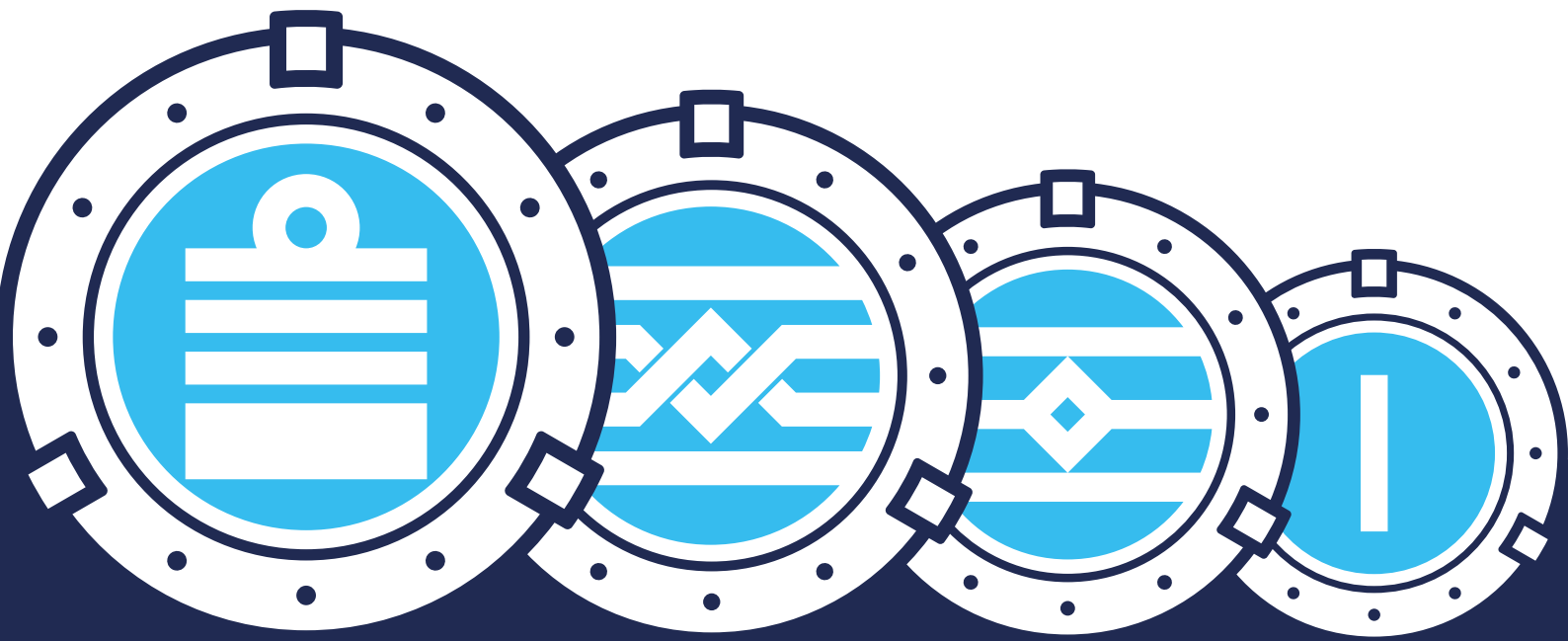




THE TALL SHIPS RACESTM Lerwick 2023

organised by Sail Training International



SPONSORSHIP Packages

Shetland Tall Ships Ltd is pleased to offer an exciting range of sponsorship packages assisting businesses to support and participate in the Tall Ships fleet returning to Lerwick in July 2023.



 tallshipslerwick.com

GET INVOLVED be a sponsor



THE TALL SHIPS RACES Lerwick 2023

organised by Sail Training International

The Tall Ships Races visit to Lerwick in 2023 has secured core funding from Shetland Islands Council, EventScotland and significant in-kind support from Lerwick Port Authority and Sail Training Shetland.

In order to provide first class facilities and activities for visiting crew, deliver the extensive programme of public entertainment and support the fantastic team of volunteers, we aim to raise £500,000 through commercial sponsorship.

There are lots of exciting sponsorship benefits for businesses to take advantage of and packages can be tailored to suit individual companies. Sponsorship may be a cash contribution or in-kind provision of goods or services – all support is welcome and appreciated.

All sponsorship packages will be subject to VAT at the standard rate.

EXTRAS

Build your own benefits package by selecting from our list of stand-alone items – or add them on to one of the standard packages to increase your support. (Final prices TBC and VAT added)

Approximate Cost

Main Event Site Sponsor - branded gateway entry point to key event site and additional VIP passes to headline concerts (limited availability)	+	£7,500
Professional pre-recorded advert broadcast daily on live streaming service during event to worldwide audience	+	£2,700 (£1,000 if advert is supplied)
Deck hire aboard Class A or Class B Tall Ship (2 hours)	+	£2,000 – £5,000
Deck hire catering	+	£500 – £5,000
Trainee passage aboard a Tall Ship race leg (age 15-25) or Cruise in Company leg (no age limit)	+	£2,500
Quayside information booth or sales stand on Victoria Pier	+	POA
Advertising in printed event programme	+	TBC



Minimum
contribution
of £4,000

JOLLY BOAT Sponsor

Our Park and Ride service will enable the public to access all event sites while minimising traffic around the areas. This key service is named after the small boats crew might use to go ashore for leisure time. One opportunity available.

- Press release issued announcing sponsorship support
- Corporate branding graphics will be provided for business use incorporating Sponsors logo and Tall Ships Races branding
- Supporter listing on the official Tall Ships Lerwick website – logo + 20 words
- Blog posted on Tall Ships Lerwick website and social channels detailing company activities and corporate support of event
- Company logo included on selected event site signage and printed materials
- Company logo included on Park and Ride site signage and printed materials
- VIP Invitation to Sponsors Event aboard Class A ship x 2
- VIP Passes to 2 x headline music events including access to private bar x 2
- VIP Invitation to Opening Ceremony x 2



Minimum
Contribution
of £100,000

ADMIRAL'S Deck

Our Admiral's Deck package includes exclusive opportunities and extended VIP access and invitations.

There are a limited number of these packages available due to the exclusivity of some benefits.



-  Business publicly named as Tall Ships Lerwick 'Host Port Sponsor'. Corporate branding graphics will be provided for business use incorporating Sponsors logo and Tall Ships Races branding
-  Right to use the official Host Port Tall Ships logo for sponsors own promotional purposes *(subject to approval of use and artwork by Sail Training International)*
-  High Profile exposure to a visiting audience of 10,000+ per day during event, similar daily numbers online and an extended worldwide audience in pre-promotion and marketing of Tall Ships Races 2023
-  Named as Event Site Sponsor with branded entry gates to a quayside site *(only 2 available)*
-  2 hour Deck Hire aboard Class A ship *(subject to availability of preferred ship)**
-  Deck hire catering *(based on 100 people – upgrade to catering available for additional charge)**
-  Placement of 2 trainees aboard a Tall Ship on a race leg *(age 15-25)*, or Cruise in Company leg *(no age restriction)*. Subject to ship capacity*
-  Quayside Information booth / Sales stand on event site x 4 days
-  Event sponsor listing on the official Tall Ships Lerwick website – logo + 100 words *(includes front page visual)*
-  3 x dedicated Blogs posted on Tall Ships Lerwick website and social channels detailing company activities and corporate support of event
-  Broadcast opportunity on live streaming service during event *(live interview if desired, & pre-recorded advertorial content – videographer provided by STSL)*
-  Company logo included on all main event signage, live broadcast, website front page and social media header
-  Company logo included on all relevant printed material prior to and during event, including advertising
-  Double page advert in printed programme
-  VIP Invitation to Sponsors Event aboard Class A ship x 6
-  VIP Passes to 2 x headline music event including access to private bar x 6 and complimentary drinks vouchers x 12
-  VIP Invitation to Opening Ceremony x 6
-  VIP Invitation to Captains Dinner x 4

*Denotes items excluded from 'In-Kind' package.



Minimum
Contribution
of £25,000

CAPTAIN'S Deck

Come aboard as a Captain's Deck sponsor for a great range of benefits and extensive promotion for your business.

-  Business publicly named as 'Host Port Associate'
-  Corporate branding graphics will be provided for business use incorporating Sponsors logo and Tall Ships Races branding
-  Right to use the official Host Port Tall Ships logo for sponsors own promotional purposes *(subject to approval of use and artwork by Sail Training International)*
-  Company exposure to a visiting audience of 10,000+ per day during event, similar daily numbers online and an extended worldwide audience in pre-promotion and marketing of Tall Ships Races 2023
-  2 hour Deck Hire aboard Class A ship *(subject to availability of preferred ship)**
-  Deck hire catering *(based on 70 people, standard selection – upgrade to catering available for additional charge)**
-  Event sponsor listing on the official Tall Ships Lerwick website – logo + 60 words *(includes front page visual)*
-  2 x dedicated Blogs posted on Tall Ships Lerwick website and social channels detailing company and corporate support of event
-  Broadcast opportunity on live streaming service during event *(pre-recorded advertorial content produced by STSL)*
-  Company logo included on selected event signage *(excluding directional / safety signage)* and printed materials
-  Double page advert in printed programme
-  VIP Invitation to Sponsors Event aboard Class A ship x 2
-  VIP Passes to 2 x headline music events including access to private bar x 6, and complimentary drinks vouchers x 12
-  VIP Invitation to Opening Ceremony x 4
-  VIP Invitation to Captains Dinner x 2



*Denotes items excluded from 'In-Kind' package.



**Minimum
Contribution
of £10,000**

OFFICER'S Deck

- ⚓ Business publicly named as 'Host Port Supporter'
- ⚓ Corporate branding graphics will be provided for business use incorporating Sponsors logo and Tall Ships Races branding
- ⚓ Right to use the official Host Port Tall Ships logo for sponsors own promotional purposes *(subject to approval of use and artwork by Sail Training International)*
- ⚓ Company exposure to a visiting audience of 10,000+ per day during event, similar daily numbers online and an extended worldwide audience in pre-promotion and marketing of Tall Ships Races 2023
- ⚓ 2 hour Deck Hire aboard Class B ship – prosecco on arrival *(up to 40 people – subject to capacity and availability of preferred ship)**
- ⚓ Supporter listing on the official Tall Ships Lerwick website – logo + 20 words
- ⚓ Blog posted on Tall Ships Lerwick website and social channels detailing company activities and corporate support of event
- ⚓ Advertising content opportunity on live web stream during event *(digital content to be supplied by sponsor and approved by STSL before broadcast)*
- ⚓ Company logo included on selected event site signage and printed materials
- ⚓ Full page advert in printed programme
- ⚓ VIP Invitation to Sponsors Event aboard Class A ship x 2
- ⚓ VIP Passes to 2 x headline music event including access to private bar x 2
- ⚓ VIP Invitation to Opening Ceremony x 4

**TALL SHIPS
LERWICK
26-29 JULY 2023**



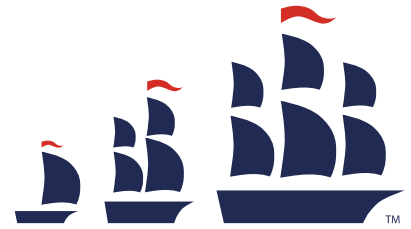
**Minimum
contribution
of £3,000**

CADET'S Deck

- ⚓ Press release issued announcing sponsorship support
- ⚓ Corporate branding graphics will be provided for business use incorporating Sponsors logo and Tall Ships Races branding
- ⚓ Supporter listing on the official Tall Ships Lerwick website – logo + 20 words
- ⚓ Blog posted on Tall Ships Lerwick website and social channels detailing company activities and corporate support of event
- ⚓ Company logo included on selected event site signage and printed materials
- ⚓ Company logo included in printed programme supporters page
- ⚓ VIP Invitation to Sponsors Event aboard Class A ship x 2
- ⚓ VIP Passes to 2 x headline music events including access to private bar x 2
- ⚓ VIP Invitation to Opening Ceremony x 2



**Denotes items excluded from 'In-Kind' package.*



THE TALL SHIPS RACES Lerwick 2023

organised by Sail Training International



Our Project Manager, Emma Miller, will be delighted to work with you to find a sponsorship package to suit your budget and requirements.

To contact Emma, call **01595 502110** or email emma@tallshipslerwick.com.

Get in touch to be part of this incredible event.



TALL SHIPS
LERWICK
26-29 JULY 2023

Shetland Tall Ships Ltd

Albert Building, Lerwick

Shetland, ZE1 0LL

Telephone 01595 502110

Email info@tallshipslerwick.com

 tallshipslerwick.com