



**October 28<sup>th</sup>, 2025**  
*Fort Lauderdale, Florida*

## EVENT SPONSORSHIP BROCHURE



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THE  
**HONOURS**  
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Tuesday, October 28<sup>th</sup>, 2025

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The Fort Lauderdale International Boat Show & The Superyacht Life Foundation proudly present the 2025 Honours Ceremony. This year, the Honours has set sail to the United States and will be hosted at the prestigious Floridian venue Pier Sixty-Six.

The Fort Lauderdale International Boat Show is thrilled to host the third edition of The Honours. Following the success of the first two editions in Monaco, we are excited to bring the 2025 Honours to the U.S. for the first time, bringing its celebration of positive impact and leadership to the American yachting community, and recognize exceptional visionaries.

The Honours Ceremony is a prestigious evening where exceptional individuals in the superyacht community come together for an exclusive, immersive experience. This special event celebrates visionary leaders who use the superyacht industry as a platform for positive impact. Beyond formal recognition, it fosters a deep sense of community, uniting attendees through a shared appreciation for meaningful contributions. It's an opportunity to be inspired by the stories of those driving change and to take part in an evening that highlights the industry's role in creating a lasting difference.

# A CELEBRATION OF PASSION & IMPACT AT A GLANCE

Each year, The Honours recognizes three exceptional individuals whose vision and dedication redefine expectations within the superyacht community.

This exclusive evening is a powerful tribute to passion and positive impact, featuring a vibrant blend of music, art, and performances that bring their inspiring stories to life—adding depth, warmth, and richness to their remarkable paths.

## 2024 HONOURS NIGHT



# MEET THE HONOUREES 2024



## MIKE HORN

Having spent over 20 years pushing the limits of exploration, achieving feats like swimming the Amazon, circumnavigating the equator, and trekking from the Arctic Cape to the North Pole, Mike Horn launched the Pangaea X youth initiative in 2008 to empower young innovators to tackle global issues through environmental and social projects.

## FRÉDÉRIC JOUSSET

Combining his sailing passion with art initiation from a young age, Frédéric Jousset founded the Art Explora Foundation to democratise access to culture and bring art to the masses. It resulted in the birth of the world's largest catamaran and innovative floating museum, ArtExplorer, currently touring the Mediterranean.



## NICK ENTWISLE

After decades in the superyacht industry and as retirement loomed, the superyacht industry veteran redirected his passions and set up a Yachting Gives Back on his adopted home of Mallorca. Nick Entwisle's organisation mobilises the superyacht community to support local homeless shelters, soup kitchens, and food banks.





## MEET THE HONOUREES 2023



### JENNY MATTHEWS

Inspired by a conversation with a neighbour, Jenny Matthews set out to break the mould and become a superyacht captain, eventually getting her Officer of the Watch ticket and founding She of the Sea and Legasea on the way.

### WENDY SCHMIDT

A latecomer to sailing, recipient of the inaugural Honours awards and yacht owner Wendy Schmidt nonetheless showed a natural talent for helming and an affinity with the sea, and as her passion grew, so did her determination to put her philanthropic weight behind ocean science and sustainability.



### ZORAN SELAKOVIC

From passionate yacht skipper and business strategy consultant to Director at YachtAid Global, Zoran Selakovic has seen the suffering of coastal communities, and the help that the superyacht community is determined to deliver.





**FORT LAUDERDALE INTERNATIONAL  
BOAT SHOW KEY FIGURES**  
(data 2024)

**100,000+**  
BOAT SHOW ATTENDEES

**\$1.78B** STATEWIDE ECONOMIC IMPACT

**1,000** EXHIBITING BRANDS

**1,300+** BOATS ON DISPLAY







# THE HONOURS 2025

## SPONSORSHIP PACKAGES

Sponsoring The Honours offers companies a unique opportunity to align with excellence, influence, and positive impact within the superyacht industry. This prestigious evening brings together UHNWI, visionaries, and changemakers, providing unparalleled networking and brand visibility in an exclusive setting.

Through The Honours evening exposure, engagement opportunities, and association with an event that highlights passion and purpose, sponsors can gain meaningful exposure, forge valuable connections, and be part of a movement that inspires progress and innovation in the industry.

### WE OFFER 4 LEVELS

OF SPONSORSHIP OPPORTUNITIES

- **PRESENTING SPONSORSHIP | INQUIRY FOR PRICING**  
(ONLY 1 AVAILABLE)
- **GOLD SPONSORSHIP | \$30,000**
- **SILVER SPONSORSHIP | \$20,000**
- **BRONZE SPONSORSHIP | \$10,000**







# THE HONOURS 2025

## BENEFITS AS A SPONSOR

### EXPOSURE & COMMUNICATION

Sponsors receive valuable visibility and communication opportunities, including brand association with The Honours and access to select promotional channels.

### ACCREDITATIONS & ATTENDANCE

Sponsors are invited to enjoy an exclusive experience at The Honours Night, with a dedicated number of seats reserved for their guests. They will also receive a select allocation of tickets to the Fort Lauderdale International Boat Show.

### MARKETING TO THE FLIBS DATABASE

Sponsors receive increased visibility through enhanced digital listings and prominent brand placement in key event areas.



# SPONSORSHIP BENEFITS 2025

## INVITATIONS & ACCESS:

### GOLD SPONSORSHIP

- 6 invitations for The Honours evening.
- 60 one-day access ticket for Fort Lauderdale International Boat Show.

### SILVER SPONSORSHIP

- 4 invitations for The Honours evening.
- 40 one-day access ticket for Fort Lauderdale International Boat Show.

### BRONZE SPONSORSHIP

- 2 invitations for The Honours evening.
- 20 one-day access ticket for Fort Lauderdale International Boat Show.

## LIVE EVENT & PHYSICAL PRESENCE

- Brand placement on event signage, photocall, and potential projection using lighting techniques.
- Prominent feature in The Honours booklet and online invitations.
- Inclusion in Fort Lauderdale International Boat Show Directory on “Thank you to Sponsors of Honours Award” page.
- Branded Video looping in the Windward VIP.

*\*The deadline is September 15th.*



# SPONSORSHIP BENEFITS 2025

## PRODUCT & GIFT OPPORTUNITIES

### GOLD SPONSORSHIP

- Option to display products at the venue.
- Option to include a gift within the Windward VIP bag (Qty 1000 to be provided by the sponsor).

### GOLD, SILVER & BRONZE SPONSORSHIP

- Opportunity to present a special exclusive gift to event guests (subject to discussion and approval by the event team).







# SPONSORSHIP BENEFITS 2025

## DIGITAL & MEDIA EXPOSURE

- 60-second TV advert for **Gold Sponsors**, 30-second for **Silver Sponsors** & 15-second for **Bronze Sponsors** on The Honours event network.
- Exclusive exposure in email campaigns (53,000+ identified contacts).
- Dedicated Email Pre-Show to FLIBS email database (150K subscribers) for only **Gold Sponsors**.
- Upgraded Digital Directory Profile.
- Dedicated presence on The Honours website with a clickable link to sponsor's website.
- Press release mentions & media coverage for increased brand visibility.
- Social media exposure across Fort Lauderdale International Boat Show and Superyacht Life, with sponsor tags for amplified reach.



# ORGANIZERS



The Fort Lauderdale International Boat Show (FLIBS) is the largest in-water boat show in the world, featuring over 1,300 boats and nearly 1,000 exhibitors across seven locations. Held in the heart of the “Yachting Capital of the World,” it attracts over 100,000 visitors annually and showcases everything from superyachts to marine tech, making it a key hub for innovation, business, and global connection in the industry.

**[flibs.com](https://flibs.com)**

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Pier 66 serves as a vibrant and iconic waterfront venue that reflects the spirit of connection, innovation, and celebration. Located in the heart of Fort Lauderdale, it provides a dynamic setting for gatherings that bring together leaders, visionaries, and changemakers from across the yachting world and beyond. With its rich maritime heritage and renewed energy, Pier 66 offers more than just a location—it creates an atmosphere where meaningful conversations and lasting memories can unfold.

**[piersixtysix.com](https://piersixtysix.com)**



The Superyacht Life Foundation aims to shift perceptions of the superyacht industry by highlighting its positive contributions through powerful stories and meaningful initiatives. With the support of its partners, it leads programs such as The Honours, which celebrates changemakers, and World Boating Day, which opens the world of yachting to the public. By showcasing innovation, leadership, and philanthropy, the foundation demonstrates the industry’s potential to create lasting, positive impact.

**[thesuperyachtlife.com](https://thesuperyachtlife.com)**





**mjs** THE HONOURS 2024 **SL**  
REWARDING LIVES IN SUPERYACHTING

HONOURS  
AGUSTA  
FERNET  
FRED  
JETOX  
MAYBACH  
RICHARD MILLE  
SANLORENZO

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**\$30,000**

SILVER SPONSORSHIP:  
**\$20,000**

BRONZE SPONSORSHIP:  
**\$10,000**

For more information about sponsorship opportunities, please contact:

Parker Ward, Business Development Manager  
**parker.ward@informa.com**  
T. +1(954) 328-1960

Santiago Stanham, Business Development Manager  
**santiago.stanham@informa.com**  
T. +1(954) 393-7116



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FLIBS.COM

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