

Partner With DC Black Yacht Fest

Align your brand with a curated audience of high-income professionals, tastemakers, and culture leaders across a 4-day luxury experience in Washington, D.C.

1,500+ ATTENDEES

4-DAY EXPERIENCE

20,000+ SERVED

Washington, D.C. · June 18–21, 2026

dcblackyachtfest.com

A 4-Day Luxury Experience

DC Black Yacht Fest is a curated, multi-day cultural moment in Washington, D.C. — built around yachting, dining, nightlife, and wellness experiences designed for a premium audience.

Weekend at a Glance

- Thursday — Welcome Dinner & Lounge
- Friday — Signature Yacht Experience on the Potomac
- Saturday — Day Pool Party & Evening Soirée
- Sunday — Brunch, Wellness & Send-Off

Why It Matters

More than an event — it's a cultural touchpoint where luxury lifestyle, Black professional excellence, and elevated hospitality intersect. Every touchpoint is designed for premium brand alignment.

Who You'll Reach

AGES

25 – 40

AVERAGE INCOME

\$80K – \$150K+

AUDIENCE SIZE

1,500+ Attendees

TOTAL REACH

20,000+ Served

Audience Profile

- Professionals, entrepreneurs, and tastemakers
- Industries: Tech, Government, Law, Healthcare, Business
- Highly social and brand-conscious
- Active on Instagram, TikTok, and lifestyle media
- Frequent travelers and premium-event attendees

Why Brands Partner With Us

DC Black Yacht Fest is more than an event — it's a curated experience designed to bring together culture, luxury, and influence.

- Direct access to 1,500+ attendees across 4 days
- A high-income, socially active audience
- Multi-event exposure across dining, nightlife, yachting, and wellness
- Organic content through social media and influencer engagement
- Real-world brand activation, not just visibility
- Premium environment that elevates brand perception

Ways Your Brand Can Show Up

ACTIVATION

Branded Yacht Experiences

ACTIVATION

Signature Cocktail / Liquor Partnerships

ACTIVATION

Food Activations & Tastings

ACTIVATION

Swimwear & Fashion Showcases

ACTIVATION

Wellness Experiences (Yoga, Recovery, Fitness)

ACTIVATION

VIP Lounge or Section Branding

Where Your Brand Appears

— **Official Event Website**

Sponsor section and visibility throughout the site

— **Digital Marketing Campaigns**

Flyers, email, and text promotions

— **Social Media Promotions**

Event announcements and sponsor highlights

— **On-Site Event Branding**

Select tiers — signage, activations, step & repeat

— **Live Event Experiences**

Product placement, activations, branded moments

Sponsorship Tiers

We offer tiered sponsorship opportunities designed to provide brands with meaningful visibility, engagement, and access throughout the DC Black Yacht Fest weekend. The Title Sponsor receives full integration across the entire experience.

FEATURED · TITLE SPONSOR

Title Sponsor

\$15,000

- “Presented by [Brand]” across website, flyers, and marketing
- Premium logo placement across all channels
- Featured in email and text marketing
- Multi-event activation (Dinner, Yacht, Pool Party)
- Option for branded yacht or signature experience
- Step & repeat and premium on-site signage
- 2–3 dedicated social media spotlight posts

INCLUDED

- + Up to 5 Yacht Tickets (limited)
- + VIP Access to All Surrounding Events

Major & Supporting

Major Sponsor

\$10,000

- Logo placement across website, flyers, and campaigns
- Social media and email promotion
- On-site presence at 1–2 events
- Product placement or brand activation

INCLUDED

- + Up to 5 Yacht Tickets (limited)
- + VIP Access to Surrounding Events

Supporting Sponsor

\$5,000

- Logo on website and select promotional materials
- Social media inclusion
- On-site presence at 1 event
- Product placement or giveaways

INCLUDED

- + Up to 5 Yacht Tickets (limited)
- + Access to Surrounding Events

Brand, Community & Friends

Brand Partner

\$2,500

- Logo on website sponsor section
- Social media mention
- Product placement or gift bag inclusion

INCLUDED
+ Up to 3 Yacht Tickets (limited)
+ Access to Surrounding Events

Community Sponsor

\$1,000

- Name or logo listed on website

INCLUDED
+ 1 Yacht Ticket (limited)
+ Access to Surrounding Events

Friend of the Fest

\$500

- Name listed as supporter

INCLUDED
+ Access to Surrounding Events Only (no yacht access)

Yacht Access

Yacht tickets are limited and allocated per sponsorship tier. All other access refers to entry into surrounding weekend events only.

PARTNERSHIP SELECTION

Partnership opportunities are limited and curated to ensure brand alignment. We are currently selecting a small group of partners for DC Black Yacht Fest 2026.

Let's Build Something Impactful Together.

Start the conversation with our partnerships team. We'll align on goals, audience, and the right activation for your brand.

Get In Touch

PARTNERSHIPS	dcblackyachtfest@gmail.com
INQUIRY FORM	dcblackyachtfest.com/sponsors
WEBSITE	dcblackyachtfest.com
EVENT DATES	June 18 – 21, 2026 · Washington, D.C.

[REQUEST SPONSORSHIP INFO · dcblackyachtfest.com/sponsors](https://dcblackyachtfest.com/sponsors)