

MEDIA KIT

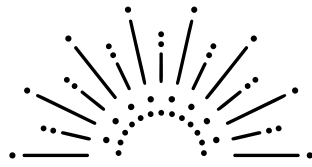
MEDIA KIT



SUNSET

2013

2023



MONACO

Le Meridien Beach Plaza
22 Avenue Princesse Grace

MIAMI

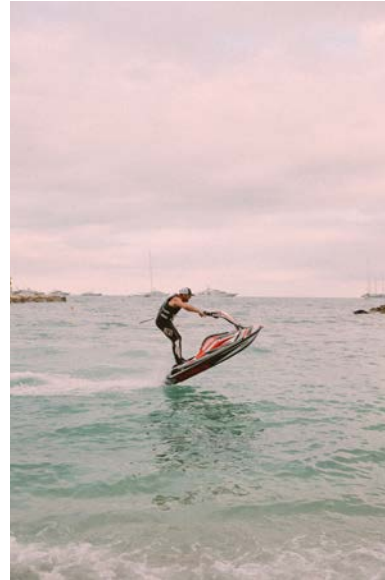
The Wood Deck
Superyacht Marina
at Island Gardens
980 MacArthur Causeway

*A nirvana
for the senses*

Our story

SUNSET is the unmissable beach party that attracts the most eclectic International crowd during the Grand Prix since 2013. Set somewhere between a festival and a luxury champagne beach bar, SUNSET has created a genre of its own, unlike any beach party in this world.

A place where the sun and the earth come together to radiate in a spirit of friendliness and artistic creativity.



*Sun, Sea
& Magic*



2
3



DURING THE

GRAND PRIX

SUNSET takes place during the iconic Grand-Prix events. The electric energy and sophisticated VIP crowds and celebrities that flock to the GP from around the world, make this high-end niche event the ultimate jet set destination of the year.

Across the world

| MONACO

Since 2013



| MIAMI

Since 2022



| LAS VEGAS

Debut 2023



| AMSTERDAM

Coming soon



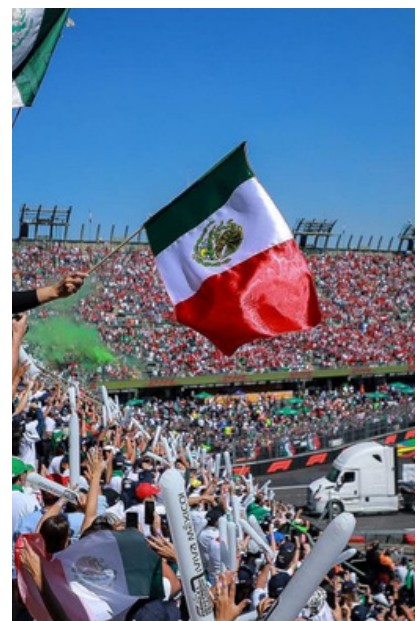
| SINGAPORE

Coming soon



| MEXICO CITY

Coming Soon



Join us for this epic edition

SUNSET is celebrating its 10 year anniversary this year. Join us for the incredible atmosphere, laid back vibes and great music that are sure to leave you coming back for more.

10 YEAR ANNIVERSARY SPECIAL

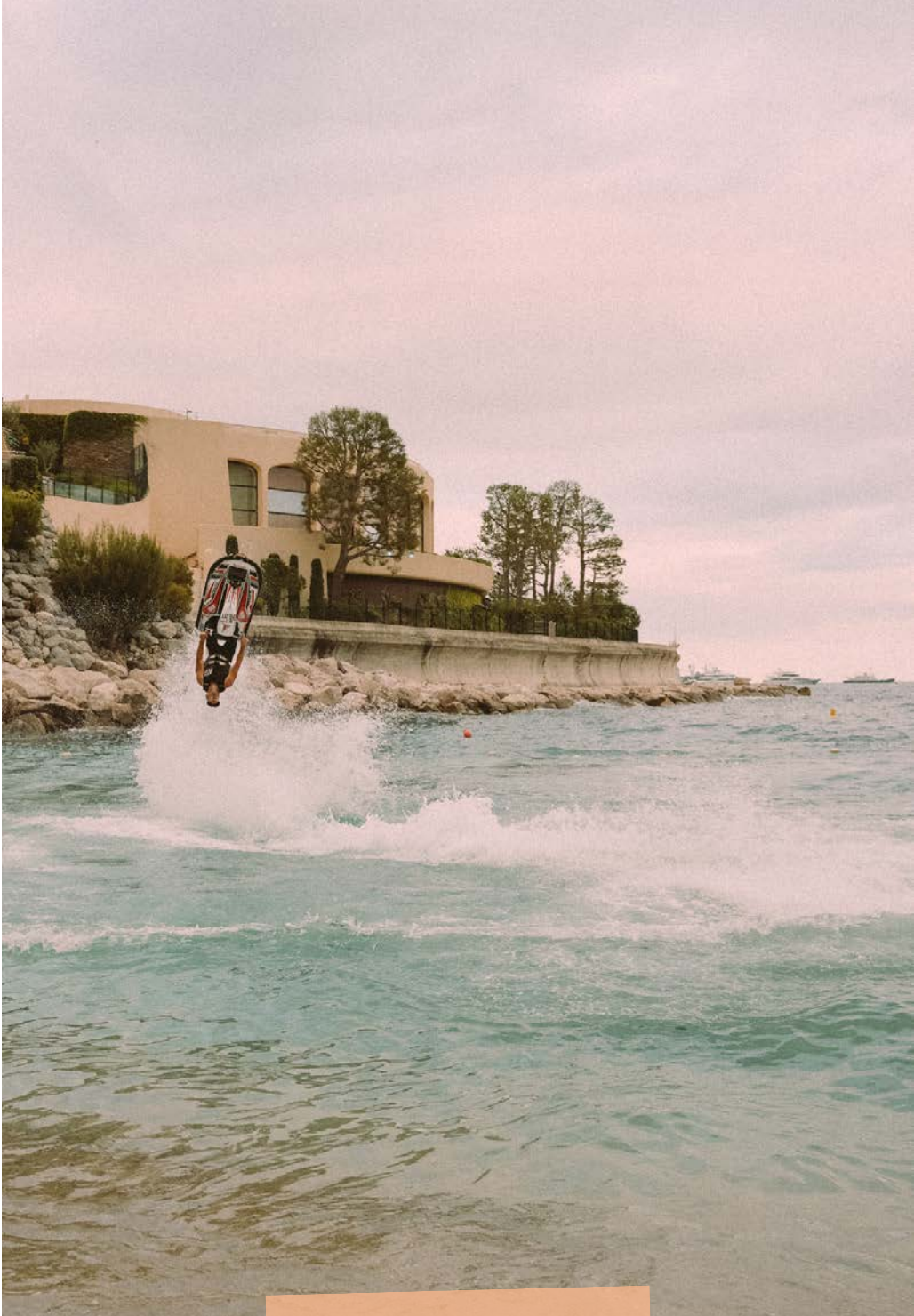


Pure elegance & sophistication

With breathtaking performances

Enjoy the infectiously upbeat atmosphere, world class DJs enlivened by dance performances and dazzling light shows, before rounding off the evening with a spectacular fireworks display.





MEET OUR LEADERSHIP TEAM



| THOMAS PEETERS
Co-founder

Founder of a multi-family office CLS, Thomas Peeters is your best Monaco insider with more than 20 years of experience in entertainment and event management industry.



| CEDRIC HOUDROUGE
Co-Founder

President of Positive Retail and GM of Mercure International Group.

With a passion for electronic music, marketing and fashion. Cedric always wanted to create an event to the height of his aspiration, that's how SUNSET started.



| DIEGO LUCA
Partner USA & Latin America

Based in Miami, but serving major cities worldwide, Diego Luca is the only contact you need to support your well-deserved Superyacht Lifestyle. He has more than 13 years of experience and unmatched portfolio of distinguished relationships.

TAILORED SPONSORSHIP

A RARE OPPORTUNITY TO SPONSOR
A NICHE HIGH-END STAR-STUDED EVENT

Sponsorship Opportunities

MARKETING
TO AN ELITE
CROWD



With a global reach...



10 000

PARTICIPANTS IN 3 DAYS



150 000+

LIKES



30 000+

VIEWS



100 000+

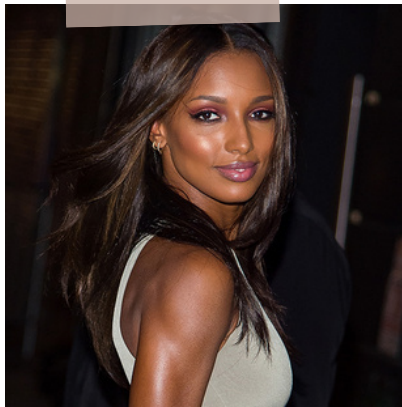
NEWSLETTER REACH

SPOTTED

CELEBRITIES

SUNSET is known to attract A-list celebrities and internationally renowned sport stars. Here are just some of the famous faces that joined the party: Justin Bieber, Bob Sinclar, Jason Derulo, Bella Hadid, Sofia Richie, Max Verstappen, Nico Rosberg, Pierre Gasly, Matteo Berrettini, Lando Norris, Jasmin Tookes, Adrien Brody, Nico Hulkenberg, Jenson Button, Villas Boas, Daniel Ricciardo, Charles Leclerc and many others...





Too good to miss

Sponsorship opportunities



Sunset will work with brands to create turnkey bespoke activations that meet their marketing objectives; including but not limited to:

- DEDICATED BRANDED AREAS WITH HOSPITALITY FOR VIPS AND TOP BRAND MANAGEMENT
- PRODUCT DISPLAYS
- STRATEGICALLY PLACED LOGO INCLUSION
- EXCLUSIVE PRINT AND DIGITAL COMMUNICATIONS STRATEGY
- GIFTING OPTIONS
- VENUE RENTAL FOR BRAND COCKTAILS / PRODUCT LAUNCHES

Partnership package examples are detailed in the following pages



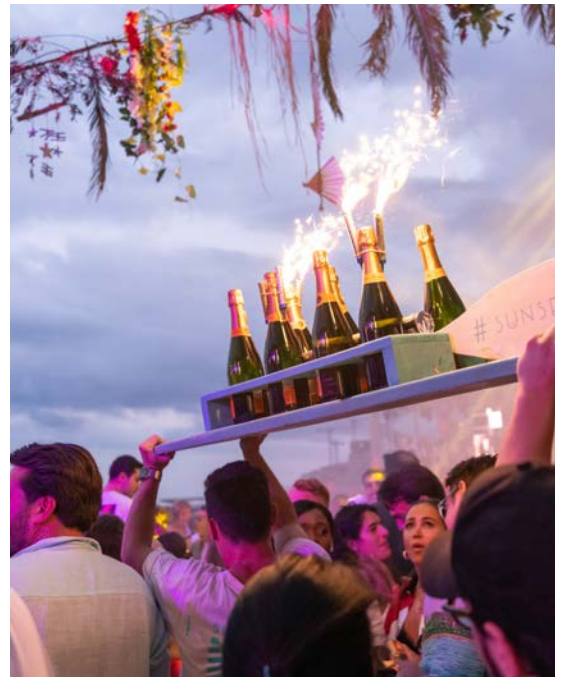


NON-EXCLUSIVITY

PRODUCT PARTNERSHIP

- Brand listing and logo inclusion in the drinks menu
- Visible product display at bars and on tables
- Social media strategy to highlight partnership
- Additional gifting option to top tables at the event
- Event hospitality

PRICE ON DEMAND



EXCLUSIVITY WITHIN INDUSTRY

BRAND PARTNERSHIP

- Brand listing and logo inclusion in the drinks menu (if applicable)
- Option to create welcome drink for clients or other brand promo gift to all clients
- Logo inclusion inside the event in key locations
- Highly visible product display at bars and on tables
- Social media strategy to highlight partnership
- Additional gifting option to top tables at the event
- Event hospitality

PRICE ON DEMAND



EXCLUSIVITY WITHIN INDUSTRY & TOP PARTNER

TITLE PARTNERSHIP

- Logo inclusion outside and inside the event in key locations (entrance, drinks / food menu, digital screens)
- Highly visible product display at bars and on tables
- Exclusive onsite brand activation space*
- Social & print media strategy to highlight partnership
- Inclusion in press releases
- Logo inclusion on website and all digital communications
- Additional gifting option to top tables at the event
- Dedicated branded hospitality area at the event

*Additional production cost

PRICE ON DEMAND

OUR RECENT
PARTNERS



*Become a part
of our story...*



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Get in touch

*Leave your name
and your number
XO*