



Falmouth Week Fri 4th- Sun 13th August 2017
Sponsorship details

www.falmouthweek.co.uk

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Falmouth Week 2017 Sponsorship Offer

FALMOUTH WEEK 2017

FOREWORD

Falmouth Week has developed into the second largest regatta in the UK, rivalled only by Cowes Week. It provides a racing schedule to challenge the most competitive sailors, yet retains a 'fun and friendly' feel which also attracts families and the less experienced sailor.

Falmouth Week has also moved on from its sailing roots, to provide additional events that appeal to all sections of the community, so greatly enhancing its value to our sponsors.

Falmouth Week has six days of varied racing for keelboats, traditional craft and dinghies in the waters of Falmouth Bay, the Carrick Roads and the Harbour; plus, a special Champagne Day. Activity on the water is matched by a lively Shoreside programme of daytime and evening entertainment. This usually includes an aerobatic display on the Wednesday and a firework display over the Harbour on the Friday.

During Falmouth Week:

- Around 150 yachts race in 3 fleets across 7 days.
- Visitor numbers regularly exceed 100,000 during the Week.
- Local businesses see a significant uplift in their takings.



Following the re-brand, which took place in 2014 and a change to the effectiveness of partnership working, by bringing all of the key partners under one 'umbrella', changes were made for 2015, 2016 & 2017 will see this success continue.

The winning formula for the Traditional Classes racing in the Carrick Roads will be maintained whilst for the bigger yachts racing in the bay, challenging courses are planned.

The Port of Falmouth Sailing Association (PoFSA) is the collective body of the seven local yacht and sailing clubs and the local class associations. It is a non-profit organisation run by volunteers to promote sailing in Falmouth. Its members are Helford River Sailing Club, Flushing Sailing Club, Mylor Yacht Club, Restronguet Sailing Club, Royal Cornwall Yacht Club, St Mawes Sailing Club and Falmouth Sailing Club. The association co-ordinates over 300 sailing events annually in the Fal/ Helford estuaries from Village Regatta, to Club Racing, to National Class Championship, to Falmouth Week. www.pofsa.co.uk



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PoFSA works with partners under the umbrella of the Falmouth Week Shoreside Committee to deliver a truly community based event. These partners include:

- Falmouth Town Council
- Falmouth Town Management
- Falmouth Harbour Commissioners
- Falmouth BID
- Falmouth Festivals/ South West Bars & Events
- Outlaw Events
- RNLI
- Numerous Sponsors, local businesses and significant media coverage

This is an invitation to potential sponsors to contract with the Falmouth Week Partners to sponsor and promote Falmouth Week for mutual brand benefit.

Falmouth Week's Shoreside Working Group comprises representatives from all the major organisations in Falmouth, including: Falmouth Town Council, The Port of Falmouth Sailing Association, Falmouth Town Management, Falmouth Harbour Commissioners, RNLI, South West Bars & Events Ltd, Falmouth Festivals, Outlaw Events, Falmouth Marine Band, University of Exeter and many others. The working group is chaired by Richard Gates Falmouth Town Manager. Falmouth Town Council act as the financial body for the non-sailing element of the week and PoFSA manage and administer the sailing side. Falmouth Town Management/Council is actively involved in the organisation of many notable events within the town, including the Olympic Torch relay event which took place in May 2012 through to Tall Ships in 2014 and many other annual large scale events.

FALMOUTH WEEK 2017

1 BACKGROUND

- 1.1 Falmouth Week has been held in the waters around Falmouth in August each year since the beginning of the 20th century and is the second largest annual regatta in the UK.
- 1.2 The sailing side of Falmouth Week is organised by the Port of Falmouth Sailing Association (PoFSA), on behalf of its member Clubs from around the Carrick Roads and estuaries.
- 1.3 This year, approximately 250 boats will compete in four distinct fleets:-
 - Bay Fleet (Offshore) - Yachts and multihulls – all week (pm)
 - Carrick Fleet (Traditional) - Classic designs – all week (pm)
 - Champagne Day - Racing on the Wednesday



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The timing of Falmouth Week is set as part of a larger calendar of sailing activities around the UK. The 2017 sailing programme is likely to be in the order as below:

Helford River SC
Mylor YC
Restronguet SC
Falmouth Town SC
Royal Cornwall YC
St Mawes SC
Flushing SC

Falmouth Week is not just about sailing...

1.4 Falmouth Town, St Mawes and the other communities around the Carrick Roads join in the party with a major programme of Shoreside events to provide entertainment for the competitors, sailing club members, people from the town and visitors alike. This makes Falmouth Week a major festival during the peak summer holiday season that attracts a local, national and international audience.

1.5 Some facts from the last few years

Visitors

- High proportion of day visits and short breaks from nearby counties
- Dominance of short break and additional holiday market segments
- High level of interest and satisfaction were found amongst visitors
- Half of all visitors would not have otherwise visited during Regatta week

Impact on local businesses

- Confidence that events like the Regatta are good for the local area
- A stable event on Falmouth's calendar enabling businesses to plan for the uplift.

Publicity

- Estimated £100k worth of media coverage each year. Back in 2011 this was close to £1million due to Brad Pitt filming World War Z in the town at the same time. The logistics of running two major events at the same time was coordinated from the Town Management office with only five weeks' notice before Falmouth Week was due to take place. It shows that opportunities may arise with short timescales but significant payback.

2 THE SAILING

2.1 RYA qualified Race Officers run the Falmouth Week racing to national standards, with courses to suit the class and size of boat racing. The Traditional fleet racing in Carrick roads is unique, boasting the largest fleet anywhere of Falmouth Working Boat type gaff-rigged craft. The Working Boats are the only fleet in the UK still working under sail – many of which still dredge for oysters in the River Fal during the winter and race in the summer. Today these boats provide a spectacular sight as they race around the Carrick Roads.



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2.2 Each day after racing competitors return to a different host Club, offering potential sponsors the opportunity for further brand exposure in various locations. The Clubs' 'après sail' programmes include for example and TBC:-

- Sunday - Teas and band (about 150 competitors) at Helford River Sailing Club
- Monday - BBQ and live entertainment at Mylor Yacht Club
- Tuesday - Teas and band at Restronguet Sailing Club
- Wednesday - Champagne Prizegiving at Falmouth Watersports Centre
- Thursday - Party at the Royal Cornwall Yacht Club
- Friday - Road closure and evening entertainment - St Mawes
- Friday evening - Harbour Fireworks Display
- Saturday - Band on Flushing Quay

3 THE SHORESIDE PROGRAMME

3.1 What started as a regatta marquee for competitors, run by PoFSA volunteers, has developed into a major entertainment programme for all. The Falmouth Week Shoreside Working Group, headed by the Falmouth Town Manager, is now responsible for shore-based entertainment. The Shoreside Working Group and PoFSA work together to make Falmouth Week a town and area wide event. Planning includes many elements of the community and local businesses. This collaborative venture is a major success story, significantly enhancing Falmouth Week into a community wide event for local residents and holiday visitors.

3.2 The 'Shoreside' programme includes (but not exhaustive):

- Carnival. The Falmouth Walking Carnival, led by the Marine Band.
- Evening Gigs. An evening line-up of live music, parties and concerts. Over the years the evening entertainment element has grown to around 10,000 tickets and an entertainment gross turnover in excess of £100,000. Two professional companies, Falmouth Festivals & South West Bars & Events organise the town daytime & evening entertainment on Events Square. There are various theme nights throughout the week with something for all tastes.
- Events Square (Discovery Quay). In addition to the main evening ticketed events, a lively daytime and early evening 'café culture' programme of easy entertaining is provided on Events Square, with its mix of the National Maritime Museum Cornwall, shops, cafes and bars – including Pizza Express, Rick Stein's, Zizzi, and Tesco Metro.
- Falmouth Fun Day/Night & Air Display (TBC). In aid of the RNLI Falmouth hosts a fun evening of entertainment, the main streets are closed, the shops stay open late and



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activities include an air display sponsored by Falmouth Harbour Commissioners (TBC). There is also a Fun Night on Customs House Quay, involving RNLI displays, with a variety of games that change each year. The Wednesday has developed into a key day of the week with elements such as the Action Sports Tour in Church Street car park being a real spectacle.

- Fireworks. A harbour fireworks display on Friday evening. The fireworks provide another sponsorship opportunity.
- The Moor. Outlaw Events, which was new for 2015 run a quality food and craft summer market. This takes place over the nine days with changes throughout the week. In addition, there is street food and relaxing chill out area to listen to live music.
- Falmouth Town. The Town is decorated throughout the summer season with 4000 metres of bunting and flags and 200 hanging baskets.

4 PROMOTING FALMOUTH WEEK

- 4.1 PoFSA has a local and national advertising campaign to attract competitors. PoFSA has seen more class associations include Falmouth Week in their annual sailing calendar, bringing more competitors to Falmouth and the surrounding area.
- 4.2 Falmouth Week has developed a very successful brand image symbolised by the FW logo at the top of this page. Only sponsors and volunteer organisations may use this logo, so enabling them to promote the event through their own marketing departments. The official radio media partner for the event is negotiated each year but for the last four years has been Pirate FM (with 170,000 weekly listeners) giving a far-reaching and strong exposure and this continues to develop year on year.
- 4.3 Falmouth Week achieves significant coverage from the press and yachting magazines, local radio and TV. A professional PR and Press campaign supports the week.
- 4.4 E-marketing is achieved through a dedicated website www.falmouthweek.co.uk, which was revamped in 2011 and a major revamp in Autumn 2015, and through links to listing sites. There is also the significant social media focus via Twitter @FalmouthWeek and Facebook. The Falmouth Week Facebook page has in excess of 5000 likes and posts are also shared by Falmouth Cornwall UK, the official town Facebook page which has in excess of 34,000 likes.. www.falmouth.co.uk which also highlights the event the through site and each monthly receives in excess of 35,000 hits.
- 4.5 The Falmouth Week Programme is professionally prepared by the successful Falmouth based 8Wire, and 20,000 copies are distributed free of charge at sites such as the local Visitor Information Centre, retail businesses, attractions and accommodation providers over a wide area. They offer advertising and excellent public exposure to all potential sponsors, a previous electronic copy is available upon request, richard@falmouth.co.uk . This is also available electronically is frequently viewed in excess of 17,000 times per year.



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- 4.6 Town wide banners promote Falmouth Week. These signs and banners offer potential sponsors an excellent opportunity to derive general goodwill by associating their logo with the successful Falmouth Week brand.
- 4.7 Marketing and promotion is not just limited to attracting more sailors but also targets a larger general audience. PoFSA contributes to a Falmouth Week marketing budget jointly with the Shoreside Committee as well as Falmouth BID (Business Improvement District including www.falmouth.co.uk), marketing Falmouth as a destination and a place of marine excellence. Sponsors share in the exposure given by this marketing.

5 SPONSORSHIPS AND DONATION OPPORTUNITIES

5.1 SPONSORSHIP

Falmouth Week relies on financial contributions from both the business and public sectors to deliver all the elements of an exciting programme both on and off the water. It presents an opportunity for sponsors to promote their organisation and develop their brand through a dynamic, active event with a broad following.

ALL of our supporters will be recognised with the addition of logos on all printed materials and will be included on the www.falmouthweek.co.uk site, which regularly attracts over 40,000 hits during August alone.

For enhanced sponsorship opportunities we offer – TITLE and INDIVIDUAL EVENT and this document sets out the formal levels of benefit, which are available under each. **Please note this is a general overview as we work with all sponsors on a case-by-case basis to ensure mutual benefit.** Many sponsors maintain a link with the week on a long-term basis.

5.1.1 Title Sponsor

To secure title sponsorship - £25,000 plus VAT.

- Company name pre-fixing the whole event (Title Sponsor only)
- Brand awareness and corporate profile raising opportunities - exposure to local, regional, national and international audiences through:
- Pre event publicity and PR coverage in magazines, journals and newspapers
- Sponsor acknowledgement at every opportunity including: branding on printed material, digital media, websites, clothing, banners and in the official programme
- Media coverage and on site promotion during the event
- Promotional opportunities at opening reception and prize giving
- Hospitality for company and clients ashore and/or on the water
- Private full day charter to see the start of racing
- VIP hospitality on Events Square with exclusive use of the VIP area on the evening of choice with entry into the tent for up to 50 guests.
- Opportunities to display your corporate material at prime public sites throughout Falmouth Week and at all of the official event activities.
- To discuss all other opportunities on a case-by-case basis to ensure brand title identity.



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5.1.2 Main Sponsor £10000

This is everything above with the exception of the title name. It is exceptionally important all sponsorship works for both parties and working together to gain maximum benefit.

5.1.3. Individual Event Sponsors (£500-£3000).

There are many other opportunities for major sponsorship (sharing the brand goodwill of the Title Sponsor), sponsorship of the individual racing fleets/series, a named Race Mark, Shoreside events, with simple effective advertising. Your organisation may also have other ideas or preferred methods for example the Fireworks sponsor or the Carnival Sponsor. Depending on level of sponsorship will depend whether an event within the week has more than one sponsor.

Sponsorship is classed a VAT supply, ie VAT is included on top of say £500. To be included on the website and logo in the programme (although this is only if space allows) is £250 plus VAT.

5.2 DONATIONS AND CONTRIBUTIONS

The success of Falmouth Week relies heavily on partnership working within the community and we recognise that not all organisations have the resources available to be able to contribute to the level that specific sponsorship requires.

In order to remain inclusive and retain our strong community links, donations or contributions are also invited from smaller, non-VAT registered organisations, who wish to be associated with an event that is not-for profit and whose key objective is enjoyment for the community and visitors alike, both on and off the water

5.3 PRIZES AND PROMOTIONAL ACTIVITIES

There are also daily prize giving's in addition to the Falmouth Week opening and closing ceremonies. These are a major part of any event and bring together competitors, volunteers, friends, families and key individuals. These events can also be great opportunities for brand awareness and for client / sponsor hospitality. Perpetuate your sponsorship by donating a branded silver cup to be presented to your chosen class winner every year for all time.

Of course the details above are by no means exhaustive and due to the nature of the week and the huge variety of businesses and people that are involved we will always discuss other options to make Falmouth Week a success for everyone.