



The Boat Princess

**BRINGING YOUR BRAND AND STORY TO LIFE IN A
UNIQUE WAY TO OUR AUDIENCE AND GIVING YOU
ANOTHER WAY TO SHARE IT TO YOURS.**

2023 MEDIA KIT

THE BOAT PRINCESS

A UNIQUE WAY TO PROMOTE YOUR BRAND



Recognised as a leading figure in the global boating community, Nicky Vaux is a multi-marina owner and Director on the Board of the Marina Industries Association.



NICKY VAUX

The Boat Princess

Nicky enjoys an extensive network within the industry and luxury boat owners, both locally and internationally, and revels in bringing like-minded people together.

Her audience is one that enjoys the luxuries of life, and understandably has a great interest in anything that can enhance their boating lifestyle.

Through her work, Nicky strives to empower women to feel comfortable and confident on the water, to join the boating industry or buy their own yacht, specifically in motor yachts.

Nicky boasts an active following on social media under her pseudonym 'The Boat Princess' and uses her podcast of the same name to support and celebrate incredible women and men within the boating space.

Nicky provides exceptional knowledge from both her experience and that of many specialists in this field and related luxury lifestyle products.

As a multiple marina owner, luxury boat owner and former boat broker for many years, Nicky is a reliable source of information on all things relating to the boating lifestyle, with an expertise that extends far beyond the brochure.

She has collaborated with brands such as Nautilus Insurance, Ocean Magazine, Quality Marine Clothing, Pommery Champagne and Ross & Whitcroft, and has been commissioned to review some of Australia's most luxurious boats.



Collaborating with The Boat Princess brand allows you to reach an audience that appreciates and enjoys high-end services and products including, of course, luxury vessels and everything within them and related to them.



100%

GENUINE AUDIENCE WITH STRONG INTERACTION



5-STAR RATED PODCAST

80%

OF HOUSEHOLD PURCHASE DECISIONS ARE MADE BY WOMEN

EXCLUSIVE & LUXE



PREMIER PARTNERING OPPORTUNITY

WE KNOW WHAT OUR AUDIENCE WANTS



INVEST IN SUCCESS

TARGETED BRAND PROMOTION

01 BOWRIDER PACKAGE

1 INSTAGRAM POST - *value \$150 plus GST*
**1 MENTION OF YOUR BRAND/PRODUCT ON
OUR PODCAST** - *value \$197 plus GST*

Total Value: \$347 plus GST
Package price \$247 plus GST

MOTORYACHT PACKAGE

02

1 INSTAGRAM POST - *value \$150 plus GST*
**3 MENTIONS OF YOUR BRAND/PRODUCT ON 3
PODCAST EPISODES** *value \$591 plus GST*

Remember podcasts, once issued, are out there forever

Total Value \$741 plus GST
Package price \$447.00 plus GST

03 SUPERYACHT PACKAGE

**30 MIN INTERVIEW OF YOU OR ONE OF YOUR TEAM
ON OUR PODCAST - value \$649 plus GST**

[Episode link available for you to use on any online
forum you have]

Bonus inclusions:

1 Instagram post - value \$150 plus GST

1 LinkedIn post - value \$197 plus GST

Total Value \$994 plus GST

Package price \$748 plus GST

MEGAYACHT PACKAGE

04

**30 MIN INTERVIEW WITH YOU OR ONE OF YOUR TEAM
ON OUR PODCAST - value \$649 plus GST**

1 INSTAGRAM POST - value \$150 plus GST

**3 MENTIONS OF YOUR BRAND OR PRODUCT ON 3
PODCAST EPISODES - value \$591 plus GST**

**DEDICATED BLOG/EDM About YOUR BRAND AND USE
OF/RELEVANCE TO BOATING - value \$997 plus GST**

Total Value \$2,387plus GST

Package price \$1458 plus GST

05 BOAT REVIEW

The Boat Princess will conduct an Instagram style video on the vessel, pointing out its features. This will remain on the Boat Princess Instagram and You Tube channel afterwards, the link to which you can share permanently. Review can also include short on camera interview with Boat Builder or Broker representative.

The Boat Princess will provide a dedicated blog review of the vessel - boat brand to supply professional photographs to be included. This will be submitted to our Editorial Contacts for possible publication.

A Linked in post of the review is included also.

Photos taken on the vessel will be used on social media into the future. and will tag your brand.

Please note:

our videos are created to be authentic and relatable and as such a full video crew and "brochure" style is not our jam. We also specialise in approaching the vessel features from the female perspective thus giving a totally different approach to most boat reviews and appealing to both female buyers and partners of male buyers to help them cross the line into a purchase decision.

Boat Review: \$1459 plus GST

PRODUCT SPONSORSHIP

06

You can also supply relevant products to The Boat Princess; the value of which will determine how much it is given exposure.

Please note only products relevant to the brand will be considered and only one brand for each product or service type at any one time.

Products will be given a promotion to their value however The Boat Princess is likely to use them or wear them to Boat Shows / Events and out boating, and thus continually photographing them and tagging your brand in any posts; therefore increasing brand awareness organically.

HARNESS YOUR OPPORTUNITY FOR EXPOSURE - WE BRING YOUR BRAND TO AN ENGAGED NICHE WEALTHY AUDIENCE



We're proud to have our Podcast featured in the following publications:

National Recognition

Nautilus Magazine

Afloat Magazine

Waterline Magazine

Discover Boating by the Boating Industry Association Website

Empire Marinas Website

International Recognition

Ocean Magazine

Marina World

**Our podcast is available on Apple Podcast, Podbean, Spotify,
Audible and more as a free podcast.**



Our brand partners include

**Pommery Champagne
Quality Marine Clothing
Ross and Whitcroft**



*the
Boat Princess*

PREMIUM EXPOSURE FOR YOUR BRAND

**TAP INTO OUR NETWORK OF WEALTHY BOATING LIFESTYLERS;
BOTH NATIONALLY AND INTERNATIONALLY FOR YOUR
LUXURY OR BOATING RELATED BRAND**



[@THEBOATPRINCESS](https://www.instagram.com/theboatprincess)



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