

7th - 10th November 2025



USVI Charter Yacht Show



Sponsorship Proposal



Website
www.USVIYachtShow.org

Presented by
**Virgin Islands
Professional Charter
Association**



The Virgin Islands Professional Charter Association (VIPCA) proudly presents the ninth annual USVI Charter Yacht Show—an iconic event built on a 50-year legacy at the heart of the Virgin Islands’ charter yacht industry. As the premier kickoff to the Caribbean charter season, this highly anticipated event brings together top-tier luxury yachts, brokers, captains and crew, marine vendors, and industry leaders. Over four action-packed days, the show offers an immersive platform for showcasing world-class charter opportunities and marine services. Sponsorship by your company would place your brand at the forefront of this influential gathering, aligning with excellence in marine innovation and offering unparalleled visibility among key stakeholders in the yachting and charter sector.

This proposal details not only the importance of the yacht show, but also how VIPCA is working year-round to promote the yachting industry within the territory and worldwide. With the accomplishments of this show, and the fortitude of the industry in general, we will all reap the rewards of success!

Vision

Continuing to build on the sustained growth of the Virgin Islands charter yacht industry, VIPCA supports our local charter businesses and promotes the USVI as the premier charter destination in the Caribbean. With increased competition in nearby markets, such as the BVI, the 2025 USVI Charter Yacht Show is more critical than ever for attracting and retaining charter commerce.

Mission

To promote the United States Virgin Islands on a broader, international level to attract more brokers, more vessels and substantially increase the benefit to our local economy.

The USVI Charter Yacht Show is the only show in the area that promotes the U.S.V.I. charter industry and its local marine businesses.

Sponsorship Opportunities



Our revised sponsorship opportunities for 2025 are designed to maximize your exposure to exhibiting yachts and participating brokers and therefore increase your return on investment. This year we have exciting line-up of events planned!

- Sponsors are to be invited to the “Hoppy Hour” event, a casual affair to meet the crews and management companies during an informal happy hour.
- Sponsors are to be invited to the Opening Celebration “Mix & Mingle”, with marine vendor expo and cocktail competition, live music, food and beverages.
- Sponsorship levels include options to provide a seminar to curated audiences whether charter crew, charter broker, or both, or to speak at an evening event to all show participants.
- Sponsors lounge for VIP guests with opportunities for sponsors to connect with attendees in a sponsor branded exclusive area.



Expenses covered with the help of your sponsorship include:

- Extensive press and marketing of the event and your business locally, nationally and internationally.
- Increased social media presence highlighting your sponsorship.
- Promotion of the USVI to international yacht charter agent and broker associations
- Educational seminars for event attendees related to yacht charter itineraries, yacht charter activities, insurance, government regulations etc.
- Awards Ceremony with elevated catering experience growing the networking experience between crew, brokers and marine vendors with extended opportunity to network.



SPONSORSHIP Levels



We offer four distinct sponsorship levels—Bronze, Silver, Gold, and Diamond—each designed to provide increasing value and visibility at the USVI Charter Yacht Show. **Every sponsorship tier includes all the benefits of the previous level**, with additional perks and promotional opportunities added at each step. Whether you're looking for brand exposure, networking access, or exclusive event recognition, our sponsorship packages ensure that your support is acknowledged and impactful throughout the show.





VIPCA's 9th Year Hosting the Show

Historical & Contemporary Perspective

It was the USVI Charter Yacht Show, under the direction of VIPCA, that first signaled to the global yachting community that the US Virgin Islands were open and ready for charter business—first in the wake of the devastating 2017 hurricanes and again amidst the challenges of the COVID-19 pandemic.

Since then, the territory has experienced remarkable and sustained growth in marine tourism—growth that can be credited to the combined strength of local support and VIPCA's ongoing initiatives, including the continued success of the USVI Charter Yacht Show.

Over the past nine years, VIPCA has steadily elevated the USVI Charter Yacht Show, outperforming neighboring island events in both broker and vessel attendance. The show now draws more than 160 charter brokers from across the globe and features up to 75 exhibiting yachts. These brokers don't just come to view vessels—they come to experience the Virgin Islands firsthand, equipping them to better promote the destination to their clients worldwide. As competition intensifies—especially from nearby markets like the BVI—this type of broker engagement is more important than ever to ensure continued growth and visibility for the USVI's home-based charter businesses.

In 2025, VIPCA is focused on further evolving the USVI Charter Yacht Show to meet the demands of a dynamic and competitive industry. This includes enhancing the show's programming, investing in greater visibility for our sponsors, and continuing to position the Virgin Islands as a destination that moves in rhythm with its natural beauty, culture, and heritage. Now more than ever, strategic partnerships and sustained advocacy are key to keeping the USVI at the forefront of Caribbean charter tourism.





VIPCA is working year round to benefit the territory

VIPCA's Commitment to the USVI

The Virgin Islands Professional Charter Association (VIPCA) operates year-round as a pivotal organization supporting the marine tourism industry in the U.S. Virgin Islands. Its efforts span advocacy, workforce development, industry standards, and marketing, benefiting both the territory and the private sector. Here's a breakdown of their year-round activities:

Work Force Development and Creating Opportunities for Our Youth:

- VIPCA 2000hr Registered Apprenticeship Program for Virgin Islands Captains with in-job training over 12-months culminating with captains training for USCG license for ages 18+
- VIPCA Marine Apprenticeship intensive 4-week training for ages 18-29 yrs
- VIPCA Junior Sailing Summer Camp 2-week summer program for ages 13-17yrs
- VIPCA Junior After-School Public School Program for ages 13-17yrs
- VIPCA is recognized as an Eligible Service Provider by Department of Labor

Since 2017 VIPCA has graduated 77 students from its Marine Apprenticeship program and 66 from junior programs. We continue to expand our youth training capacity and have celebrated sixteen graduates whom already have been awarded their USCG Captains Licenses, both 50t and 100t, with more booked to take their licenses in 2025. We have a greater than 50% success rate with graduates of VIPCA training programs entering the workforce locally in marine industry careers.

Working with Government:

- Collaboration with Department of Planning and Natural Resources (DPNR), Department of Education (DE), Department of Tourism (DOT), Port Authority (VIPA), Department of Labor (DOL), Department of Licenses and Consumer Affairs (DLCA), Economic Development Authority (EDA), Customs and Border Protection (CBP), and National Park Service (NPS)
- Representing the Marine Sector on The Governor's various Taskforces as Director/Member
 - Governor's Workforce Development Board
 - Governor's Marine Taskforce
 - Restart VI Taskforce
 - Vision 2040 Taskforce
 - VI Hotel and Tourism Association, serving on Marine Environment committee
- Infrastructure development including the installation and new management/maintenance plan of 200 new moorings territory-wide
- Inter-Government Liaison and Relations with British Virgin Islands and Puerto Rico



Press & Social Media Coverage 2024

Sail-World

[USVI Charter Yacht Show kicks off this Week @ IGY's Yacht Haven Grande, St. Thomas](#)

All At Sea

[USVI Charter Yacht Show 2024: Showcasing Professionalism and New Yachts](#)

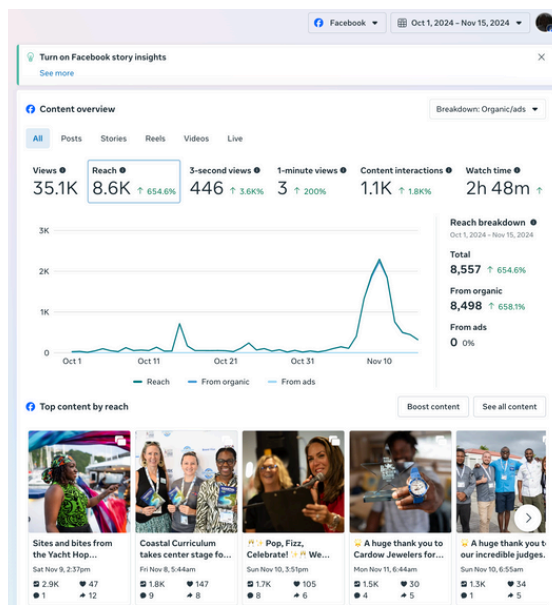
[2024 USVI Charter Yacht Show: Showcasing the Caribbean's Finest Crewed Yachts](#)

Virgin Islands This Week

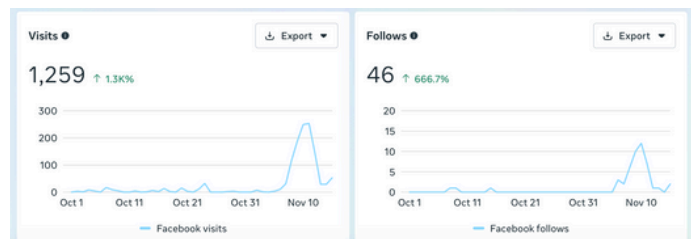
[Cuisine to Take Center Stage at USVI Charter Yacht Show](#)

Marine Business World

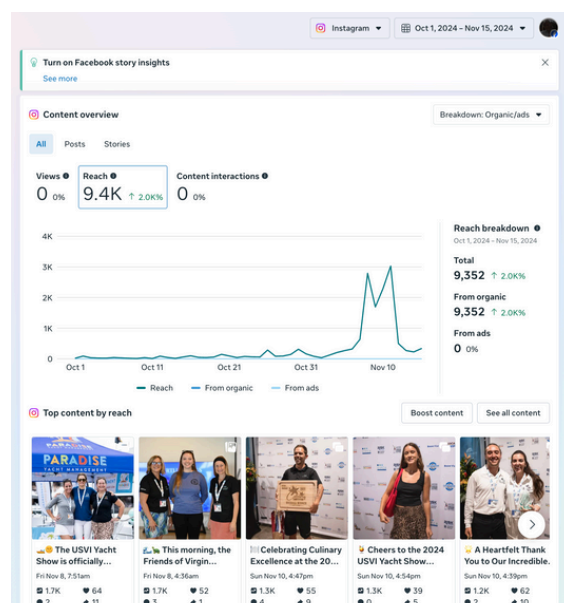
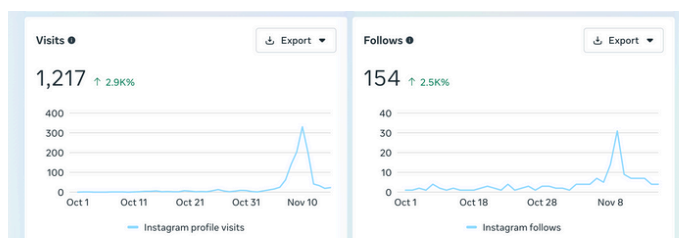
[2024 USVI Charter Yacht Show set for November](#)



Facebook



Instagram



2024 USVI Charter Yacht Show Round Up

Social Media - October and November 2024:

- Facebook: 40,247 impressions
- Instagram: 12,119 impressions
- Facebook reach to 5 continents, including Europe, Australia, Asia and Africa. Excellent coverage locally in the USVI and the BVI
- Instagram reach to North & South America, Africa and Europe. Excellent coverage in the USVI and BVI

2024 USVI Charter Yacht Show Attendees:

- 520 Attendees
- 175 Captains and crew members
- 131 Brokers
- 60 Vessels
- 42 VIP's, press and special guests
- 11 Charter companies
- 40 Local marine vendors





2025 USVI Charter Yacht Show

November 7th - 10th 2025

Hosted by:
Virgin Islands Professional Charter Association

Directed by:
Kennon Jones & Melissa Popple

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