



REGATTA & RACING SPONSORSHIP

OPPORTUNITIES 2021

Main Contact:

Jane Wright

Port of Falmouth Sailing Association

Sponsorship and Publicity Coordinator

jane@silverhill22.plus.com

07927 408996

01872 864374

2021

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)

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

(This is an extremely 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 6 sailing & yacht club handbooks and in the six clubs' sailing instructions
- Sponsor acknowledgement on social media and sharing of content.
- Business listed on the PoFSA calendar and the chart of race marks.
- Business name is included on the Navionics Navigation Chart software

2. INDIVIDUAL CLASS SPONSOR: £500

There are many other opportunities for major sponsorship of the individual classes with simple effective advertising.

In 2021 we are looking for sponsors for the following classes:

- **Shrimper 19/ Nordic Folkboats/ Flying Fifteens/Ajax 23/SMOD/Rustler-Piper 24s - £500 per class**
- **Firebird class/IF Boat class - £500**
- **IRC Yachts (3 classes) - £1,000**

Benefits to Include:

- Sponsor acknowledgement at every opportunity including on our social media & websites.
- Promotional opportunities at opening reception and prize giving ceremonies
- Hospitality at the Falmouth Sailing Week Reception at the Royal Cornwall Yacht Club after the Skippers' Briefing and the PoFSA annual supper Party in September

3. INDIVIDUAL FLEET SPONSOR: £1,000 - £3,000

- **Carrick Fleet 3 regatta days Sunday to Tuesday £1,500**
- **Carrick Fleet Wednesday Standalone Races (ex Champagne Day) Creating a New event - £1000**
- **Carrick Fleet 3 regatta days: Thursday to Saturday £1,500**
- **Bay Fleet 3-Day series: Sunday to Tuesday - £1,500**
- **Bay Fleet 3-Day Series: Thursday – Saturday- £1,500**

To sponsor a fleet during Falmouth Sailing Week 2021 you would receive the above class package *plus* these additional benefits:

- Your business name mentioned on all printed and digital media alongside the sponsored fleet.
- Your business name printed on the Falmouth Sailing Week posters and included on the PoFSA calendar.
- Acknowledgement on the Sailing Instructions and on all radio traffic during Falmouth Sailing Week
- Opportunities to hang promotional banners and flags from the committee boats and the Safety boat.

4. Your organisation may also have other ideas or preferred methods for example: £400 - £2,000

- **Branded PoFSA volunteer T -shirts - £500**
- **Sponsorship of the Safety Boats for the whole regatta - £1,000**
- **The Falmouth Sailing Week launch Reception at the Royal Cornwall Yacht Club - £2,000**
- **PoFSA Website sponsorship - £500**
- **Falmouth Sailing Week Posters - £250**
- **Prizegiving glasses and mugs, cups and engraving - £1,000**
- **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 six host 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 Sailing 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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