



ICOMIA
INTERNATIONAL COUNCIL OF
MARINE INDUSTRY ASSOCIATIONS

Strategic Partnership Sponsorship Opportunities

The voice of the worldwide recreational marine industry

About us

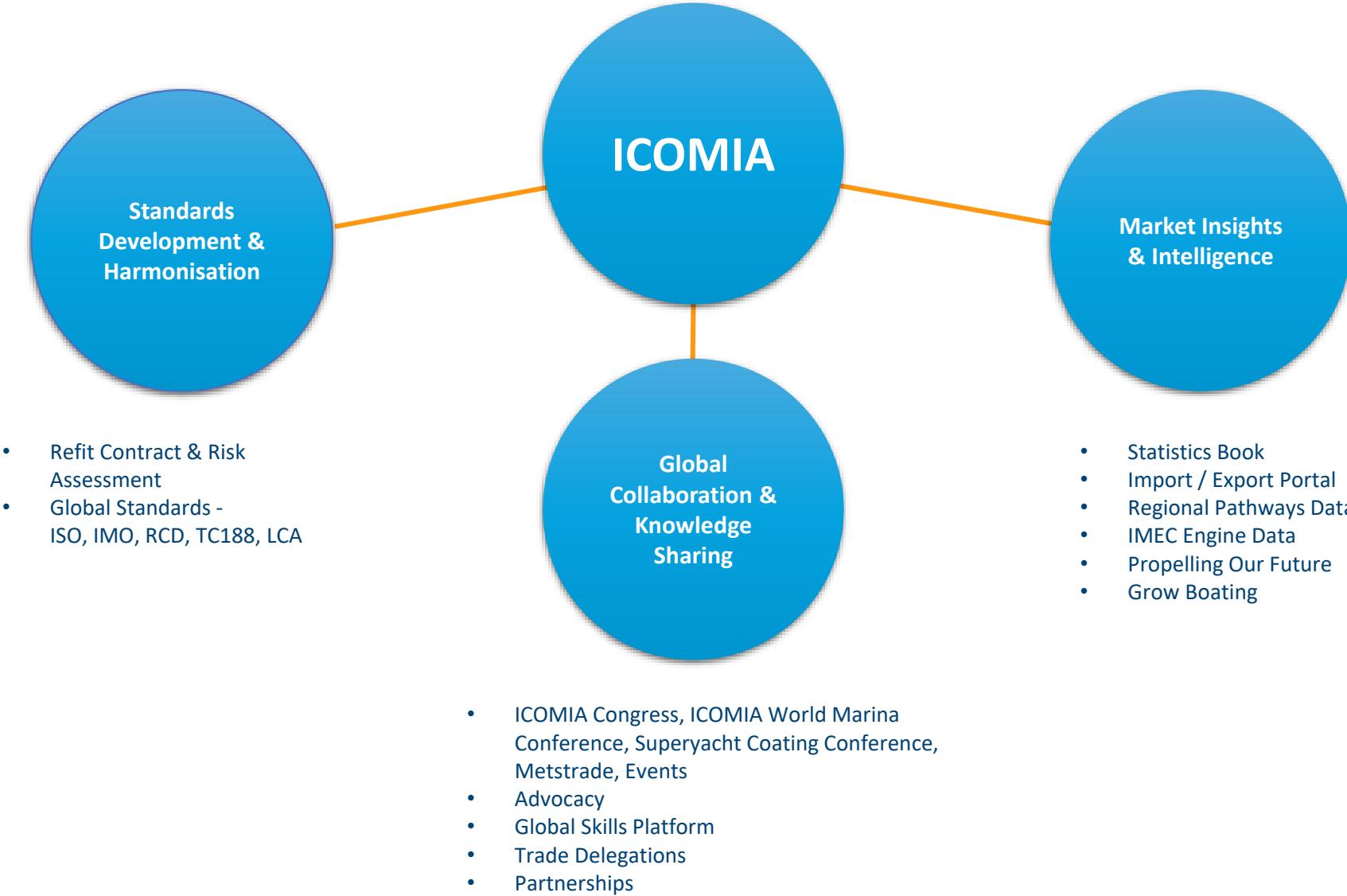
ICOMIA is the global unified voice for the recreational marine industry.

We have been an industry advocate since 1966.

A not-for-profit organisation that reinvests its resources into supporting members and advancing the marine industry worldwide.

Our members are national marine industry associations and leading business stakeholders.

Global Representation



ICOMIA Position

We rely on our members' subscriptions and revenue generated by our work to fund everything we do.

We recognise that this currently limits our capacity and so we are pleased to invite industry partners to support our work through sponsorship.

We will always maintain our position of being the world's best convener of industry leaders and independent research.

We will continue to work for the benefit of the entire global industry, our independence, impartiality and inclusiveness will never be compromised.

ICOMIA Global Media Reach & Network

- Global leisure boat, yacht, superyacht, marina, refit and equipment supply chain marine businesses communicated to via:
 - 40+ national and sector recreational marine industry associations that include 8,000+ members
 - 50+ senior leaders of international top-tier businesses



ICOMIA Marine Engine Committee Global Reach & Network



TOHATSU
Feel the Wind™



Extending our reach – media & event partners

ICOMIA enjoys privileged partner status with the industries key media and Marine Equipment Exhibitions



ICOMIA Digital Reach 2025

- **ICOMIA.org:**
 - 705K impressions (Google Organic Search)
 - 42.4K impressions (Bing Organic Search)
 - 127K new users per month
- **ICOMIA Social Media:**
 - 8.7K impressions (LinkedIn)
 - 2.4K followers (LinkedIn)
 - 1.7K Views (YouTube)

Three screenshots of ICOMIA's digital presence:

- Website:** Shows the homepage with a banner for the "Recreational Boating Industry Statistics Report 2025" and a "SHOP NOW" button.
- LinkedIn:** Shows the ICOMIA LinkedIn profile with 2,386 followers, a post about the "ICOMIA News & Updates Weekly Digest", and a "View Profile" button.
- YouTube:** Shows the ICOMIA YouTube channel page with a video thumbnail for "ICOMIA Congress 2024" and a "Subscribe" button.

ICOMIA Strategic Partnership - Leadership

Shape the Future of the Global Leisure Marine Industry

Partner with ICOMIA to influence the key issues shaping the future of the global leisure marine sector - **sustainability, innovation, market growth, skills development, standards harmonisation, social responsibility and advocacy.**

ICOMIA partnership sponsorship is **not about traditional advertising** - it is about **enabling meaningful strategic programmes** that make a real difference and could not otherwise take place for the industry and its stakeholders — while positioning your organisation as a **thought leader and trusted partner** in areas that matter most.

By partnering, you **connect with decision-makers**, reinforce your brand status as a **global leader** and demonstrate your commitment to the long-term health, growth, and sustainability of the leisure marine community.

Strategic Partnership – Leadership

Initial Subject Opportunities

- Posidonia Mediterranean Seagrass – Protected Areas, Eco Moorings and Finding Tech Solutions
- EoL (End of life) - Recycling Solutions
- Boat, Propulsion System, Equipment LCA (Life Cycle Assessment)
- Sustainable Yachting and Charter Tourism
- Increasing Diversity in the Marine Workforce
- Superyacht Unified Yacht Code Guidelines
- Skills Shortage – Career & Training Requirements
- Business Intelligence – Boat, Yacht, Superyacht & Marinas Future Economic Indicators, Trends, Statistics & Data
- Market Growth & Access – Domestic and Developing Regions



Strategic Partnership - Leadership



Indicative Programme – Leadership Forum 2026	Platinum (per year)	Silver (per year)	Bronze (per year)
Thought Leadership Webinar	4	2	1
Podcast	3	2	1
ICOMIA Committee Meeting (Online)	4	2	1
ICOMIA Website Home Page Partner Branding	1	-	-
ICOMIA Newsletter Banner Partner Branding	1	-	-
ICOMIA Website Branded Page Sharing of Relevant Information	1	1	1
ICOMIA Online Conference	1	-	-
ICOMIA Media Partners Project Updates / Press Releases	4	2	1
ICOMIA Resource Library Information Inclusion	1	-	-
Desk Research	20 Days	10 Days	5 Days
Identification of Grant Funding Research	1	-	-
White Paper	tbc	-	-
Strategic Partner Sponsorship Indicative Budget (Tailored to sponsor needs)	€ 45,000 minimum 2 years	€ 25,000	€ 10,000

Strategic Partnership - Events & Conferences

ICOMIA/IFBSO Congress Preview

May 24-28, 2026 • Washington, DC



Programme – ICOMIA & IFBSO Congress Washington, USA 25 – 28 May 2026	Platinum	Silver	Bronze
ICOMIA Congress Leadership Partner Speaker - Washington USA, 25 - 28 May 2026	1	-	-
Branding at Congress Event	1	1	1
Event Tickets - including tours of George Washington's former residence Mount Vernon and marinas	10	5	1
Display Stand at Congress Event	1	-	-
Podcast	1	-	-
ICOMIA Website Home Page Partner Branding	1	1	1
ICOMIA Newsletter Banner Partner Branding	1	-	-
ICOMIA Website Branded Page Sharing of Relevant Information	1	1	1
ICOMIA Media Partners Project Updates / Press Releases	4	1	1
Strategic Partner Sponsorship Indicative Budget (Tailored to sponsor needs)	€ 25,000	€ 10,000	€ 5,000

Strategic Partnership - Events & Conferences



Programme – ICOMIA World Marina Conference Shanghai 2027	Platinum	Silver	Bronze
Conference Speaker	1 Keynote	1	-
Branding at Event	1 Headline	1	1
Event Tickets	15	5	1
Display Stand at Event	1 Premium	1	1
Podcast	1	-	-
ICOMIA Website Home Page Partner Branding	1	-	-
ICOMIA Newsletter Banner Partner Branding	1	-	-
ICOMIA Website Branded Page Sharing of Relevant Information	1	1	1
ICOMIA Media Partners Project Updates / Press Releases	4	1	1
Strategic Partner Sponsorship Indicative Budget (Tailored to sponsor needs)	€ 80,000	€ 25,000	€ 15,000

Other assets and events available

Strategic Partnership - Events & Conferences



Programme – Superyacht Coating Conference Metstrade 2027	Platinum	Silver	Bronze
Conference Speaker	1	1	1
Branding at Event	1	1	1
Event Tickets	30	20	10
Metstrade & ICOMIA Website Home Page Partner Branding	1	-	-
ICOMIA Newsletter Banner Partner Branding	1	-	-
ICOMIA Website Branded Page Sharing of Relevant Information	1	1	1
ICOMIA Media Partners Project Updates / Press Releases	4	1	1
Strategic Partner Sponsorship Indicative Budget (Tailored to sponsor needs)	€ 15,000	€ 10,000	€ 5,000

Strategic Partnership - Events & Conferences



Programme – Youth Training & Skills March Online Conference 2026		Platinum	Silver	Bronze
Conference Speaker	T	1	1	1
Branding at Event		1	1	1
Event Tickets		15	5	1
Podcast		1	-	-
ICOMIA Website Home Page Partner Branding		1	-	-
ICOMIA Newsletter Banner Partner Branding		1	-	-
ICOMIA Website Branded Page Sharing of Relevant Information		1	1	1
ICOMIA Media Partners Project Updates / Press Releases		4	1	1
Strategic Partner Sponsorship Indicative Budget (Tailored to sponsor needs)		€ 15,000	€ 10,000	€ 5,000

Strategic Partnership - Events & Conferences



Programme – Increasing Diversity in the Leisure Marine Sector Online Conference 2026	Platinum	Silver	Bronze
Conference Speaker	1	1	1
Branding at Event	1	1	1
Event Tickets	15	5	1
Podcast	1	-	-
ICOMIA Website Home Page Partner Branding	1	-	-
ICOMIA Newsletter Banner Partner Branding	1	-	-
ICOMIA Website Branded Page Sharing of Relevant Information	1	1	1
ICOMIA Media Partners Project Updates / Press Releases	4	1	1
Strategic Partner Sponsorship Indicative Budget (Tailored to sponsor needs)	€ 15,000	€ 10,000	€ 5,000

Me? ?

Newsletter Banner Advertising



Member Newsletter

January 2026

12 x Editions: Headline Banner @ €2.5K per month

Dear Friends, Members and Partners,

Welcome to our November edition of ICOMIA News.

Wow - what a week!

Thank you to everyone who participated in the most important trade event of our industry in Amsterdam last week.

Now consisting of the Superyacht Forum, The Superyacht Coating Conference, Metstrade and The Yacht Racing Forum, this year's combination of events was without doubt the biggest and best, by every possible measure.

I'm incredibly proud of ICOMIA, our team and our members who make such a valuable contribution to all of these industry-defining events, by planning, speaking, exhibiting or visiting. It's a great demonstration of our place at the very heart of the leisure marine industry.

There are far too many people to thank, but I must mention Cheryl Brown, the MD of Le Boat for starting Metstrade with an inspiring keynote speech, reminding us of the importance of keeping boating accessible to everyone.

Full reports are available below and in the usual places.

I'm looking forward to seeing many of our members at the Hong Kong Boating Forum next week, until then and for those of you celebrating - Happy Thanksgiving

With kind regards,

Joe

ICOMIA Releases Its 2025 Recreational Boating Industry Statistics Report

Australia Brazil

12 x Content Banner @ €1K per month

The International Council of Marine Industry Associations, ICOMIA, has released the latest edition of their Recreational Boating Industry Statistics. The report provides a wealth of industry intelligence in one useful reference document and is the industry's foremost statistical reference report, used extensively within the industry for analysing export markets and externally for investment opportunities in the marine leisure sector.

12 x Content Banner @ €1K per month

Hong Kong Boating Industry Association 香港遊艇業總會

Hong Kong Boating Forum 2025 - ICOMIA to Engage Asia's Marine Sector

VENUE: RHKYC, KELLET ISLAND, CAUSEWAY BAY
DATE: WEDNESDAY, 3 DECEMBER 2025
TIME: 14:00 - 17:30
COCKTAIL: 17:30 - 19:30

Sponsor Logos: GOLD SPONSOR, SILVER SPONSOR, BRONZE SPONSOR

12 x Content Banner @ €1K per month



ICOMIA is delighted to announce a newly formed strategic partnership with [the foiling organization](#). We look forward to working with Luca Rizzotti and his team closely moving forwards.

The news was initially released during Metstrade via the [ICOMIA LinkedIn feed](#). More details about the partnership to be released soon.



Running alongside Metstrade, the Superyacht Coating Conference was another major highlight of the week. Initial feedback

Website Banner Advertising

 **ICOMIA**
INTERNATIONAL COUNCIL OF
MARINE INDUSTRY ASSOCIATIONS

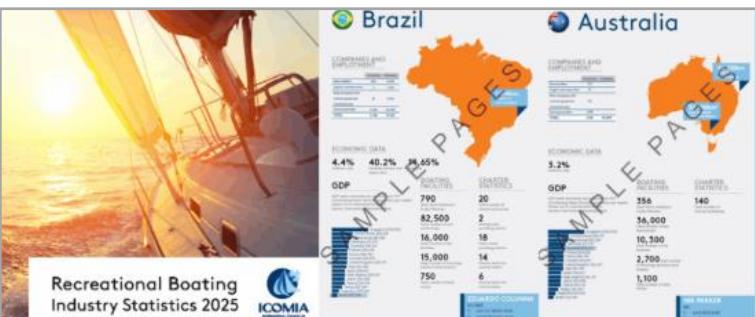
The voice of the worldwide recreational marine industry

[About](#) [Committees](#) [News](#) [Shop](#) [Resources](#) [Events](#) [My Account](#) [Login](#)

Billboard Banner @ €5K per year

 **Foiling, New Chapter - ICOMIA And The Foiling Organization Forge Global Partnership**

 **The Superyacht Coating Conference 2025**

 **Recreational Boating Industry Statistics 2025** **ICOMIA**

ICOMIA Recreational Boat Industry Statistics Report 2025 – Available now

 **ICOMIA Podcast 14 - Su Lin Cheah outlines ICOMIA's expanding focus on Asia-Pacific**

Podcast Sponsorship



ICOMIA Podcast 2 – Philip Easthill from EBI



ICOMIA Podcast 9 – Matt Anzardo from AkzoNobel



ICOMIA World Marina Conference 2025 review



ICOMIA Podcast 13 – Patricia Becker from Metstrade

ICOMIA Podcast

The ICOMIA Podcast exists to inform, connect, and inspire the global recreational marine industry by holding important conversations with the people shaping its future.

The Audience Profile Drawn from ICOMIA's members, including National marine industry associations (e.g. NMMA, British Marine, SYBAss, EBI, SIA). Major OEMs, refit yards, marina operators and trade suppliers. Policy makers, consultants and technical professionals. Highly targeted B2B audience. Predominantly decision makers; CEOs, directors, executive-level leisure boating and superyacht professionals across more than 40 countries.

The Global Distribution & Multi-Channel Reach

Distributed via:

- ICOMIA's website and LinkedIn channels
- ICOMIA's member associations and federation partners
- Official distribution partners

Combined digital reach:

- Estimated 1.5 million impressions annually

Platforms: Formats: Audio, video, social clips, show notes, and shareable branded media

Podcast Sponsorship Packages

Headline Sponsorship

£2,500pm for 12 months

“Presented by” branding across all ICOMIA podcast episodes. Guaranteed minimum of 24 episodes throughout the year. Logo and mention on all derived media assets including; thumbnails, episode covers, banners, and social clips. Series hosted on YouTube and all major podcast platforms. Distribution across ICOMIA Digital Channels and media partner channels.

Topic Sponsorship

£1,000pm for 12 months

“Brought to you by” sponsorship of a series of episodes on a specific topic. Logo and mention on all derived media assets from the topic series. Series hosted on YouTube and all major podcast platforms. Distribution across ICOMIA Digital Channels and media partner channels.

Sponsorship – Next Steps

We will tailor sponsorship packages to your needs.

Contact:

- Joe Lynch ICOMIA CEO joe@icomia.com
- Ben Grigg ICOMIA Programme Director ben@icomia.com