



Sail Training International

THE TALL SHIPS RACES

Falmouth

Magellan-Elcano Series 2023

SPONSORSHIP OPPORTUNITIES

[FALMOUTH.CO.UK/TALLSHIPS](https://falmouth.co.uk/tallships)



The historic UK coastal town of Falmouth, Cornwall will host the start of the prestigious Tall Ships Race, Magellan-Elcano Series, from 15th - 18th August 2023. The race follows a course from Falmouth to A Coruna in Spain, then onward to Portugal's capital, Lisbon before finishing in Cadiz, Spain.

Organised by Sail Training International, the races are designed to encourage international friendship and training for young people in the art of sailing and will see tall ships and crew arriving in Falmouth from all over the world.

Falmouth has a fascinating marine heritage, and 2023 will be the first time in nine years that the Tall Ships race has taken place in this notable port and the sixth time Falmouth has hosted the prestigious race since 1966. This distinguished event will provide an opportunity to showcase the fantastic harbour and town to visitors worldwide.

This notable event is expected to attract over 200,000 visitors and will host celebratory shoreside events throughout the four-day festival. Visitors will have the opportunity to board some of the historic tall ships sited within Falmouth Docks.




Before the race sets off, a spectacular Parade of Sail will take place involving all tall ships, supported by hundreds of local boats, yachts, and marine craft.

The economic, cultural and social impact of this event is tremendous. It will be one of the premier large-scale events held in the South West this decade, providing high-impact, engaging sponsorship opportunities for key partners and businesses.





KEY FACTS

-  The event takes place between 15th - 18th August 2023
-  Falmouth has hosted the event more than any other UK port
-  The last Tall Ships event in 2014 generated:
 - 197,000+ visitors across the four days
 - A £20m+ uplift for the region
 - A media reach of more than 50m+ people with a value of £40m
 - A return of £25 for every £1 invested

*Evaluation undertaken by South West Research Company Ltd

ENGAGE WITH FALMOUTH TALL SHIPS 2023

As one of the most significant and memorable events held across the South West, there are multiple opportunities for businesses to be associated with this high-impact, globally renowned event.

-  Increase brand awareness and raise your profile in an exciting and innovative way
-  A unique platform to showcase your business and enhance company image and reputation whilst generating new contacts and future potential business
-  Demonstrate engagement and commitment to your local community
-  Benefit from corporate hospitality and client entertainment



HEADLINE SPONSOR TAILORED PLATINUM PACKAGE

Your brand in tandem with the prestigious, globally renowned Tall Ships event with extensive marketing before, during and after the event.

A Tall Ships 2023 dedicated press release from our expert national PR agency announcing your business as Headline Sponsor

Your brand and logo listed on the Tall Ships Falmouth website listed as the Headline Sponsor in addition to marketing materials, online and offline

Your brand and logo at all points of sale, event sales and across all marketing materials online and offline

Social media coverage in the lead-up to, during and after the Tall Ships event

1 x full-page advert in the Tall Ships commemorative programme and featuring in the programme introduction

1 x town overhead banner

Tickets for the Parade of Sail viewing at historic Pendennis Castle

Private luxury charter with Fal River Cornwall to entertain your guests (60 people maximum and subject to availability)

20 x complimentary tickets for the evening event of your choice and access to the VIP area

A private tour onboard a Tall Ship followed by shoreside drinks and canapes (subject to confirmation with the ships)

Your company logo on tickets including digital tickets

Your logo exclusively on the event branded stack cups, a keepsake item on sale throughout Falmouth.

A post event, dedicated press release to thank your company for supporting the Tall Ships event

Brand awareness opportunities at key sites with extensive banner coverage



GOLD PACKAGE

Your brand and logo across marketing materials, online and offline

Your logo included on a 5m town sponsorship banner

Tickets for the Parade of Sail viewing at historic Pendennis Castle

10 x 2-day Visitor Mussel Cards for Fal River Cornwall Ferries

15 x complimentary tickets for the evening event of your choice and access to the VIP area

A full-page advert in the Tall Ships commemorative programme

Your logo on the Tall Ships Falmouth website listed as Gold Sponsor

Social media coverage across all Tall Ships and Falmouth Town platforms

Brand awareness opportunities at key sites with banner coverage



SILVER PACKAGE

Your brand and logo on a selection of marketing materials, online and offline

10 x complimentary tickets for the evening event of your choice and access to the VIP area

A half page advert in the Tall Ships commemorative programme

Your company logo listed on the Tall Ships Falmouth website as a Silver Sponsor

2 x 2-day Visitor Fal Mussel Cards for Fal River Cornwall Ferries

Brand awareness opportunities at key sites with banner coverage



BRONZE PACKAGE

Your brand and logo on the website on our dedicated sponsors page

Your company logo listed on the Tall Ships Falmouth website as a Bronze Sponsor

Your logo featured in the Tall Ships commemorative programme

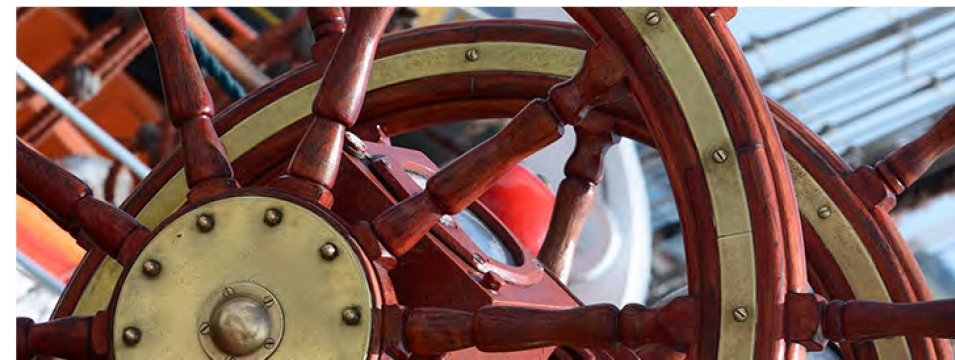
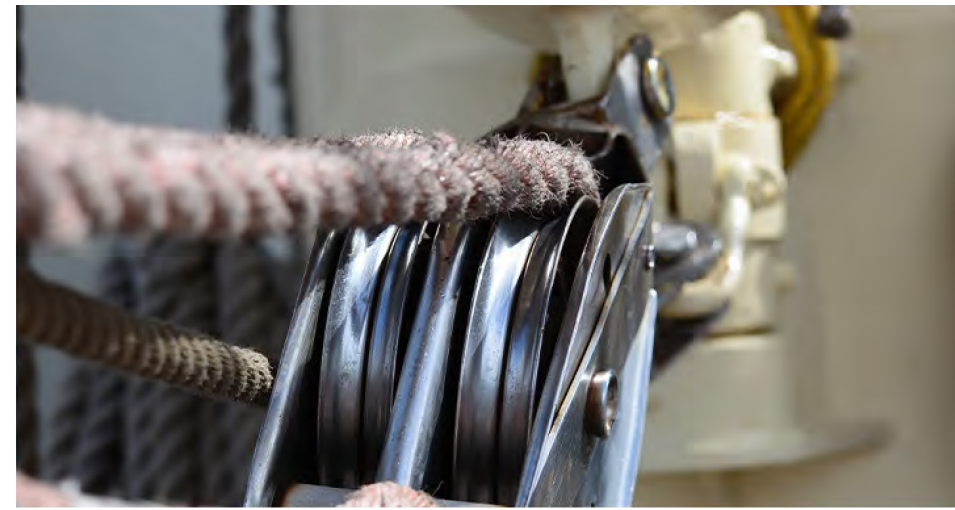
2 x 1-day Visitor Mussel Cards for Fal River Cornwall Ferries

Brand awareness opportunities at key sites with banner coverage



John Hick, Chairman of the Falmouth Tall Ships Association

“Cornwall’s maritime heritage is world-renowned, and we look forward to delivering another prestigious event here in Falmouth. We also enthusiastically welcome the owners and captains of the Tall Ships Races international fleet and invite them once again to grace our historic port with their wonderful sailing ships. Our highly experienced team, collaborative working groups and ever-willing volunteers will provide a first-class service and warm-hearted Cornish hospitality.”



Sponsorship packages can be tailored to best accommodate your business needs, and we'd be happy to talk through suggestions in more detail.

Fee levels will be based on specific sponsorship opportunities agreed. Please note, all sponsor package options exclude VAT.

For further information, don't hesitate to get in touch with our sponsorship coordinator:

Katharine Langley

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KEEP UPDATED ON ALL THE NEWS VIA



FALMOUTH.CO.UK/TALLSHIPS



LOVEFALMOUTH



TALL SHIPS FALMOUTH 2023



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