



Holland Yachting Group HISWA: Who we are

Holland Yachting Group fosters international trade by strengthening the role of a carefully selected group of companies located in the Netherlands. Holland Yachting Group is part of the HISWA Association; HISWA stands for the Netherlands Association of Enterprises in Water Recreation.

The members of Holland Yachting Group represent a broad cross-section of the yacht building and supply community. They all share important characteristics: excellent quality, craftsmanship and reliability, as well as a high degree of specialisation. The scope of the 57+ independent international companies involved falls under four categories:

- Builders of sailing yachts
- Builders of motor yachts
- Marine equipment suppliers
- Marine services

The members of Holland Yachting Group are all committed to offering specialised products and services of premium quality. This has given them a strong position on the international market and a reputation to match. It is also why Holland Yachting Group is proving to be such an ideal platform for sponsorship by external partners.

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Holland Yachting Group: What we do

Our main activities involve the creation of platforms and programmes for:

Networking opportunities

- Annual boat and trade shows afford excellent opportunities for member companies to showcase their products and/or services, and for attendees to broaden their knowledge of available goods and services. Leading examples include the Monaco Yacht Show, the Fort Lauderdale International Boat Show and the METS in Amsterdam. As a partner, you can benefit from our all-in package price for these events, ensuring your participation involves no unexpected costs or secondary calculations
- We organise complete and hospitable incoming and outgoing trade missions for journalists, naval architects, interior designers, and project & purchasing managers under the name of Yacht Valley Tours. Our annual Yacht Valley Tours afford an opportunity for members and partners to meet exclusive and selective business relations, exchange experiences and make important contacts. Holland Yachting Group companies are represented by dynamic people with an in-depth knowledge and understanding of international trade, all of whom enjoy exchanging ideas and experiences.

Professional Development

- Regular events such as seminars feature knowledgeable speakers, who address current and critical topics related to international trade and specific regions. Additionally, special events provide in-depth educational knowledge and training in important aspects of international trade in new, upcoming and existing markets.

Communication

- Newsletters and Yacht Valley magazine keep the international yachting audience informed of association activities, introduce new international resources, and provide the latest information on a wide range of topics of local, regional, national and international interest.
- A special press service provides our members with a launch pad to ensure their news reaches the national and international media.
- Membership directories in our special Yacht Valley magazine, website and e-newsletter, listing members alphabetically and by area of expertise/interest, provide further opportunities for networking.



Holland Yachting Group: Reasons for Partnership

New ways to contact and interact with target groups are of incalculable value to progressive firms. Sponsorship of the Holland Yachting Group offers you an excellent opportunity to profile your corporate identity and brand image.

The Holland Yachting Group currently has five partners, each with their own focus. They are closely associated with and enjoy easy access to our members. Our extensive PR, communication and export marketing activities in a wide range of worldwide markets are also at our partners' disposal.

A summary of the ways in which you can benefit:

- Meet with the leading parties in the Dutch yachting industry;
- Reach the professional sector on a global scale;
- Profit from the Holland Yachting Group's brand image for professional and reliable quality;
- Benefit from the excellent reputation of the Dutch yachting sector;
- Be associated with innovation and custom-made quality;
- Reduced advertisement costs;
- Benefit from extensive communication and marketing campaigns targeting the international yachting community.

To ensure we make the most of every opportunity, Holland Yachting Group partners are integrated within our project organisation. Experience shows that combining the traditional benefits of sponsorship with participation in projects offers maximum results.

A prerequisite for successful partnership is close corporation and active involvement between the Holland Yachting Group and you as a partner. Our cooperation together is evaluated on an annual basis in order to ensure that all communication means are being deployed as established in the proposition.

Partner Program Levels

Holland Yachting Group HISWA offers varying levels of partner programs to accommodate the needs of our diverse corporate partners. In addition to Bronze Partner level, we have added new Silver and Gold Partner levels this year. All levels include annual targeted exposure to one of the finest and affluent audiences in the international and Dutch Yachtbuilding Society.

Partner Program Levels	Status	Opportunity	Cost
Bronze Partner (*)	<u>4 sponsors</u> Aluland; Aon; Pon Power; FairPromotion	Our Bronze level includes: <ul style="list-style-type: none"> • Image support with existing and new relations • Enhancing name awareness • Relationship management/ i.e. networking • Product Promotion <p><i>See detailed overview of activities below</i></p>	€ 13.500
Silver Partner (*)		Our Silver level includes all Bronze level benefits plus: <ul style="list-style-type: none"> • Placement of 1/1 page full-colour advertisement in Yacht Valley magazine • Name displayed on cars during incoming trade missions • Right to link company name to trade mission social events • 10 free entrance tickets to collective participation exhibitions • Use of facilities at exhibitions for 10 people • 10 invitations to exhibition receptions • Access to database of trade mission guests 	€ 20.000
Gold Partner		Our Gold level includes all Bronze and Silver level benefits plus: <ul style="list-style-type: none"> • Guaranteed exclusivity within your sector • Placement of an extra 1/1 page full-colour advertisement on back page of Yacht Valley magazine • Option for supply of clothing for staff • Option for supply of gadgets for distribution at receptions or exhibitions • Right to link company name to exhibition reception • 25 free entrance tickets to collective participation exhibitions • Use of facilities at exhibitions with a maximum of 25 relations • 25 invitations to exhibition receptions • Right to exhibit products and/or services at trade mission social events • Participation at regular programs such as seminars and speaker programs • Right to use the Holland Yachting Group press service to communicate with international media 	€ 35.000

(*) Exclusivity within your sector only guaranteed at 3 year contract.

Bronze Sponsorship Level Opportunities

Image support with existing and new relations	<ul style="list-style-type: none"> • Image reinforcement in the Netherlands and abroad • Association with HYG Hiswa, incl. use of name and logo
Enhancing name awareness	<ul style="list-style-type: none"> • Promotional display with name, logo and company profile • Name and logo displayed on website, plus link to your site • Name, logo and company profile given in Yacht Valley magazine • Name included on letter and fax paper • Logo displayed on advertisements and invitations
Relationship management	<ul style="list-style-type: none"> • 2 free entrance tickets to collective participation exhibitions • Use of facilities at exhibitions for 2 people • 2 invitations to exhibition receptions • 2 invitations to Purchasers & Project Managers Tour social events • 2 invitations to Press Week social events • 2 invitations to Naval Architects & Interior Designers Tour social events
Product Promotion	<ul style="list-style-type: none"> • Right to offer brochures at exhibitions and trade missions

Other Opportunities for Sponsorship

Receptions with incoming missions