



# POFSA & FSW SPONSORSHIP OPPORTUNITIES 2026

PARTNERING WITH ONE OF THE UK'S  
MOST ICONIC REGATTAS!





A REGATTA WITH  
NATIONAL REACH  
AND LOCAL HEART

# ABOUT FALMOUTH SAILING WEEK

One of the UK's most prestigious multi-class regattas, combining elite competition with deep community roots.

- 170+ boats across 18 classes
- 7 days of competitive racing
- 100,000+ visitors during Falmouth Week
- Hosted by the volunteer-run Port of Falmouth Sailing Association

---

## PREVIOUS HIGHLIGHTS



# A POWERFUL SPONSORSHIP PLATFORM



## One of the UK's largest multi-class sailing regattas

Falmouth Sailing Week attracts boats from over 18 sailing classes, making it one of the largest regattas in the country.



## High footfall throughout Falmouth Week

The regatta spans 7 days of intense sailing competition, with over 170 boats participating across numerous classes.



## Deep engagement from sailors, families & visitors

Falmouth Sailing Week draws in over 100,000 visitors to the picturesque Cornish town, making it a major event on the local and regional calendar.



## Strong local & national media coverage

The regatta receives significant media attention, with coverage from local, regional, and national outlets highlighting the event's national reach and local significance.

---

Falmouth sailing week delivers scale, viability and credibility. This is not just a sailing event - it's a regional highlight with national recognition.



# FOUR WAYS TO GET INVOLVED



Clear, flexible opportunities to suit your brand:

## POFSA RACE MARK SPONSOR

High-visibility branding on official race marks

## POFSA PATRON SPONSOR

Support the people and heritage behind the racing

## FSW RACE OR SERIES SPONSOR

Own a race, class or fleet

## FSW MARKSETBOT SPONSOR

Align with innovation and sustainable race technology

Each package offers tailored exposure, strong brand alignment and measurable visibility



# POFSA RACE MARK SPONSOR

**Be at the heart of racing**

High - impact, on-water visibility seen by every competitor.

## Benefits include:

- Logo displayed on official race mark buoy
- Daily VHF race acknowledgements
- Website & digital promotions
- Inclusion in 6 yacht & sailing club handbooks
- Social media recognition

All 2026 marks are allocated - now taking 2027 reservations

See appendix A for full benefit breakdown



# POFSA PATRON SPONSOR

Support the people behind the racing



- Logo across FSW & PoFSA digital platforms
- Inclusion on official event poster
- VIP hospitality invitations
- Branding at RCYC race hub
- Prize-giving backdrop presence



Align your brand with the heritage and community of FSW.

Opportunities still available for 2026, from £250

See Appendix B for full benefit breakdown

# FSW RACE & SERIES SPONSOR

**Own a race. Own the spotlight.**

Direct association with a specific class, race or series.

- Naming rights to a selected race or fleet
- Repeated mentions throughout the week
- Targeted exposure to engaged sailors
- VIP hospitality access
- Trophy and presentation visibility



Opportunities available for FSW 2026 from £500

See Appendix B for full benefit breakdown

# FSW MARKSETBOT SPONSOR



## Champion innovation & sustainability

Align your brand with forward-thinking race technology.

- Branding on GPS race marks
- High-visibility on-water presence
- Press & stakeholder demo exposure
- Onshore branding opportunities
- Includes full Race/Series Sponsor benefits and more

Opportunities still available for 2026

See Appendix C for full benefit breakdown

# BESPOKE SPONSORSHIP OPPORTUNITIES

Tailored opportunities to align with your brand goals:

- Sponsor prestigious perpetual trophies
- Brand volunteer team apparel
- Patrol & safety boat branding
- Event reception hosting
- Custom activation opportunities



Overall junior helm winner, Huw Beverley Jones, was presented the Nick Gill Cup



Let's create something distinctive & build a partnership that fits your business

See Appendix C for inspiration

# RUN BY SAILORS, SUPPORTED BY VOLUNTEERS



The Port of Falmouth Sailing Association is a volunteer run, non-profit organisation



Deliver 300+ sailing events each year

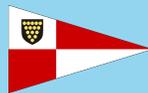


Represents 6 local yacht and sailing clubs



Custodians of Falmouth's sailing heritage

# POFSA



Your sponsorship directly supports race management, safety, and the dedicated volunteer efforts that make Falmouth Sailing Week and many more regattas possible.

Sponsors don't just gain visibility - they support a legacy.



# WHY CHOOSE TO PARTNER WITH US



## MEANINGFUL VISIBILITY ON AND OFF THE WATER

Your brand will be prominently displayed on the race course, as well as at various on-shore locations during the event

## ASSOCIATION WITH A TRUSTED, LONG-STANDING EVENT

Falmouth Sailing Week is one of the UK's most iconic regattas, with a rich history and strong reputation in the sailing community

## ALIGNMENT WITH SUSTAINABILITY INITIATIVES

FSW is committed to reducing its environmental impact, introduction of MarkSetBots marks a significant step forward in sustainable race management.

## WE BUILD PARTNERSHIPS - NOT FACELESS PACKAGES

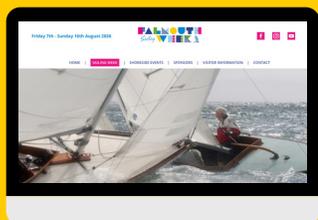
The PoFSA team takes pride in building strong, collaborative partnerships with all our sponsors, ensuring a meaningful and rewarding experience.



# YOUR BRAND'S AUDIENCE

- Competitive sailors from across Cornwall & the UK
- Established yacht club members and fleet owners
- Families and spectators throughout Falmouth Week
- Tourists drawn to Cornwall's premier summer event
- Marine, lifestyle & coastal-aligned businesses

## WHERE YOUR BRAND WILL BE SEEN



### DIGITAL

FSW & PoFSA website -  
Social media - Digital  
event poster



### PRINT

Race charts &  
sailing programmes  
- Yacht club annual  
handbooks



### ON-SITE

Buoys & MarkSetBot -  
Committee & Safety  
boats - Prize giving &  
club venues

# WE MAKE SPONSORSHIP EASY



Clear deadlines & guidance to ensure your brand is included in all branding materials

Our team will keep communication transparent and frequent with you before and during an event to keep you informed every step of the way

You will have a personal point of contact with a sponsorship coordinator throughout to assist you and answer any questions

We will work with you to work out the best way to maximise visibility to showcase your brand and reach your target audience



# A PARTNERSHIP YOU CAN RELY ON

## **MANY SPONSORS RENEW YEAR AFTER YEAR**

FSW has a proven track record of retaining sponsors who continue to support the event year after year, showcasing the value and impact of their partnership

## **RELIABLE DELIVERY BY AN EXPERIENCED TEAM**

For decades, the volunteer run PoFSA organisation has delivered FSW with professionalism providing sponsors with confidence in the event's execution.

## **STRONG PERSONAL RELATIONSHIPS**

The PoFSA team fosters close, personal connections with sponsors, ensuring a collaborative approach to each partnership

## **REAL CONTRIBUTION TO THE LOCAL COMMUNITY**

Sponsoring FSW means directly supporting the vibrant sailing community and local economy, making a meaningful impact on the region.

---

Falmouth Sailing Week delivers professional execution with personal relationships.  
We focus on long-term partnerships, not one-off transactions.



# CONTACT & NEXT STEPS

LET'S FIND THE RIGHT FIT FOR YOUR BUSINESS. EXPLORE HOW A PARTNERSHIP WITH FALMOUTH SAILING WEEK CAN SUPPORT YOUR GOALS AND VALUES. OUR EXPERIENCED TEAM WILL WORK WITH YOU TO CREATE A COLLABORATION THAT ELEVATES YOUR BRAND, CONNECTS YOU WITH AN ENGAGED SAILING COMMUNITY, AND CONTRIBUTES TO THE RICH HERITAGE OF THIS ICONIC EVENT. TOGETHER, WE CAN SET SAIL ON A REWARDING PARTNERSHIP.

**TIM SHERRATT**  
SPONSORSHIP CO-ORDINATOR



+44 7970 511 536



tim@tsherratt.com



<https://falmouthweek.co.uk/sponsors>  
<https://www.pofsa.co.uk/package.htm>



# APPENDIX A - POFSA RACE MARK SPONSOR BENEFITS

|                           |   |
|---------------------------|---|
| Digital Promotion         | Brand visibility across PoFSA and FSW's digital platforms, including your logo and a direct link to your website – reaching sailors, visitors and the wider marine community. |
| Digital Promotion         | Your business name embedded directly into Navionics navigation charts, aligning your brand with the race course used by competitors year after year.                          |
| On Site & Water Promotion | Your logo displayed on an allocated race mark buoy – one of the most crucial and photographed elements of the regatta.  |
| On Site & Water Promotion | Daily sponsor acknowledgement via VHF as mark names and sponsors are called for race courses.   |
| Printed Promotions        | Business listing on official race charts and sailing programmes, subject to production deadlines.   |
| Printed Promotions        | Logo inclusion in PoFSA pages across six yacht and sailing club handbooks, reaching active sailors throughout the season. Subject to production deadlines.                    |
| Social Promotions         | Sponsor recognition across PoFSA's social media channels, with opportunities for content sharing and amplification where appropriate.   |

# APENDIX B - POFSA PATRON & FSW RACE & CLASS SERIES SPONSOR BENEFITS

|                           |   |
|---------------------------|---|
| Digital Promotion         | Brand visibility across PoFSA and FSW's digital platforms, including your logo and a direct link to your website reaching sailors, visitors and the wider marine community. |
|                           | Logo inclusion on official digital event posters, shared widely across sailing clubs, partner channels and online platforms.  |
| Hospitality               | Two VIP hospitality invitations to the Falmouth Week Monday evening concert, including supper – an excellent opportunity for client and team hosting.                       |
|                           | Invitation for two guests to the official FSW Launch Party at the Royal Cornwall Yacht Club – networking with sailors, organisers and fellow sponsors.                      |
| On Site & Water Promotion | Your logo featured on bunting at RCYC, a focal point for competitors, guests and media.   |
|                           | Opportunity to fly branded flags or banners from committee boats, ensuring high visibility on the race course throughout the event.   |
| PR & Comms                | Daily sponsor acknowledgement sent via WhatsApp to all competitors  |
| Printed Promotions        | Logo inclusion on the official prizegiving backdrop, featured in all presentation photography.  |
|                           | Logo inclusion on the official Falmouth Sailing Week event poster, displayed across yacht clubs and partner locations.  |
| Social Promotions         | Recognition across Social media platforms, with content sharing and amplification where possible.   |

## ADDITIONAL BENEFITS INCLUDED WITH THE FSW RACE & CLASS SERIES SPONSORSHIP

|            |   |
|------------|---|
| PR & Comms | Opportunity to attend prizegiving and present trophies to winning crews, with photo opportunities and direct association with sporting success. |
|            | Your brand engraved on the class or race trophy e.g. The Ancasta Champagne Race   |

# APENDIX C - ADDITIONAL BENEFITS INCLUDED WITH THE MARKSETBOT SPONSORSHIP

|                           |   |
|---------------------------|---|
| Digital Promotion         | Enhanced digital visibility with prominent logo placement and direct website links across PoFSA, Falmouth Sailing Week and race results platforms.                  |
| On Site & Water Promotion | Opportunity to host a branded gazebo at key onshore events, including the Competitors' Briefing and Welcome Party, creating direct engagement throughout the week.  |
|                           | Branding on MarkSetBot covers during a dedicated demonstration event attended by press and stakeholders.  |
|                           | Brand visibility on Autonomous GPS MarkSetBots used throughout the regatta. Highly visible, innovative and talked-about.  |
|                           | Prominent banner placement at the Royal Cornwall Yacht Club during Falmouth Sailing Week.   |
| PR & Comms                | Inclusion in local and national yachting press coverage, aligning your brand with one of the UK's premier sailing events.   |
| Printed Promotions        | Prominent logo placement on the prizegiving backdrop, maximising visibility in photography and media coverage.  |
|                           | Prominent Logo placment on the official Falmouth Sailing Week event poster, displayed across yacht clubs and partner locations.                                     |
|                           | Business listing on official race charts and sailing programmes, subject to production deadlines.   |
|                           | Prominent Logo placment in PoFSA pages across six yacht and sailing club handbooks, reaching active sailors throughout the season. Subject to production deadlines. |

# APPENDIX D - OPPORTUNITIES AVAILABLE

| Form of Promotion              | External Communication of Benefit   | Cost |
|--------------------------------|---|------|
| FSW Enhanced Publicity Package | Sponsor logo included in a designated high-visibility position on Sailing Week event poster, 1/4 Page advert in Notice of Race & Sailing Instructions and Feather Flag positioned at RCYC | £250 |
| Bespoke Opportunities          | Support the safety and smooth running of Falmouth Sailing Week by sponsoring the patrol boats that look after competitors on the water throughout the regatta.                            | POA  |
|                                | Align your brand with the volunteers who make Falmouth Sailing Week possible by sponsoring the official volunteer team shirts.  | POA  |
|                                | Be the named supporter of the official Falmouth Sailing Week Welcome Party, welcoming competitors, volunteers and partners at the start of the regatta.                                   | POA  |
|                                | Support the celebration of success at Falmouth Sailing Week by sponsoring trophies and engraved prizes presented to winning crews.  | POA  |
|                                | Create a lasting legacy by donating a perpetual trophy that will be presented annually as part of Falmouth Sailing Week.  | POA  |