



FH
2022

Falmouth Classics 2022
Fri 17th – Sun 19th June



© Vitamin Cornwall

Supporting Falmouth Classics as a sponsor or advertiser in 2022

- 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 17th-19th 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.



WWW.FALMOUTHCLASSICS.ORG.UK

Affiliated with:



In association with:



Supporting:





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How can your business benefit?

- | | |
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| <ol style="list-style-type: none"> 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 | <ol style="list-style-type: none"> 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 participants |
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"We were delighted with the profile and it was an incredible event to mark our 150th Anniversary"
CEO Falmouth Harbour Commissioners

"A great weekend. Thanks to Falmouth classics for putting on another memorable regatta"
Classic Boat

"An absolute pleasure being involved in what is surely the best spectacle in Falmouth harbour!"
Coxswain Falmouth RNLI

"We were very impressed by the organisation and the scope of the Parade and thoroughly enjoyed the event. It was good to see so many participants, and the efforts they had gone to to dress both their boats and themselves"
Commodore RCYC

"A fantastic event for Falmouth. Well done to all for your sterling efforts"
Retired Falmouth Pilot



© Max Willcock

"We had a great time with some memorable sailing and fun"
Skipper of Kathleen

"A wonderful social event with some great racing"
Falmouth Harbour Commissioner and participant



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 £5500 plus VAT

OPTION 2 – Partner sponsors

- Company name associated with a key event e.g. racing on day one 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 £2500 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

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 logo £300, VIP lunch following parade @ £750, 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



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 £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 £25.00 for highlighted inclusion in the directory)

OPTION 4

- Inclusion in the website directory

Contribution £75 plus VAT
(add £25.00 for 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
Don Garman, Vice Chairman

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For media and advertising enquiries please contact:

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