

# A Billionaire Weekend at The 2018 Monaco F1 Grand Prix With My Yacht®



by Emmanuel Lupé Chief Editor

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The 76th Formula 1 Grand Prix de Monaco 2018® saw My Yacht Group (MYG) celebrate its most significant event to date aboard three magnificent vessels: the 78m / 256ft explorer vessel M/Y Legend, 70m / 226ft sister megayacht M/Y Sherakhan, and 44m / 145ft superyacht M/Y Kijo, during a packed weekend schedule of dinners, parties, fundraising, and more.



In addition to hosting a slew of discerning HNW guests aboard its traditional 4-days of trackside My Yacht® activities, race viewing and hospitality, where F1 legend Eddie Jordan gave a pre-race talk to guests, it also launched BlockChain Royale. With a significant sponsorship deal paid 100% in Bitcoin, the first of its kind for Monaco or Formula 1, this new initiative within the nascent blockchain industry, welcomed over sixty fintech visionaries, VC leaders, philanthropists, authors and those at the forefront of the blockchain community.





Ahead of My Yacht's 13th annual Friday evening charity reception, key figures addressed an intimate gathering of both industry members, plus local and visiting HNW guests, all keen to learn more from those already shaping the future of crypto. Introduced by MYG Founder & CEO Nicholas Frankl, speakers included Michael Mathias, Founder & CEO of DasCoin; Bobby Lee, Co-founder of BTCC; Anthony Diiorio, Co-founder of Ethereum; and Craig Sellars, Co-founder & CTO of Tether.





Other notable attendees of the weekend included Meltem Demirors, Chief Strategy Officer at Coinshares; Annemieke Dirkes, CEO of Blockchain Projects BV; Jason King, Founder of Unsung.org; Frmr. U.S. Representative from Ohio Dennis Kucinich and his wife Prof. Elizabeth, a regenerative agriculture & agroforestry advocate; Alex Lightman, futurist & author of “Augmented: Life in the Smart Lane”; Oren Rose, Co-founder & Executive Director of Liri Holdings Ltd.; Lauren Selig, film producer & Co-founder of VALIS Virtual Reality; Marc-André Sola, Co-founder & Managing Partner of 1291 Group; and William Quigley, Managing Director of Clearstone Venture Partners.



Following the Blockchain Royale introduction, the Riviera’s hottest strolling band Odd Socks International got the charity reception started in lively style, while stunning ‘Angels’ poured large format bottles of guest favourite Whispering Angel from longtime partner Chateau d’Esclans. New Grand Brut “Regi” Champagne made its debut aboard, and guests enjoyed incredible foods prepared by the award-winning chefs of Legend & Sherakhan, topped off with generous amounts of Caviar Perlita.







An ACH EC130 T2 from Airbus Corporate Helicopters, priced from €2.5M, brought VVIP guests directly to and from M/Y Legend, and created an impressive backdrop to the helideck dancefloor that saw Monaco's DJ Philippe spinning popular hits ahead of a live performance by world renown DJ Bob Sinclar.



100% of proceeds from an onboard silent auction that featured unique art works donated by META Monaco, plus generous guest pledges, benefitted the Prince Albert II of Monaco Foundation, that was created by H.S.H. Prince Albert II in 2006 and is dedicated to the protection of the global environment.





Additional long term partners included: Stowers of London who crafted a bespoke jacket for Nicholas Frankl; Bvlgari who dressed Frankl in a titanium Octo L'Originale timepiece, and adorned MYG VP of Business Development, and Frankl's sister, Annabelle, in a "Diva's Dream" 18kt rose gold necklace with three diamonds and pave set diamonds, and matching earrings; X-Tenders provided high-speed water transfers for guests in its lightweight, carbon fiber tenders.





**About My Yacht® Group**

My Yacht® Group creates turnkey, luxury hospitality and branding opportunities on board private superyachts at premier international sporting, social and artistic events. My Yacht Group is the result of twenty years spent working in the fields of sports and entertainment sponsorship and experiential marketing, creating long-term strategic partnerships with luxury and aspirational brands that showcase their products and entertain their top clients, while mixing with a highly targeted, pre-qualified guest list at invitation-only events.

My Yacht Group events can be found at: Yachts Miami Beach, Palm Beach International Boat Show, Cannes International Film Festival, Monaco F1 Grand Prix, Monterey CA's Automotive Weekend, Monaco Yacht Show, San Francisco Fleet Week, Los Angeles, Fort Lauderdale Boat Show, Abu Dhabi F1 Grand Prix, Art Basel Miami Beach, St. Bart's High Season, & more. Non-yacht events include My Yacht® Club at the USA F1 Grand Prix in Austin, TX.

**About M/Y Legend & M/Y Sherakhan**

The vision of Captain and owner Jan Verkerk, both vessels are finished to an impeccable standard. Sherakhan, fresh from an extensive 2017 refit, accommodates 26 guests in 13 spacious cabins with all meals prepared by Master Chef Toine Smulders. Wide decks, classic interiors, a 7m high atrium and dining room, 20-person Jacuzzi, plus full spa and beauty salon, and gym, and a range of tenders, ensure an extraordinary stay aboard.

Legend, built as a Class 1 ice breaker, is a true expedition yacht that also sleeps 26 guests in 13 uniquely designed cabins and boasts a cinema, 16-person heated spa pool, whiskey and cigar room, heated outdoor dining areas, a 3-person U-Boat Worx C- Explorer sub, and commercially standard helideck. A full winter program includes stays in South Georgia and Antarctica where, uniquely, clients may book an all-inclusive week in a cabin rather than the whole yacht. Starting from €50,000 per couple this extraordinary experience includes private air transportation from Punta Arenas, Chile, to King George Island, all F & B, and all expeditions.

For more information: [Office@Sherakhan.com](mailto:Office@Sherakhan.com)

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