



THE TOP



REASONS
TO JOIN US AS
A SPONSOR

27 - 30 APRIL, 2026
PORTOSOLE SANREMO
mybashow.com

1) THE RETURN ON INVESTMENT

Sponsorships provide brands with excellent exposure, which typically results in a great return on investment (ROI). A well-managed sponsorship can generate direct sales and leads, as well as increased brand awareness, improved brand perception, audience engagement and strengthened relationships. Factors that contribute to achieving a high ROI.

2) THE ENHANCED VISIBILITY ON THE GROUND

Sponsorship places your brand in front of a large, captive audience through prominent logo placement and media coverage. This will significantly boost your brand's exposure. However, there is so much more to it. When you sponsor an event, you automatically gain an advantage over your absent direct competitors.

3) THE VALUABLE INSIGHTS & INFORMATION

You can learn a lot from sponsoring an event, including (i) the newest industry trends or business ideas, (ii) the unique selling propositions (USPs) of other companies and (iii) the strategies that other businesses use to attract new customers. It can also help your company to make connections with non-competing businesses, giving you opportunities for collaboration in the future.

4) THE DEEP AUDIENCE ENGAGEMENT AND CONNECTION

Whether it be the Show Opening Cocktail, the Captains' Dinner, the Hospitality Lounge, the Crew "Thank You event" ... one thing is certain; there is no shortage of opportunities to connect authentically with your target audience. Direct, one-on-one engagement allows brands to create personalised and impactful experiences. As brand loyalty is largely dependent on emotional connections, a sponsorship can strengthen your brand's position by highlighting its human side.

5) THE ENHANCED BRAND EXPOSURE TO A GLOBAL AUDIENCE

The audience on the ground is global and vetted, giving you access to a world stage. Although not everyone can be physically present, images and videos are shared prolifically by attendees and viewed heavily. Just after the 2025 Show, MYBA itself reached 100K+ accounts and 500K+ impressions in one month (14 April– 13 June, 2025). Sponsorship means that you will be standing in the spotlight. Your brand will be included in multiple communication channels, allowing it to be seen and heard across the globe.

To learn more about becoming a sponsor at the 2026 MYBA Charter Show, please contact:
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