

SECURITY

SUPPORT

STRENGTH

GUIDING LIGHTS: THE VALUE OF MENTORSHIP IN YACHTING

COURAGE
CALLS TO
COURAGE
EVERYWHERE

SPONSORSHIP PROPOSAL FOR
OUR NEXT EVENT

FRIDAY 15 MARCH, 2024
9:30AM - 5PM
SALTY DOG DOCK PARTY

HARBOUR HOTEL
5 MARITIME WALK
SOUTHAMPTON, SO14 3QT



YPOW is not just a community; it's a movement

Just as the suffragettes rallied for change in the early 20th century, the Yacht Pearls of Wisdom (YPOW) is championing a new era in the yachting industry for women. It's a movement fuelled by the voices and experiences of women who have navigated the challenges of this industry.

Many women have shared their struggles with us:

- Feeling **physically, mentally, and financially insecure** in an environment that often overlooks their needs.
- A lack of **support** – unsure of where to turn, facing inequality, feeling ill-informed, and experiencing isolation.
- Feeling they're not **strong enough** to sustain a career in yachting, or to confidently step away when the time comes.

Our 3 promises to women in yachting:

1. **SECURITY:** Creating a safe space where you can build your career on your terms, with confidence and peace of mind.
2. **SUPPORT:** Providing a network that listens, guides, and stands with you, through every challenge and triumph.
3. **STRENGTH:** Empowering you with the knowledge, resources, and courage to grow in your career and make informed decisions about your future.



Together, we will channel your experiences and energy to drive the change that's so deeply needed in the yachting industry. Just as the suffragettes created a legacy of empowerment, YPOW is forging a path of transformation for women in yachting.

Event Introduction

Set against the backdrop of Southampton's seafaring heritage, this event is a dedicated day for women at any stage of their yachting career or transition to shore-based roles.

Focused on SECURITY, SUPPORT, and STRENGTH, our forum zeroes in on the power of mentorship to foster career development and personal growth. Engage with role models who have charted their own course, transitioning successfully from sea to shore, and discover how their experiences can guide your journey.

Join us for a day of practical workshops, insightful discussions, and networking opportunities, all aimed at empowering you to take the next step with confidence. Whether you're looking to advance at sea or navigate the opportunities onshore, this is where you'll find your crew of supporters, ready to share their wisdom and help set your course for success.



Event Overview

Friday 15 March, 2024 at The Harbour Hotel, Maritime Walk in Southampton, UK.
9:30am - 5pm, plus post-event
Salty Dog Dock Party

Sponsorship Opportunities

We offer these sponsorship packages:

- Headline Sponsors - £2,000
- Buy A Seat - £65 each
- Salty Dog Dock Party - £1,500

About Yacht Pearls of Wisdom

We are a movement for change for women in the yachting industry.

Together we are channeling our experience and energy through an organically evolving, exclusive and accessible community – supporting women at every stage of their yachting career.

HOW CAN YOU SUPPORT OUR EVENT?

Benefits for Sponsors

Demonstrating that you support the need for change for women in yachting and recognise that we can all do our bit.

1) *Headline Sponsors* - £2,000


- Prime branding on all event materials and communications
- An exhibition stand or space for promotional materials
- Promotion via our digital and social media channels, with multiple acknowledgements leading up to and during the event
- The opportunity to provide branded merchandise to attendees
- A post-event email to attendees, option to share an exclusive offer to members
- Full access to the video/photographer (to be pre-arranged)
 - Curated promo video
 - High quality photographs

2) *Buy A Seat* - £65

- Sponsor individual attendees, supporting their journey in the yachting world
- Seat includes a year's gift membership to our exclusive community app
- Material in the goodie bag
- Social media coverage

3) *Salty Dog Dock Party* - £1,500

- Upstairs at The Harbour Hotel, from 6pm
- Business networking event, open to attendees plus guests (including men!)
- Social media coverage



We look forward to partnering
with you to ensure the success of
our event and the growth of our
essential community for women in
(and out) of yachting.

Interested in supporting our event?

For more details, please contact:



cherise.reedman@yachtpearlsofwisdom.com



yachtpearlsofwisdom.com



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STYLIST

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WE'VE
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ARS.

MARC
OMI

