



# PERSPECTIVA

## *Sponsorship Packages*

Physical presence on the water • reach across our channels • what it costs

# We Built This Backwards, On Purpose

Most ventures start with a client, a market segment, or a gap to fill, then build backward into passion if there's room left for it. We did the opposite.

Perspectiva started as a dream between friends, and we sent it anyway, with every doubt still on board. Courage is acting while the fear is still there.

We're not shaping ourselves around what's popular, easier, or safer to pitch. We're pursuing what we love, exactly as it is, and that's not naivety. It's the same instinct the project is named for: looking at the world without the usual paradigms, a perspective almost no one chooses to take.

The ocean doesn't negotiate with convenience, and neither did we, building this.

*“The ocean doesn’t negotiate  
with convenience.”*

## THE OPPORTUNITY

# A Voyage That Outlasts a Typical Sponsorship

Four friends sail a ~50-ft yacht from Malaysia to Chile across three oceans, a voyage that will run 12 to 18 months or more and will be documented in real time. Most sponsorships last a single race or a single season. This one lasts the length of an entire ocean crossing.

3

oceans crossed

18+

countries & territories

12-18+

months of placement

1

boat, told as one story



*Unlike a single race, this is a sustained story that includes months of real footage, real ports, and real risk.*

# Two Pillars

Every package combines physical presence on the water with reach across our channels. Neither alone tells the full story, but together they do.



## Pillar 1: Physical Presence

Your logo appears on the boat itself, on the mainsail, hull, or crew apparel, physically present at every marina we dock in, from Malaysia to Chile.

*This includes stops at some of the most recognized marinas and yachting destinations in the world, covered on the next slide.*



## Pillar 2: Channel Reach

Instagram, YouTube, TikTok, Twitch, and LinkedIn carry a small following today, with real structural reasons to grow as the voyage unfolds.

*Covered honestly on the Channels slide: a real growth trajectory, not an inflated promise.*

## PILLAR 1 — THE MARINAS

# Where the Boat Will Physically Be

Ranked by prestige and reach, most recognized first. Each stop puts your logo in front of a different audience segment.

- |   |                                                           |                                                                                                                                                                                             |
|---|-----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | <b>V&amp;A Waterfront Marina, Cape Town, South Africa</b> | One of the most visited luxury waterfront precincts in the Southern Hemisphere, drawing international, affluent tourism.                                                                    |
| 2 | <b>The Yacht Marina @ Crossroads, Maldives</b>            | The Maldives' first superyacht marina, 60 berths, vessels up to 70m, neighboring the Hard Rock Hotel and a Hilton property. Arguably the world's most recognized ultra-luxury travel brand. |
| 3 | <b>Eden Island Marina, Seychelles</b>                     | An ultra-luxury private island marina, among the most exclusive tourism destinations on Earth.                                                                                              |
| 4 | <b>Punta del Este, Uruguay</b>                            | South America's most glamorous summer destination, drawing an elite Argentine, Brazilian, and Uruguayan crowd.                                                                              |
| 5 | <b>Fernando de Noronha, Brazil</b>                        | Brazil's most exclusive island, where visitor numbers are legally capped. Affluent, eco-conscious travelers.                                                                                |
| 6 | <b>Club de Yates Micálvi, Punta Arenas, Chile</b>         | Not luxury, but legendary: a decommissioned ship serves as the clubhouse, making it the single most storied stop for serious offshore sailors.                                              |

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*Also on the route: Royal Cape Yacht Club (Cape Town), Uligamu (Maldives check-in), Boat Lagoon (Phuket), Royal Langkawi YC, Yacht Club Argentino (Mar del Plata), Walvis Bay YC, Galle Harbour, Richards Bay, St Helena, and Algarrobo, Chile, our final arrival and homecoming.*

## Where We Are, and Where This Realistically Goes

Today we're active on Instagram, YouTube, TikTok, Twitch, and LinkedIn, with a small following because we're still early. We'd rather say that plainly than dress it up.

### Now

Low hundreds of followers across channels, with the structure still being built: bio, highlights, and first content.

### First 3–6 months at sea

Consistent posting combined with genuinely differentiated footage, the three-ocean crossing and its varied landscapes, typically drives steady compounding growth. A realistic range is low thousands to tens of thousands of followers, assuming content quality holds and press coverage lands.

### 6–18 months, voyage matures

Compounding growth plus potential breakout moments, the Strait of Magellan arrival, storms, iconic landfalls, can push well past that baseline. This is the upside case, not a guarantee.

*Here is the honest ceiling. Sailing channels that reach real scale, such as Sailing SV Delos with roughly 846,000 subscribers or Sailing La Vagabonde with more than a million, got there over many years of consistent output, not months. We are not promising that scale during this voyage. We are promising the same ingredients that built it: real jeopardy, real places, and real consistency, along with an early-mover position if that curve plays out.*

## THE PACKAGES

# Three Sponsorship Tiers

Each one is matched to a different level of commitment.

### Title Sponsor

**\$15,000–\$25,000**

*cash, or equivalent high-value in-kind · one sponsor only*

- Exclusive mainsail or spinnaker logo
- Present at every ranked marina
- First mention across all content
- Dedicated content series

### Official Partner

**\$5,000–\$10,000**

*cash or in-kind · 2–3 sponsors*

- Hull decal placement
- Logo on crew apparel
- Regular tagged social posts
- Logo on website Partners section

### Gear Partner

**\$500–\$2,000**

*in-kind product value · multiple sponsors*

- Smaller decal (deck/coachroof)
- Product-in-use content
- Thank-you mention in credits
- No cash expected

## A Fourth Model: Selling Your Product

For sponsors who would rather pay for results than for presence, we can actively sell your product to our audience and our network at every port. There are two ways to structure that.



### Commission Structure

We sell your product directly to our audience through dedicated content, a unique discount code, or an affiliate link.

You pay only on actual sales. Commission structures like this commonly run in the 10 to 20 percent range across affiliate and influencer marketing, though the right number here depends on your margins and is open to discussion.

Lower risk for you, and it rewards us for actually performing.



### Fixed Project Fee

You pay a single agreed amount for a defined deliverable: a dedicated review video, a week-long takeover, or a discount-code campaign timed to a specific stop.

Useful when you want a predictable cost instead of open-ended commission exposure.

Works well paired with any of the three sponsorship tiers, or entirely on its own.

WHY THESE NUMBERS

# Benchmarked Against Real Deals

Comparable sailing and expedition sponsorships range widely, from a few hundred dollars for a small local club decal up to \$100,000 or more for an established nonprofit tall-ship program with a built-in audience. Perspectiva sits deliberately in between. The placement is longer and more unique than most club-level comparisons, 12 to 18 months or more, multi-ocean, at globally recognized marinas, but the following is still early-stage and growing rather than established.

|                                     |                   |
|-------------------------------------|-------------------|
| Student/club decals                 | \$500–\$6,000     |
| University sailing team (hull/sail) | \$1,000–\$25,000  |
| Yacht club tiers (season-long)      | \$5,000–\$30,000+ |
| Established nonprofit tall ship     | \$2,500–\$100,000 |

*This pricing is a starting point, not a fixed rate card. Expect it to flex per sponsor, and to firm up as the audience grows.*

# Flexible by Design



## Cash or in-kind

Product, services, or a sponsored account or infrastructure, such as travel, finance, or gear, can substitute for part or all of a package. Whatever fits the sponsor best.



## Held in reserve

The Title tier, the mainsail or spinnaker, is held deliberately until the right fit comes along, rather than rushed into an early conversation.



## Early-adopter pricing

These figures reflect where the project is today: a pre-launch audience, still early in the build. Sponsors who commit now get in before rates rise with the following.



## Let's talk specifics

Every package here is a starting proposal. The right structure for your brand may combine elements across tiers, and that's exactly what this conversation is for.

# This Is a Brave Pitch

*If you believe the boldest ideas rarely look safe on paper, we'd like to build this with you.*

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