ABOARD!



M/Y ACANIA – Cruise & Party for 120 guests



M/Y ACANIA



M/Y ACANIA



Al Capone fishing from ACANIA'S top deck, circa 1930



M/Y ACANIA



Luxury Brand Partners

Over the past 9 years My Yacht™ has entertained the guests of some of the world's most prestigious luxury brands:

Automotive



Aviation

BOMBARDIER



Financial



Fine Foods



Lifestyle

The World
Residences at Sea



Luxury Goods



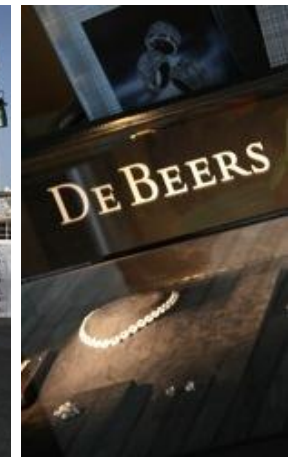
Resorts & Hotels



Yachting



Partner Integration



Testimonials

“A sincere thank you again, my top clients absolutely loved your yacht event”.

James Del Pozzo General Manager Ferrari / Maserati Beverly Hills

“I just spent \$5m on two vintage Ferrari’s in 20 minutes whilst never leaving My Yacht™ what a great evening!”

Tony - Classic Car Collector

“What a great evening, trust My Yacht to create the most sophisticated, original and fun party to celebrate with friends at Pebble Beach.” Kevin Kalkhovan, auto racing magnet, collector, philanthropist

“Superb! You brought the glamor of Monte-Carlo to Pebble Beach”

Sir Jackie Stewart

“Hosting and impressing our principals, plus meeting new clients is challenging. My Yacht delivers every time.” Murray Sutherland, Global Marketing & Sponsorships, Bombardier Business Aircraft

“Through Nicholas & My Yacht events we continually meet new clients & generate new business.”

Deepak Soni, Vontobel Swiss Wealth

“Thank you for two fabulous days at Art Basel on not one but three yachts!”

Tamara Grove, VP, Rolls-Royce Motor Cars NA

“A simply awesome weekend! Your attention to detail, customer engagement & contacts were first class. Your ability to bring an elite & diverse group together, & make real connections, is unique.”

Philip Manning, CEO, ADI Bank UK

“It’s the most incredible weekend I’ve ever experienced.”

Steven Soderbergh, Academy Award-winning Director, “Traffic”, “Oceans 11-13”



My Yacht™ Group

myyachtgroup.com

My Yacht™ Guests



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My Yacht™ Guests

Through 20+ years of working in & around a broad spectrum of businesses - F1, motorsports & the automotive industry; the arts, entertainment & Hollywood communities; the Olympics; international art fairs; luxury marketing - My Yacht™ has developed extensive global relationships.

○ Past guests include:

- HSH Prince Albert II & Princess Charlene of Monaco, with royal guests
- Edsel Ford II - Chairman Ford Motor Company
- Lewis Hamilton - F1 World Champion
- Nigel Mansell - F1 World Champion
- Kevin Kalkhoven - Autoracing magnate, venture capitalist
- Jean Todt - Former Ferrari CEO & Current FIA President
- Steven Soderbergh - Academy Award-winning director (“Traffic”)
- Martin Brundle - Former F1 driver & current F1 TV commentator
- HRH The Countess of Wessex - British Royal family
- Prince Mishaal Al-Saud - Saudi Royal family
- Matt LeBlanc - Actor (“Friends”, Episodes”)
- John Paul DeJoria - Co-founder Patrón Spirits, Paul Mitchell Systems
- Petra Nemcova - Model, Founder Happy Hearts Fund
- Boris Becker - 6-time Tennis Grand Slam Champion
- Michael Johnson - 4-time Olympic & World Champion sprinter
- Brian Oliver - Producer (“Rush, Black Swan”)
- Michelle Rodriguez - Actress (“Avatar”, “Fast & Furious”)
- Global Influencers & Innovators
- Sir Stelios Haji-Ioannou - Founder of Easyjet / Easygroup
- Steve Wynn - Founder & CEO of Wynn Resorts
- Henrik Fisker - CEO & Chief Designer of Fisker Automotive
- Hayden Christensen - Actor (“Star Wars”, “Jumper”)
- Jean-Eric Vergne - F1 driver
- Vitaly Petrov - F1 driver
- Denise Rich - Award-winning songwriter & philanthropist
- Nico Hulkenberg - F1 Driver
- Noel Lee - Founder & CEO of Monster Cable
- Bob Horner, SVP Sales of Bombardier Business Jets
- Ken Block - MonsterRally Team
- Brian Vickers - NASCAR Champion
- Beny Steinmetz - Industrialist
- Victor Muller - CEO of Spyker Cars
- Michael Saylor - Founder & CEO of MicroStrategy Inc.
- Kellan Lutz - Actor (“Hercules, Twilight”)
- Rick Yune - Actor (“Olympus Has Fallen”, “Fast & Furious”)
- Michelle Yeoh - Actress (“Crouching Tiger, Hidden Dragon”)



Invitation Example & Information

My Yacht™ evening invitations are sent to a select, highly targeted list of The Global Elite, global influencers, HNW & UHNWs, Olympians & innovators.

We work to ensure our brand partners receive visibility commensurate with their level of investment.

- 75,000+ visitors from USA and around the world to the Monterey Peninsula for the motoring week activities:
- Concours d'Elegance
- Rolex Reunion historic racing series
- Collector car auctions
- Owners' club rallies
- Tuesday - Sunday
- Value of cars on 18th Green at Pebble Beach: \$1bn+
- Total sold at 2013 auctions: \$250m
- Largest individual sale: \$27.5m
- Attendees: HNW collectors, investment fund managers, Venture Capitalists, auto aficionados, car designers, racing drivers, team owners, VIP guests of luxury marques, top lifestyle media (WSJ, NY Times etc.)



My Yacht™ Group



David Olson & Nicholas Frankl
Request the Pleasure of your Company at the
1st Annual My Yacht™ Pebble Beach Reception
Aboard M/Y ACANIA

Friday August 16th 7:30 – 10p.m.

 **MONSTER®**
INSPIRATION™ Lounge & Gifting



Champagne & Fine Wines:



Fine Cigars:



Smart Casual
No stilettos

Breakwater Cove Marina
32 Cannery Row
Monterey, CA 93940

Canapés
Fresh Seafood
Cocktails

Please RSVP for You +1 to: RSVP@MyYachtGroup.com
Personal Invitation & Strictly Non-Transferable

Case Study – LINCOLN MOTOR COMPANY PEBBLE BEACH CONCOURS

My Yacht Concours 2013

“THE TOP 150 PARTY”

STATUS: Re-launch & repositioning of Lincoln Brand

CHALLENGE: To host the “Top 150” most important and influential attendees

MY YACHT SOLUTION: Edsel Ford’s personal invitation to hand-selected VVIP’s for the first ever yacht reception 4pm-7pm (pre-dinner) & 9.30pm-12am (cigars & cognac)

RESULT: 98+% RSVP & attendance by invited top 150, the most prestigious invite & talked about event of the weekend.

“If this boat sinks, that’s the end of the Pebble Beach Concours! We’ve got everyone aboard!”

Edsel Ford II, Board of Directors, Ford Motor Co.

“I’ve been attending for forty years and I’ve never seen the lodge from the water. Amazing! You brought the glamour of Monte Carlo to Pebble Beach.”

Sir Jackie Stewart, OBE, 3-time F1 World Champion

“We’ve never had an RSVP like this in our history.”

John Clinard, VP Communications



My Yacht Group

myyachtgroup.com

Global Media Campaign

- Bora (Lifestyle) - South America
- Cavallino (Ferrari) - USA
- CSQ (Business / Lifestyle) - USA
- Dolce (Luxury Lifestyle) - Canada
- Elite Traveler (Private Jet Lifestyle)
- Enigma (Lifestyle) - Middle East
- Forza (Ferrari) - USA
- L.I Art (Fine Art) - Global
- Luxe Immo (Realty / Art) - Global
- Motorsport (Automotive Sports) - EU
- Prestige (Luxury Lifestyle) - Asia
- Society Diaries (Lifestyle) - USA
- SportsPro (Sports Business) - Int'l
- This Magnificent Life - AUS
- Ultimate (Boating & Lifestyle) - AUS
- CNN.com, ABC, CBS, NBC, NPR
- Wall Street Journal
- Bloomberg TV
- Forbes.com
- Luxury Lifestyle blogs & sites
- Superyachts.com



My Yacht™ Group



THE ULTIMATE TRIP FOR THE DISCERNING FERRARI ENTHUSIAST

Four Days Aboard A Private Yacht At The
72nd Monaco Grand Prix, May 22nd - 25th, 2014



Aboard My Yacht™ Monaco
Prince Albert, model Petra Nemcova, MYM's Nicholas Frankl, Princess Charlene



An unparalleled view of all the Grand Prix racing action for discerning guests, aboard a 150-foot superyacht, at the world's most glamorous race.

This all-inclusive, four day program* includes:

- 9th Annual Exclusive Royal reception & party, Friday 23rd May (8pm-2am)
- 5-star hospitality with caviar, fine wines, champagne, premium spirits
- Private high-speed water tenders directly to/from My Yacht™
- Custom, limited edition My Yacht Monaco gift bags

VIP Access to Exclusive F1 Team & Partner Activities

For My Yacht™ Monaco reservations:
USA: +1 310 463 1936
EUR: +44 783 158 6256
Info@MyYachtMonaco.com

For more information about
other My Yacht™ events, visit
MyYachtGroup.com

* Package includes access, hospitality and amenities only. Separate accommodations available upon request.

Partner Promotion & Media Coverage

Our partners can choose to receive global exposure through luxury lifestyle & business channels, & invited media outlets through:

- Inclusion in our full page color advertisements in our partner publications
- Featured content in regular My Yacht™ Group newsletters & outbound mailings to our database of **6,500+ High Net Worth Individuals & influencers**
- Global media exposure through invited news, sport & lifestyle press - [MEDIA LINK](#)

Distribution to:

- Yacht owners & clients
- Business aircraft owners & users
- Select global private concierges & their HNW clients



Select Media Headlines

[CLICK HERE FOR FULL ARTICLES](#)

Where the billionaires go, so does this man's marketing

À BORD DE MY YACHT POUR LE FESTIVAL INTERNATIONAL DU FILM DE CANNES ET LE 71^E GRAND PRIX DE MONACO

THE CANNES INTERNATIONAL FILM FESTIVAL AND 71ST MONACO GRAND PRIX ABOARD MY YACHT



Hayden Christensen, J.C. Rousseau, Nicholas Frankl - My Yacht Cannes



Felix Baumgartner, Nicholas Frankl, Julian Lennon - My Yacht Monaco

FORMULA ONE

Nicholas Frankl: Off to the races

Promoter of high-end F1 party is back in Austin with more My Yacht Club

The Most Interesting Man in the World

Christiana Nielson

Share

There are interesting people. And then there's Nicholas Frankl.

INTERNATIONAL CAPTAIN

NICHOLAS FRANKL knows how to entertain abroad and aboard
[LOS ANGELES, CA]

THE SUNDAY TIMES

OLYMPICS

It's not St Tropez, it's Stratford

A playground for VIPs is being created in east London as superyachts cruise in for the Games, writes **Kate Mansey**



RYAN MILLER



My Yacht Group

myyachtgroup.com

Media Coverage USA example

AUSTIN BUSINESS JOURNAL
WHERE CENTRAL TEXAS CAPITALIZES ON BUSINESS

[READ THE ARTICLE](#)

Where the billionaires go, so does this man's marketing



Chad Swiatecki
Staff Writer-
Austin Business Journal

When it comes to the crème de la crème of Austin's Formula 1 race weekend in November, Nicholas Frankl is the life of the party.

As the CEO of West Hollywood, Calif.-based Entertainment MarketPlace LLC and international events company My Yacht Group, Frankl's My Yacht Club events are proudly aimed at what Frankl calls the "global elite" who demand the best of the best.



Nicholas Frankl, CEO, My Yacht Group

I talked to Frankl about reaching and influencing the 1 percent of the 1 percent. This year, like last year, he'll invest "well into the six figures" to bring an F1-oriented party to Ballet Austin's building downtown.

What is the demographic that My Yacht events cater to?

I'd say it's less driven by net worth than by the fact that it's the international global elite as well as the Austin elite and the elites from all over Texas. Those are the people who expect the best and want that luxury environment.

But in terms of personal wealth, what's typical?

You're talking about royalty and princes; and those people have basically unlimited assets. Then it goes to F1 drivers to the local tech businessman of Austin and the oil community from Houston and Midland. The least expensive table at our event is \$4,500 and we just sold one of our top tables for \$50,000, which I think is a wonderful bargain. With that comes a six-liter, gold encased bottle of Comte de Mazeray champagne. There's only going to be 10 of those made, and the first one goes to the winner of the race.



My Yacht Group

My Yacht™ Concours d'Elegance

August 14 – 17, 2014, & annually

- Yacht moored off Pebble Beach 18th hole, &/or Monterey Marina downtown, both locations offering maximum exclusivity & visibility with automotive display possibilities*
- Inclusion in up to 4 My Yacht parties during the weekend
- 200+ person guest list of invited HNWI, international car collectors, supercar owners, luxury automotive industry executives & VIP guests at our events*
- Cross marketing access & promotion with other My Yacht™ luxury brand partners
- Bespoke brand displays & sales on board
- Gourmet hospitality, fine wines, caviar, champagne, premium spirits
- Branding on board & on invites, inclusion on any step & repeat, consistent marketing outreach to My Yacht™ global database, invited media



- Investment Guide: \$25,000 - \$250,000
- Based upon category, number of events and number of guests



Category Exclusive Partnerships

- Exclusive brand partner party & / or receptions
- Private lunches or dinners with up to 40 guests seated or up to 150 guests for gourmet buffet party and receptions
- Create up to 4 days of yacht events (Clients, Media, Dealers)
- Up to 250 person guest list (throughout the evening)
- Two yacht mooring options (off shore or marina)
- Your choice of events Thurs thru Sunday: daytime (10am - 4pm approx.) & evening (7pm - 1am approx.)
- Bespoke brand displays & sales on board, if desired
- Automobile display area at Monterrey Marina
- Professional yacht crew and yacht tenders included
- Gourmet hospitality, fine wines, caviar, champagne, premium spirits all included
- Branding on board & on invites, inclusion on any step & repeat, consistent marketing outreach to My Yacht™ global database, invited media
- Contact us to discuss your specific requirements & budget



Investment Guideline: To be tailored with each partner

- Official Partner (non-exclusive limited to 4): US\$50,000
- Presenting Sponsor (exclusive day/eve event): US\$150,000
- Title Sponsor (exclusive 4 day + eve sponsor): US\$500,000



Bespoke Hospitality & Sponsorship

- A hospitality &/or sponsorship package uniquely customized to meet your needs
- The option to attend specific events or days (Thursday, Friday, Saturday, Sunday)
- The option to host a private brand-focused reception or dinner
- The flexibility to entertain different clients on each day
- The flexibility to add more clients to your hospitality as needed
- Price to include all on-board yacht services, food & beverages, including champagne, premium wines & spirits
- Contact us to discuss your specific requirements & budget



2014 Global My Yacht Group Events

1. Miami Boat Show: February 14th-18th USA
 2. Art Basel Hong Kong: May 9th-10th
 3. Cannes Film Festival: May 16th-20th
 4. Monaco F1 Grand Prix: May 22nd-25th
 5. Monterey CA Concours d'Elegance: August 14th-16th USA
 6. Singapore F1 Grand Prix: September 19th-21st
 7. Monaco Yacht Show: September 24th-27th
 8. Fort Lauderdale Boat Show: October 30th-November 2nd USA
 9. Austin F1 Grand Prix & Club: Oct 31st- Nov 2nd USA
 10. Abu Dhabi F1 Grand Prix: November 21st-23rd
 11. Art Basel Miami Beach: December 1st-6th USA
- My Yacht is able to create custom yacht events in partnership with brands' specific geographic & timing requirements: new product launches & celebrations in New York City, St.Barths, St.Tropez, Dubai, for example.



Giving Back

My Yacht™ Group proudly supports the following charitable organizations:

[Ballet Austin](#)

“Through excellence & faithful stewardship, we create, nurture & share the joy of dance.”

[Disabled American Veterans](#)

“Building Better Lives for America’s Disabled Veterans”

[Prince Albert II of Monaco Foundation](#)

“...a (charitable) Foundation whose purpose is to protect the environment & to encourage sustainable development.”



Contact Us

For bookings & enquiries please contact:

Info@MyYachtGroup.com

In the U.S.A.: +1 310 463 1936

In Europe: +44 783 158 6256

MyYachtGroup.com



*Jetty or Marina displays subject to further coordination

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