



FALMOUTH SAILING WEEK Sunday 10th – Saturday 16th August 2025

www.falmouthweek.co.uk/sailing-week

FOREWORD

A Falmouth Regatta has been held in the waters around Falmouth in August each year since soon after the Second World War. Although records of an annual regatta go back into the mid-19th century. 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 Sailing Week has seven days of varied racing for keelboats, traditional craft and dinghies in the waters of Falmouth Bay and the Carrick Roads plus, the standalone Ancasta Champagne Race and Mainbrace Rum Race.

Falmouth Sailing 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. 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 170 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

For evening entertainment sponsor enquiries:

Tim Vigus – South West Bars & Events / Waterfront Marquee - tim@southwestbarsandevents.co.uk / 07584 231391

For Regatta event sponsor enquiries:

Izi Friend – PoFSA Sponsorship coordinator - sponsorship@pofsa.co.uk



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 to 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
- South West Bars and Events
- Numerous Sponsors, local businesses and significant media coverage

WWW.POFSA.CO.UK



THE SAILING

In 2025, approximately 170 boats will compete in TWO distinct fleets: -

• **Bay Fleet** (Offshore) – three IRC classes; three YTC classes to include white sail for shorthanded yachts *and* the Firebird Catamarans. On the Wednesday there will be the prestigious Ancasta Champagne Race followed by a 3-Day Thursday to Saturday series with three races each day.



• **Carrick Fleet** – 11 classes: The Falmouth Working Boats, class B & C and Gaffers; Sunbeams; Ajax 23; YTC class; Piper /Rustler 24; Shrimper 19 and two dinghy classes. The class splits depend on final entries. On the Wednesday the Mainbrace Rum Race is now an annual mid-week standalone event.

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

- Saturday evening Competitors Briefing and Launch Party at the Royal Cornwall Yacht Club
- Sunday – Teas, BBQ 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 - The Ancasta Champagne Prize-giving; the Mainbrace Rum Race prize giving and the RCYC prize giving at the Royal Cornwall Yacht Club
- Friday - Teas, prizegiving - St Mawes Sailing Club
- Friday evening - Harbour Fireworks Display
- Saturday - Teas and Final Prize Giving at Flushing Sailing Club



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.



REGATTA & RACING SPONSORSHIP

OPPORTUNITIES 2025

Main Contact:

Izi Friend

PoFSA Sponsorship Coordinator)

sponsorship@pofsa.co.uk

REGATTA & RACING SPONSORSHIP OPPORTUNITIES

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All our sponsors will be included on the www.falmouthweek.co.uk site, which regularly attracts over 60,000 visits to the website during August alone, as well as the PoFSA website. See more on this at the end of this document.

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.

1. PoFSA RACE MARK SPONSORSHIP: £282 in Carrick Roads and £198 in Falmouth Bay

Benefits to include:

- Business logo vinyl decal on a specified buoy.
- Brand logo and website links included on both the PoFSA and Falmouth Week website.
- Brand logo included on the PoFSA page in each of the 6 sailing & yacht club handbooks.
- Sponsor acknowledgement on PoFSA's social media and sharing of social media content, where appropriate.
- Business listed on the PoFSA annual sailing calendar and the chart of race marks.
- Business name added to buoy identification on Navionics chart software.

2. PoFSA MarkSetBot SPONSORSHIP:

£2,000 for new sponsors. £1,500 for existing sponsors

In 2024 we introduced technologically innovative autonomous race marks that position through GPS tracking. These have proven successful with competitors and race management alike. They have minimal impact on the marine environment and are the future of any race course in global yacht racing.

In FSW25 we plan to use 8 bots.



Benefits to include:

- Business logo printed on a banner on a specified buoy for the duration of FSW25.
- Brand logo and website links included on both the PoFSA and Falmouth Week website.
- Brand logo included on the PoFSA page in each of the 6 sailing & yacht club handbooks if agreed before the beginning of December 2024.
- Sponsor acknowledgement on PoFSA's social media and sharing of social media content, where appropriate.
- Business listed on the PoFSA annual sailing calendar and the chart of race marks if agreed before February 2025.
- Business mentions in the yachting press and local press.
- Sponsor acknowledgement at every opportunity including on our social media, PoFSA and Falmouth Week websites.
- An embedded link direct to your website.
- Your business logo included on the sponsors banner backdrop to prize giving photos.
- Your business logo included on the Falmouth Sailing Week event poster.
- Acknowledgement sent out each morning to the Bay Fleet and Carrick Fleet competitors WhatsApp groups during Falmouth Sailing Week.
- Opportunities for promotional banners and flags to be displayed from the committee boats and the safety coordinator's boat.
- Access to the competitors' database.
- Hospitality Tickets to the VIP concert with supper on the Monday of Falmouth Week.

3. INDIVIDUAL RACE or SERIES SPONSOR:

- **The Mylor Yacht Harbour Sunbeam Series.**
- **The Heather & Lay Gaffer Class**
- **The YTC Class - £400**
- **The St Mawes One Design Class - £400**
- **The Turnip Taxis Dinghy Classes**
- **The Ajax 23 Class - £400**
- **The Piper/Rustler 24 Class - £400**
- **The Indidog Shrimper 19 Class**
- **FYB Falmouth Working Boat 6-Day Series**
- **The Mainbrace Rum Race, Carrick Fleet.**
- **The Evelyn Partners Bay Fleet 3-Day Series: Thursday to Saturday.**
- **The Ancasta Champagne Race, Bay Fleet.**

(Blue print = Available for sponsorship in FSW25)

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4. BESPOKE SPONSORSHIP

£250- £2,000

For example:

- Sponsorship of the support Patrol RIBs for the whole regatta: £1,000
- Sponsorship of the Falmouth Sailing Week Volunteers shirts: £1,500 (Now taken)
- Patron Sponsorship of Falmouth Sailing Week £500
- The Falmouth Sailing Week Reception at the Royal Cornwall Yacht Club: £2,000
- Falmouth Sailing Week Posters: £250
- Prizegiving glasses and mugs, cups and engraving: £1,000
- Perpetuate your sponsorship by donating a branded trophy to be presented every year: POA
- Your own preferred suggestion

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.

For more information get in touch with

Izi Friend

Sponsorship Coordinator

sponsorship@pofsa.co.uk





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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 FSW 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 giving a far-reaching and strong exposure and this continues to develop year on year.

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

E-marketing is achieved through a joint website with the shoreside events:

www.falmouthweek.co.uk/sailing-week, which was revamped Autumn of 2015 to a fully responsive site.

PoFSA also has its own designated website www.pofsa.co.uk where we promote the racing calendar in the port and the seven village regattas. Our sponsors are highlighted with links embedded to reach your own website's home page.

There is also the significant social media focus via PoFSA also has its own Facebook page [@falmouthsailing](https://www.facebook.com/falmouthsailing) and Instagram feed: [@falmouth_sailing](https://www.instagram.com/falmouth_sailing)

