PYA PARTNERSHIP

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office@pya.org

Sophie Rodrigues brings over 20 years of administrative and financial experience to her role as Office & Events Manager at the Professional Yachting Association (PYA), where she has been a key team member since 2016

Initially joining as Membership & Accounts Manager, she quickly advanced to overseeing office operations and event organisation. At PYA, Sophie ensures the smooth running of daily operations, from finance management to team coordination

Sophie is planning and delivering successful industry events dedicated to crew networking and development. Fluent in both French and English, Sophie is based in Antibes, where she enjoys contributing to the heart of the yachting industry

MEET SOPHIE



MEET ELENA

elena@pya.org

Leaving Romania at 22 to pursue a career in the yachting industry, she began as a Stewardess and worked her way up to Chief Stewardess

Along the way, she developed strong leadership skills, a deep understanding of onboard operations, and established lasting connections with professionals from around the world

Today, as Sea Service and Sponsorship Manager at PYA, she brings valuable firsthand experience and a genuine passion for supporting yacht crew in navigating their certification and sea service progression



Throughout the year, the PYA has established itself as a leading trade organisation in the yachting industry

As the voice of professional yacht crew, the PYA's primary mission is to represent their interests, connect decision-makers and drive key conversations across the superyacht community through premier industry events

PYA EVENTS & PARTNERS



PYA MARKETING REACH	
CHANNEL	KEY METRICS
Global network	**11.500+** active members
PYA portal	**5000+** monthly unique visits
Newsletter	**65%** average open rate
HQ foot traffic	**40** crew weekly drop-offs

AUDIENCE



LEADERSHIP MEET UP

Leadership Meetups are networking events organised twice a year to bring together the local yachting community in Antibes

They provide a great opportunity to connect, share experiences, enjoy conversations and reflect on the past season at sea

SEA CHANGES FORUM

The annual Sea Changes Forum takes place at the iconic International Hydrographic Organization, during the Monaco Yacht Show

The forum brings together representatives from major Flag States, leading maritime authorities and industry pioneers to tackle crucial regulatory changes, safety protocols and sustainability challenges shaping professional yachting today

Divided into two segments, the event delivers direct Flag State insights before diving into critical discussions on training standards, crew welfare and seabed mapping

Ultimately, the forum provides a premier platform for companies and their representatives to engage directly with key industry leaders, captains, and fellow maritime professionals



CHRISTMAS BALL

Taking place in the historic, glamorous ballrooms of the Hotel Martinez in Cannes, this legendary black-tie gala brings together over 200 high-profile industry professionals, including superyacht captains, senior crew, yacht managers, brokers and leading maritime executives



This legendary event is a much-loved tradition, promising to close the year in style at the iconic Hotel Martinez in Cannes

PYA™



WEBINAR

Reach a targeted audience of yachting professionals

Why partner with the PYA?

Fresh, high-value content
Deliver actionable insights and expert strategies directly from industry leaders to an engaged professional network

Lead generation
Gain direct access to qualified leads through access to shared registration lists

Zero heavy lifting
The PYA marketing team handles landing pages, presentation decks, technical hosting and promotion



SUPPORT



CORE



EDUCATIONAL



STRATEGIC

GET INVOLVED



SUPPORT



CORE



EDUCATIONAL



STRATEGIC

We invite your company to position your brand at the absolute forefront of the industry by becoming an official corporate sponsor

Why partner with the PYA?

Sponsoring the PYA is a high-visibility opportunity to strengthen your brand's authority and network directly with key decision-makers through a single partnership[

Targeted B2B & B2C audience

Gain direct access to yacht captains, project managers, crew networks, and industry influencers who make purchasing and management decisions daily

Premium brand placement

Grab exceptional visibility via digital campaigns, event signage, stage mentions, and dedicated interactive touchpoints depending on your chosen tier

Support the maritime community

As a non-profit organisation representing professional crew worldwide, your partnership directly supports the PYA's ongoing mission to advance professional career development and maritime standards



This entry-level tier is ideal for local Antibes businesses, local crew lounges, gyms, bars, and boutique providers looking for basic visibility and to offer crew incentives

SUPPORT

Support Partner — €500 per year

Digital marketing

Dedicated directory page
A permanent, SEO-optimised business listing on the PYA website with direct backlinks

Authority alignment

Verified endorsement
The right for the partner to use the official "PYA Corporate Partner" digital badge on their own website and marketing

Corporate perks

Office foot traffic visibility
Display of brochures or QR codes directly inside the PYA Antibes headquarter where crew regularly visit for sea service verification

Privilege scheme participation
Inclusion in the PYA portal member discount programme, directly driving crew to the partner's business (medicals, gyms, bars, training)

Bulk membership discounts
Discounted PYA memberships (10% off) for the partner's internal shore-based staff or management team



This mid-level tier is built for growing yachting service companies, regional crew agencies, insurance brokers, and provisioning businesses needing active marketing outreach and networking opportunities

CORE

Core Partner — €1.000 per year

Includes all Support Partner benefits

Digital marketing

Newsletter
Banner adverts, editorial features, or dedicated promotional sections in the monthly PYA newsletter
Logo placement included in the monthly PYA newsletter

Social media campaigns
Scheduled, co-branded posts across PYA's Instagram and Facebook networks targeting captains and crew, timed dynamically with your company's major news, product launches, or press announcements (up to 4 targeted news features per year)

Event sponsorship opportunities - extra fees apply

Event branding
Partner logos printed on physical and digital event banners, menus, programmes, and digital backdrops for local networking functions

Speaking slots
Guaranteed presentation time at local Antibes networking events, clinics, or regional networking drinks

Corporate perks

Direct B2B matchmaking
Facilitated introductions to other PYA partners within the PYA network

Crew verification priority
Priority access to advice or assistance via the Member Assistance Service (MAS) team

Educational Partner — €1.500 per year



This mid-level tier is built for Yacht training schools, MCA-approved training providers, maritime academies, and specialised safety instructors

Includes all Support Partner benefits

Digital marketing

Co-branded knowledge base hub
Authority to co-host educational webinars covering new regulatory standards, CoC requirements or NOE updates

Event sponsorship opportunities - extra fees apply

Interactive workshop
Guaranteed in-person presentation or speaking opportunities during career mentoring afternoons or local SYQF Networking Evenings in Antibes

Corporate perks

Direct reference materials
Expert article on the official PYA LinkedIn page

EDUCATIONAL



This premium tier is designed for prominent training academies, major management companies, global shipyards, or corporate entities seeking prestigious event partnerships and high-level regulatory engagement

STRATEGIC

Strategic Partner — €2.000 per year

Includes all digital benefits from the Support and Core Partner tiers

Digital Marketing

Homepage logo rotation
High-visibility logo placement on the primary PYA homepage

Member portal banner
Ad placement inside the private PYA member login portal, viewed by crew checking their sea-service status

Press release
Distribution of a joint press release to major yachting media outlets announcing

Event sponsorship opportunities - extra fees apply

Flagship event sponsorship
Headline branding and VIP passes for high-profile industry events, such as the Sea Changes Forum at the Monaco Yacht Show

Educational webinar hosting
Opportunity to co-host and present expert webinars to the PYA's global digital audience

Authority alignment

Co-branded content
Collaboration on official industry or crew advice articles published

THANK YOU



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