**FALMOUTH WEEK Friday 7th – Sunday 16th August 2020**

**FALMOUTH SAILING WEEK Saturday 8th – Saturday 15th August 2020**

www.falmouthweek.co.uk

## FOREWORD

Falmouth Week has been held in the waters around Falmouth in August each year since soon after the Second World War. It 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 and the Carrick Roads plus, the special Ancasta Champagne Day. Activity on the water is matched by a lively Shoreside programme of daytime and evening entertainment, bringing over 100 thousand to the town. This usually includes a mid-week aerobatic display, evening entertainment of various themes, the extremely well-recognised Pink Wig event, and a firework display over the Harbour on the Friday.

During Falmouth Week:

• Around 150 yachts race in 2 fleets across 7 days.

• Visitor numbers regularly exceed 100,000 during the Week.

• Local businesses see a significant uplift in their takings.

In 2019 the Regatta was rebranded as ***Falmouth Sailing Week*** to reinforce the origins of the popular shoreside based Falmouth Week. All partners continue to work together but our sponsorship packages are now separate.

The racing side of Falmouth Sailing Week is organised by the Port of Falmouth Sailing Association (PoFSA), on behalf of its member clubs from around the Carrick Roads and estuaries.

Shoreside events are organised by The Falmouth Town Team and Southwest Bars and Events.

## KEY CONTACTS:

### For shoreside event sponsor enquiries:

**Richard Gates** – Shoreside Chairman & Falmouth Town Manager

richard@falmouth.co.uk 01326 313553/ 07876 400229

**Tim Vigus** – South West Bars & Events in Events Square

tim@southwestbarsandevents.co.uk 07584 231391

### For Regatta event sponsor enquiries:

**Jane Wright** – Port of Falmouth Sailing Association (PoFSA)

Regatta & Sailing Sponsorship

jane@silverhill22.plus.com 07927 408996

# The Port of Falmouth Sailing Association (PoFSA)

…is the collective body of the six local yacht and sailing clubs and the local class associations. It is a non-profit organisation run by volunteers with the purpose to organise, run and promote sailing in Falmouth waters. Its members are Helford River Sailing Club, Flushing Sailing Club, Mylor Yacht Club, Restronguet Sailing Club, Royal Cornwall Yacht Club and St Mawes Sailing Club. The association co-ordinates over 300 sailing events annually in the Fal and Helford estuaries including eight Village Regattas which are the life blood of the harbour, club racing, to national class championships, and finally, the world class seven-day flag ship regatta that is Falmouth Sailing Week.

PoFSA ensures that the traditions and cultures are nurtured and maintained. We are proud to welcome existing local sailors as well as newcomers and visitors to our fantastic, vibrant and eclectic port.

PoFSA is run year-round solely by volunteers who need support and funding so we can continue our work.

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
- RNLI
- Falmouth BID
- Falmouth Festivals / South West Bars and Events
- Numerous Sponsors, local businesses and significant media coverage

Email:

contact@PoFSA.co.uk

raceoffice@falmouthsailingweek.org

WWW.POFSA.CO.UK

## THE SAILING

In 2020, approximately 150 boats will compete in TWO distinct fleets: -

• **Bay Fleet** (Offshore) - IRC classes, YTC classes to include white sail for shorthanded and older entrants, IF Boats and Firebird Catamarans. This will be organised as three daily standalone regattas from Sunday to Tuesday. On the Wednesday there will be the prestigious Ancasta Champagne Race followed by a three-day series with three races each day.

• **Carrick Fleet** – The Falmouth Working Boats and Gaffers, Sunbeams, Ajaxes, Dinghies, Day Boats, Cabin Boats, Shrimpers and Flying Fifteens.

RYA qualified Race Officers run the Falmouth Sailing 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 APRES SAILING

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

• Sunday - Teas and prizegiving at Helford River Sailing Club

• Monday – Teas, prizegiving and BBQ on the terrace at Mylor Yacht Club

• Tuesday - Teas and prizegiving at Restronguet Sailing Club

• Wednesday – Falmouth Week Air displays over Falmouth Bay

• Thursday - Teas and the Ancasta Champagne Prize-giving at the Royal Cornwall Yacht Club

• Friday - Teas, prizegiving and village entertainment - St Mawes Sailing Club
• Friday evening - Harbour Fireworks Display

• Saturday - Teas and Final Prize Giving at Flushing Sailing Club

**Falmouth Week is not just about sailing…**

# THE SHORESIDE PROGRAMME

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.

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.

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, 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.

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 residents and holiday visitors.

## 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 activities include an air display sponsored by Falmouth businesses (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 (day TBC) 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 firework display on Friday evening. The fireworks provide another sponsorship opportunity.

• **The Moor** - An outdoor market as well as bar and street food with relaxing chill out area to listen to live music. Children's interactive activities are also planned throughout the week.

• **Falmouth Town** - The Town is decorated throughout the summer season with 4000 metres of bunting and flags and 200 hanging baskets.

# PROMOTING FALMOUTH WEEK and FALMOUTH SAILING WEEK

PoFSA has a local and national advertising campaign to attract competitors. PoFSA has seen more class associations include Falmouth Sailing Week in their annual sailing calendar, bringing more competitors to Falmouth and the surrounding area.

Falmouth Sailing 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.

Falmouth Week achieves significant coverage from the press and yachting magazines, local radio and TV. A professional PR and Press campaign supports the week.

E-marketing is achieved through a dedicated website www.falmouthweek.co.uk, which was revamped in 2011 and a major revamp in Autumn 2015 to a fully responsive site. There is also the significant social media focus via Twitter @FalmouthWeek and Facebook. The Falmouth Week Facebook page has in excess of 8000 likes and posts are also shared by Falmouth Cornwall UK, the official town Facebook page which has in excess of 42,000 likes. PoFSA also has its own Facebook page @falmouthsailing. www.falmouth.co.uk which also highlights the event through the site and each month receives in excess of 40,000 unique hits.

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 20,000 times per year.

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.

Marketing and promotion are 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.

# SPONSORSHIP

Falmouth Week and Falmouth Sailing Week rely 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 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 60,000 hits during August alone.

Enhanced sponsorship opportunities are available. Separate documents set out the formal levels of benefit that both PoFSA, for Regatta & Racing and the Falmouth Town Team, for Shoreside & Events, offer. Many sponsors maintain a link with the week on a long-term basis.