



REGATTA & RACING SPONSORSHIP

OPPORTUNITIES

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REGATTA & RACING SPONSORSHIP OPPORTUNITIES

Falmouth Sailing 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 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.

For enhanced sponsorship opportunities we offer a variety of packages 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.

(Sponsorship with PoFSA does not attract VAT)

INDIVIDUAL FLEET OR RACE SPONSOR £1000- £3000

There are many other opportunities for major sponsorship of the individual racing fleets or series, with simple effective advertising.

In 2020 we are looking for sponsors for the following:

- Shrimper 19 fleet - £1000
- Firebird fleet - £1000
- International Folk Boat fleet - £1000
- IRC Yachts - £1000
- Carrick Fleet All 7 Days (Sunday to Saturday) - £3000
- Bay Fleet (3 Standalone Regattas, Sunday to Tuesday) - £1500
- Bay Fleet Three-Day Race Series (Thursday – Saturday) - £1500

Benefits to Include:

- 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
- Branding on Committee Boats
- Sponsor acknowledgement at every opportunity including branding on printed material, digital media, websites, banners.
- Promotional opportunities at opening reception and prize giving ceremonies
- Opportunities to display your corporate material at all six yacht & sailing clubs
- Hospitality at the Falmouth Sailing Week Reception at the Royal Cornwall Yacht Club on Saturday 8th after the Skippers Briefing and the PoFSA annual supper Party at Mylor Yacht Club in September

PoFSA RACE MARK SPONSORSHIP - £250 in Carrick Roads and £175 in Falmouth Bay

(This is a very popular option with a reserve waiting list)

Benefits to include:

- Business name and phone number on a specified buoy.
- Brand logo printed on the PoFSA and Falmouth Week websites and on the PoFSA page in each of the yacht club handbooks
- Sponsor acknowledgement on social media and sharing of content.
- Business name on the PoFSA annual calendar
- Hospitality at the Falmouth Sailing Week Reception at the Royal Cornwall Yacht Club and the PoFSA Supper Party at Mylor Yacht Club in September

Your organisation may also have other ideas or preferred methods for example...£400 - £600

- Branded volunteer T-shirts - £500
- A safety RIB to include the fuel and crew refreshments - £700
- The Falmouth Sailing Week launch Reception at the Royal Cornwall Yacht Club - £600
- PoFSA Website sponsorship - £1000
- Falmouth Sailing Week Posters - £250
- Prizegiving glasses and mugs, cups and engraving - £1000
- Perpetuate your sponsorship by donating a branded silver cup to be presented to your chosen class winner every year for all time - POA

The prize giving at each of the host six yacht and sailing clubs 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.

DONATIONS AND CONTRIBUTIONS – PATRON SPONSOR - £100

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, or individuals 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.

We will create a Patron list to be published on the PoFSA Website.

For more information get in touch with

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