



FALMOUTHWEEK.CO.UK

# SHORESIDE SPONSORSHIP OPPORTUNITIES



# ABOUT FALMOUTH WEEK

Tracing its roots back to 1837, Falmouth Week has grown from a humble sailing regatta into one of the South West's premier summer festivals, offering a blend of world-class sailing and vibrant shoreside entertainment.

Falmouth Week has three components:

**SAILING WEEK:** Organised by the Port of Falmouth Sailing Association (PoFSA) and its member clubs, the regatta takes place on the waters of the Carrick Roads and in Falmouth Bay.

**EVENING PERFORMANCES:** The 'Waterfront Marquee', hosted by Southwest Bars and Events, comes alive with show-stopping performances every evening.

**SHORESIDE EVENTS:** The Falmouth Town Team curates an exciting schedule of daytime activities and experiences across the town.

## SHORESIDE EVENTS OVERVIEW

**Marching Carnival:** Colourful parades that engage the whole community, kickstart the celebrations.

**Air Display:** Jaw-dropping aerial spectacle by the world-renowned RAF Red Arrows over the natural amphitheatre of Falmouth Bay.

**Bike Stunt Demos:** Demonstrations of incredible skill, control and balance with daring stunts performed by world-leading BMX riders.

**Family-Friendly Fun Throughout Town:** Enjoy vintage children's rides, a climbing wall, live music, market stalls, creative workshops and much more.

**Fireworks Spectacular:** A dazzling and colourful display that lights up Falmouth Harbour. Terrific vantage points around the foreshore.







# WHY ENGAGE WITH FALMOUTH WEEK?

Becoming a Falmouth Week sponsor offers an unparalleled opportunity to showcase your brand to a highly engaged audience while supporting Falmouth's most longstanding annual event.

**Media Exposure:** Through press coverage, social media, and event promotions, your brand will be part of a well-publicised event, ensuring extensive exposure for your business.

**Prestigious Brand Association:** Falmouth Week has a history dating back to 1837 and is one of Falmouth's most anticipated festivals. By sponsoring, your brand aligns with its legacy and excellence.

**Community and Brand Alignment:** Associating with Falmouth Week demonstrates your commitment to your local community.

**Unique Opportunities:** A platform to showcase your business and enhance company image and reputation whilst generating new contacts and future potential business

**Strong Digital Presence:**

Website visitors: 63,000 annually

Facebook followers: 14,000

Instagram followers: 21,500

Your brand will benefit from exposure across these platforms, reaching a broad and diverse online audience.

There are **THREE**  
**BRILLIANT** ways for  
your company and **BRAND** to  
engage with **FALMOUTH WEEK**

**1** Become a Key Event Partner

**2** Become a Community Sponsor

**3** Advertise within the  
Falmouth Week programme

Details are given over  
the next three pages...







## 1 KEY EVENT PARTNERS £2500

Key Partners are integral to the success of Falmouth Week. Sponsoring the event positions your brand as a leader in supporting community-driven, high-profile events. As a Key Partner, your organisation will receive exclusive benefits:

### Branding Opportunities:

- Prominent logo placement on all event materials including 2 x cross street banners, event flyers, the digital programme and the home-page of the Falmouth Week website.
- A full-page advert in the programme.
- Dedicated page on the official website.

### VIP Access:

- 2 x tickets to the 'Waterfront marquee' for the exclusive VIP evening on Monday 11th August

### Extensive Media Exposure:

- Inclusion in 3 x regional press releases.
- A dedicated social media post announcing you as headline sponsor.



## 2 COMMUNITY SPONSORS £1000

Community Sponsors play a crucial role in supporting the heart of Falmouth Week — bringing the festival to life for families and locals. As a Community Sponsor, your brand will be associated with the local and family-focused elements of the event, and will receive various benefits:

### Branding Opportunities:

- Logo inclusion on some event materials including localised event materials on The Moor and Events Square, the digital programme and the home-page of the Falmouth Week website.
- A half-page advert in the programme.

### Media Exposure:

- Inclusion in 1 x regional press release
- A dedicated social media post announcing you as a community sponsor.



### 3 ADVERTISING OPPORTUNITIES

Please see details below for advertising options only. Taking advantage of one of these opportunities also entitles you to the placement of your logo on the official Falmouth Week website as an event supporter with a link to your website.

FULL PAGE ADVERT IN THE DIGITAL PROGRAMME

210MM X 297MM

£500 + VAT

HALF PAGE ADVERT IN THE DIGITAL PROGRAMME

210MM X 148MM

£250 + VAT

QUARTER PAGE ADVERT  
IN THE DIGITAL  
PROGRAMME

105MM X 148MM

£125 + VAT

Artwork should be  
submitted in high  
resolution PDF format.





**Sponsorship packages can be tailored to best accommodate your business needs.  
We would be happy to discuss these opportunities in further detail.**

**For further information, please don't hesitate to get in touch with our sponsorship coordinator:**

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**FALMOUTH** **BID**



**FALMOUTH  
TOWN COUNCIL**