

Supporting Falmouth Classics as a sponsor or advertiser in 2021

Support one of the largest UK Classic sailing events in the UK and gain benefits for your business or organisation

A Prestigious three-day regatta of racing, parades and onshore events from 11 -13 June, which in 2019 involved 190 classic vessels from the UK and Europe.

The Falmouth International Sea Shanty Festival takes place at the same time and over 65,000 visitors flock to Falmouth

The popular web site is viewed each year throughout Europe and as far afield as Australia

Streaming of the parade of sail viewed by upwards of 30,000 around the world

Ensure your company benefits by taking advantage of the sponsorship and advertising opportunities

Contact us today to see how the Falmouth Classics can help to promote your business in the aftermath of Covid 19. By supporting the event you will be helping to promote the maintenance, use and construction of traditional vessels and supporting a volunteer led event that contributes to Cornwall's economy.

“The crew will never forget these beautiful days in Cornwall, nor the mark of esteem and friendship that you have once again given to the sailors.”

Herve Prat, “Skellig” Douarnenez, France

How can your business benefit?

- 1 A partnership with one of the largest Classics events in the UK
- 2 Full colour adverts in the popular event programme and on our frequently visited website
- 3 Support acknowledged in newsletters, on the web site, the programme and where relevant in the media
- 4 Company name/logo linked to specific events e.g. parades, races and onshore events
- 5 Corporate opportunities afloat and onshore
- 6 Invitations to onshore events
- 7 Opportunities to promote company and products to participant

Sponsorship Options

Option 1 Title Sponsor

Company name included in event title and displayed on all publications, media and merchandise

Dedicated press release to announce support for event

Company logo on all publications

Large advert on web site

Full page advert/advertorial in programme

Incorporation in all press releases, reports and social media updates

Company banners on display

Opportunities to promote company and products to participants

Invitation to attend all shore side events, including four tickets for barbecue at the Royal Cornwall Yacht Club and invitations to observe parade of sail afloat and reception in the National Maritime Museum Cornwall

Participate in presentation of prizes in the National Maritime Museum

Contribution £5000 plus VAT

Option 2 Partner sponsors

Company name associated with a key event e.g. racing on day 1 or two, parades of sail or berthing

Company logo on all publications and merchandise

Large advert on website

Full page full colour advert/advertorial in programme

Inclusion in relevant press releases and social media

Invitation to attend all shore side events including 2 tickets for the barbecue at the Royal Cornwall Yacht Club and 2 invitations to observe the parade of sail afloat and to attend reception in the National Maritime Museum Cornwall

Company banners on display

Complementary programme and event poster

Opportunity to promote company and products to participants

Contribution £2000 plus VAT

Option 3 Major Sponsors

Sponsor a specific aspect – e.g. Maritime Village £1200, joint berthing sponsor £1000, Haven Reception £1100, two safety boats £1500, programme £1000, contribution of prizes or a very valuable cash contribution to help support whole event.

Benefits to include:

Accreditation on web site, publications and letter head

Large advert on website and listing in directory

Half page full colour advert in programme

Selective media coverage in press releases and reports associated with event

Complementary programme and event poster

Invitations to receptions

Company banners on display

Opportunity to promote company and products to participants - participant packs, receptions and prize giving

Contribution £1000 - £1999 plus VAT

Contribution from £1000 to £1999 plus VAT

Option 4 Event Sponsors

Sponsor opportunities – e.g. one safety boat @ £750, Council Chamber reception £600, branded volunteer T shirts £550, participant bags with company logo £500, Participant A3 posters to include company log £300, contribution of prizes.

Benefits to include:

Website listing as a sponsor and inclusion in the directory

Small web site advert if contribution is greater than £250

Media coverage in relevant press releases and welcome in one newsletter

¼ page full colour advert in programme

Complementary programme and event poster

Invitations to receptions and prize giving

Opportunities to promote company and products to participants – participants packs, receptions and prize giving

Display of company banners – Falmouth Haven and Custom House Quay **Contribution up to £999 plus VAT**

Advertising Options

Option 1

Full page, full colour advert/advertorial in official forty-page A4 programme distributed to participants and the public

Large advert on website

Highlighted inclusion in the website directory

Contribution £500 plus VAT

Option 2

Half page, full colour advert/advertorial in official forty-page A4 programme distributed to participants and the public.

Small advert on website

Inclusion in the website directory

Contribution £250 plus VAT (add a further £25.00 for highlighted inclusion in the directory)

Option 3

Quarter page, full colour advert/advertorial in official forty - page A4 programme distributed to participants and the public

Inclusion in the website directory

Contribution £125 plus VAT (add a further £25.00 for a highlighted inclusion in the directory)

Option 4

Inclusion in the website directory

Contribution £75 plus VAT (add a further £25.00 for a highlighted inclusion in the directory)

Contact US today to discuss how your business or organisation can be involved

For sponsorship enquiries please contact:

Falmouth Classics Association Ltd

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For advertising and media enquiries please contact:

Falmouth Classics Association Ltd

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“Can I thank you and your team for the hospitality you showed me last weekend at the Falmouth Classics Regatta. I thought the weekend was very successful for both sailors and sponsors.”

Justin Jones, former Sales Manager, English Braids

