



6th – 15th  
August 2021



SHORESIDE EVENTS  
SPONSORSHIP  
OPPORTUNITIES



# Foreword

Falmouth Week is a major festival during the peak summer holiday season that attracts a local, national and international audience. The week has developed into the second largest sailing regatta in the UK, coinciding with a jam-packed schedule of shoreside events. The week provides a sailing race to challenge the most competitive sailors yet retains a 'fun and friendly' approach, combined with on-land activities offering a programme of daytime and evening entertainment, bringing over **100 thousand visitors** 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. 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.

## The Shoreside programme includes

- **Carnival** - The Falmouth Walking Carnival, led by Falmouth Marine Band.
- **Pink Wig Event** - Falmouth's famous Pink Wig Event sees a sea of pink ladies parade through Falmouth Town. This is followed by an evening of disco, dancing and cocktails at the marquee on Church Street Car Park.
- **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. Two professional companies, Falmouth Events Ltd & South West Bars & Events organise the town daytime & evening entertainment on Church Street Car Park. There are various theme nights throughout the week with something for all tastes.
- **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. In previous years the Red Arrows have made an appearance (TBC for 2021). Daytime activities on Customs House Quay, involving RNLI displays, with a variety of games for all age ranges and have evolved into a key day for Falmouth Week.
- **Fireworks** - A harbour firework display on Friday evening. The fireworks will be organised by Smart Pyro and Falmouth Town Council.
- **The Moor** - The Moor is becomes the perfect place to enjoy daytime live music, an outdoor market as well as a bar, street food in a relaxing chill out area. This year you will also find a large 40-foot Victorian carousel, a climbing wall and a large 5m<sup>2</sup> digital screen playing interactive games, streaming live sporting events, and also offering opportunities for sponsorship promotions.
- **Pop-up science talks** - Exeter University will hold pop-up talks across the town (day TBC).
- **Falmouth Town** - The Town is decorated throughout the summer season with 4000 metres of bunting and flags and 200 hanging baskets. There is also extensive work taking place to clean and revamp the town for 2021.



# Key Facts

## 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.
- Visitor numbers regularly exceed 100,000 during the Week.

## Impact on local businesses

- Confidence that events like the week are good for the local area.
- A stable event on Falmouth's calendar enabling businesses to plan for the uplift.
- Local businesses see a significant uplift in their takings.

## Publicity

- Estimated £100k worth of media coverage each year.
- A digital programme with a previous annual reach of 19,000 views.
- Connections with the regional media enable coverage for the week across the South West.
- 360 mentions on commercial radio station promotions (TBC).
- An extensive and global reach on social media across Falmouth's social platforms:
  - Falmouth UK Facebook, approx. 50,000 likes
  - Falmouth Week Facebook, approx. 10,000 likes
  - A combined reach across Twitter platforms of approx. 21,000 followers
- All sponsors will be included on the [www.falmouthweek.co.uk](http://www.falmouthweek.co.uk) site, which regularly attracts over 80,000 hits during August alone.





# Church Street Venue Package

£4,000 +VAT

## VIP Nights

- A night VIP treatment for 50x2 in your branded VIP lounge, with drinks reception (includes complimentary drink plus express entrance, could provide canapés & bar concessions for an extra cost with prior arrangement)

## Branding

- VIP Area branding
- Main Stage branding (top banner, drop banners, and props on stage) excl. printing costs
- Branded entrance wristbands
- Branding opportunities outside of the marquee

## Marketing

- 3x tickets for each night available for competitions
- Web and social media support
- Ad in the digital only programme
- Your logo on the Falmouth Week website
- Social media posts related to your brand/business on the Falmouth Week social media channels







## Falmouth Week Town Package £2,500 + VAT

### Your Stand on location

- Market Street presence (during road closure on date to be confirmed but likely to be Wednesday mid-Falmouth Week from 11am when 45,000 visitors are in the town)
- Custom House Quay presence (Wednesday only TBC)
- Prince of Wales Pier presence (throughout the week)

### Branding

- Market Street banner branding
- Street level branding opportunities
- Web and social media support
- Ad in the digital only programme

### VIP

- Team/ Top customer VIP viewing of Red Arrows/air display area with complimentary drink (numbers to be agreed)





## Activity Sponsor £1000 +VAT

This is an opportunity for your brand and company to be associated with the key activities of Falmouth Week. Below are just some of the areas you can engage with:

- The opportunity to sponsor activities such as the Fireworks
- Your organisation helping to support a range of shore side and on the water activities
- The opportunity for free tickets to evening events
- Brand placement and airtime opportunities will exist on the digital screen on The Moor over the ten-day event
- Social media mentions, spotlights and tags across Falmouth's high volume online platforms
- Your brand positioning on the key digital platforms for the duration of the event
- Your brand logo on the Falmouth Week website
- Ad in the digital only programme
- Flexible rates and packages are available, please enquire for more details.





## Digital Sponsor £500 +VAT

- A large-scale digital screen will be positioned on one of the key sites: The Moor
- Brand placement and airtime opportunities will exist on the digital screen on The Moor over the ten-day event
- Social media mentions, spotlights and tags across Falmouth's high volume online platforms
- Your brand positioning on the key digital platforms for the duration of the event
- Your brand logo on the Falmouth Week website
- Ad in the digital only programme
- Flexible rates are available, please enquire for more details.

## Parade Sponsor £350 +VAT

- Your brand associated with shoreside parades such as Pink Wig and Carnival
- Your organisation helping to support a range of shore side and on the water activities for the visiting crews and trainees
- Social media mentions, spotlights and tags across Falmouth's high volume online platforms
- Your brand logo on the Falmouth Week website



# Digital Screen Sponsor £250 +VAT

- A large 5 metre digital screen will be positioned on The Moor.
- The Moor holds a town centre position with footfall of over 100,000 across the event
- The screen will be on The Moor for the entirety of Falmouth Week with multiple opportunities for promotional material to be shown.
- You will be offered a daily showing on the screen, resulting in 10 X digital screen slots.
- Your brand logo on the Falmouth Week website
- The screen will also be showing live footage and interviews using a remote camera and audio, live sporting events (licences permitting), interactive gaming, and displaying event programs.





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 Events Ltd, 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 to Falmouth's International Sea Shanty Festival to Tall Ships and many other annual large-scale events.

## **If you are interested in sponsoring Falmouth Week 2021, then please get in touch with:**

**Sponsorship Enquiries - Emma Webster**  
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**Richard Gates – Shoreside Chairman & Falmouth Town Manager**  
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**Tim Vigus – South West Bars & Events/Falmouth Events Limited**  
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