

# THE VOYAGE OF A LIFETIME

SHOWCASING THE GLAMOUR THE MAGIC THE SPECTACLE OF SAILING SHIPS



## THE TALL SHIPS RACES

The Tall Ships Races are the world's largest annual public attendance sports event, showcasing the glamour, the magic and the spectacle of historic sailing ships and at the same time making a real difference to the lives of young people from all over the world.

Held each Summer in European waters, The Tall Ships Races bring together a fleet of 70 - 100 vessels from 20 plus countries, including many of the big and glamorous square-rigged ships that look like they have just sailed off a Hollywood set.

Organised by the charity Sail Training International, the events are focused upon the development and education of young people aged 15 - 25 through the sail training experience, regardless of nationality, culture, religion, gender or social background.

The event has been described as the "Voyage Of A Lifetime" combining four days of activities in each port with racing or cruising-in-company between ports. The ships' crews comprise mainly young people aged 15 - 25 - generally around 8,000 each year from around 40 countries - who volunteer to take part in this unique event and gain an understanding of the values and skills required for teamwork and leadership.

Many superlatives are used to describe The Tall Ships Races including: the world's biggest gathering of tall ships; the largest participatory sailing event for young people; the world's largest annual public attendance sports event.

Overall, The Tall Ships Races make a real difference to young peoples lives through the sail training experience.

## Integrate your marketing with ... **THE TALL SHIPS RACES**

**WORLD'S BIGGEST GATHERING OF TALL SHIPS**  
**WORLD'S LARGEST PUBLIC ATTENDANCE SPORTS EVENT**  
**WORLD'S LARGEST PARTICIPATORY SAILING EVENT FOR YOUNG PEOPLE**

ORGANISED BY SAIL TRAINING INTERNATIONAL

1

MARKETING SUPPORT BY PURPLE TANGERINE



# THE VOYAGE OF A LIFETIME

SHOWCASING THE GLAMOUR THE MAGIC THE SPECTACLE OF SAILING SHIPS



## THE TALL SHIPS RACES 2012 - 2015

### FRANCE; PORTUGAL; SPAIN; IRELAND

St Malo, France - 5 - 8 July  
Lisbon, Portugal - 19 - 22 July  
Cadiz, Spain - 26 - 29 July  
A Coruna, Spain - 10 - 13 August  
Dublin, Ireland - 23 - 26 August  
Estimated public attendance 4 Million+  
70 vessels in total, around 60 in each port,  
20+ countries



### NETHERLANDS; NORWAY; DENMARK

Harlingen, The Netherlands - 3 - 6 July  
Fredrikstad, Norway - 12 - 15 July  
Bergen, Norway - 24 - 27 July  
Esbjerg, Denmark - 2 - 5 August  
Estimated public attendance 3 Million+  
100 vessels in total, around 70 in each  
port, from 20+ countries



### DENMARK; FINLAND; LATVIA; POLAND

Aarhus, Denmark - 4 - 7 July  
Helsinki, Finland - 17 - 20 July  
Riga, Latvia - 25 - 28 July  
Szczecin, Poland 3 - 6 August  
Estimated public attendance 4.5 Million+  
100 vessels in total, around 70 in each  
port, from 20+ countries



### UK; NORWAY; DENMARK

Belfast, UK - date tbc  
Alesund, Norway - date tbc  
Kristiansand, Norway - date tbc  
Aalborg, Denmark - date tbc  
Estimated public attendance 3 Million+  
100 vessels in total, around 70 in each  
port, from 20+ countries



### For Each Annual Event, Generally

- ▶ 8,000 participants from around 40 countries - the majority of which are 15 - 25
- ▶ Each port spends around £200,000 - £600,000 on marketing
- ▶ £10 - £15 Million PR value on TV/Press/Radio
- ▶ 500,000+ web visits during event
- ▶ 400 hours of TV exposure; over 1,000 hours of radio broadcast coverage, up to 8,000+ column inches of international press coverage; several millions of column inches of regional and local press coverage
- ▶ Media attendance at each port is between 80 - 300 media representatives or around 500 for a 5 x port event, typically from around 12 countries. In general, media coverage extends to: TV news; TV dedicated programming and TV highlight programming; Press (national & regional); and Radio (local) Internet

**WORLD'S BIGGEST GATHERING OF TALL SHIPS**  
**WORLD'S LARGEST PUBLIC ATTENDANCE SPORTS EVENT**  
**WORLD'S LARGEST PARTICIPATORY SAILING EVENT FOR YOUNG PEOPLE**



# THE VOYAGE OF A LIFETIME

SHOWCASING THE GLAMOUR THE MAGIC THE SPECTACLE OF SAILING SHIPS



## THE SPONSORSHIP OPPORTUNITY

Sail Training International is actively seeking a Title Sponsor for The Tall Ships Races, ideally for a multi-year contract commencing in 2012, whose corporate and brand values are compatible with those of The Tall Ships Races, namely:

*Adventure*  
*Personal Development*  
*Competitive*  
*International*  
*Promoting International Understanding & Friendship*  
*Eco-friendly*

## SUMMARY OF PACKAGES

### THE TALL SHIPS RACES

#### Title & Presenting Sponsor

1 x overall Event-wide Title Sponsor (from 2012)  
 1 x Event-wide Presenting Partner (from 2014)

#### Tier 2 - Official Partners

Up to 4 x Event-wide Official Partners from non-competing categories (from 2012)

#### Tier 3 - Official Suppliers / Official Media Partner

Up to 10 Event-wide Official Suppliers and Official Media Partners (from 2012)



**WORLD'S BIGGEST GATHERING OF TALL SHIPS**  
**WORLD'S LARGEST PUBLIC ATTENDANCE SPORTS EVENT**  
**WORLD'S LARGEST PARTICIPATORY SAILING EVENT FOR YOUNG PEOPLE**



# THE VOYAGE OF A LIFETIME

*SHOWCASING THE GLAMOUR THE MAGIC THE SPECTACLE OF SAILING SHIPS*



## SUMMARY OF BENEFITS

There are many benefits of an association with The Tall Ships Races including:

- ▶ Brand Exposure - through advertising & PR of the event - raising brand awareness of products and services. Integrating with other marketing activity - huge PR opportunity
- ▶ Experiential Marketing - the world's largest public attendance sports event offers huge opportunities for sampling products and services to partners. On average The Tall Ships Races events attract between 3 Million and 5 Million visitors based on 5 ports and 4 days in each port!
- ▶ Mass Appeal - there are numerous target audience groups involved with The Tall Ships Races, including: Families; Young people; Sailing fans; Travellers; Countries; Tourist Boards etc - offering opportunities to target them with specific messages
- ▶ Hospitality & Networking - target audiences internal and external - host corporate guests on glamorous ships from informal receptions to discreet gourmet dinners
- ▶ Corporate Social Responsibility - through sponsoring the participation of young people as race trainee crew; as well as links to the International Youth Forum
- ▶ Environment - through association with wind power and campaigns such as The Sail Training International Blue Flag Scheme. Host ports are often eco certified
- ▶ Economic Impact - The Tall Ships Races have a massive economic impact for a country / city / port hosting a Tall Ships Race visit
- ▶ Social Media - The Tall Ships Races offer a massive opportunity to promote your brand through Facebook and Twitter and other social communities



## HIGH PROFILE

Sponsors will receive significant exposure and association in each port or market visited with opinion leaders and high profile supporters. In some cases, this has involved a senior figurehead at the port stops, e.g. the Crown Princess of Norway, the King of Spain in Spain; President Putin in Russia; and Prince Philip in the UK.



**WORLD'S BIGGEST GATHERING OF TALL SHIPS**  
**WORLD'S LARGEST PUBLIC ATTENDANCE SPORTS EVENT**  
**WORLD'S LARGEST PARTICIPATORY SAILING EVENT FOR YOUNG PEOPLE**



# THE VOYAGE OF A LIFETIME

SHOWCASING THE GLAMOUR THE MAGIC THE SPECTACLE OF SAILING SHIPS



## BENEFITS - BRANDING

The Tall Ships Races are largely a “clean” event with little branding on the ships themselves.

Much of the potential brand exposure being offered to event-wide sponsors is focused around the ports and general environments of the ports in the lead up to and during the Race stopovers (with up to 50% of the available port-side signage being reserved for allocation by Sail Training International).

## BENEFITS - EXPERIENTIAL MARKETING

On average The Tall Ships Races events attract between 3 Million and 5 Million - visitors based on 5 ports and 4 days in each port!

There is a massive opportunity to promote products and services to event attendees.

- ▶ Typically 75% of public attending events do so in company are with their family
- ▶ Around 95% of visitors are there specifically to see the Tall Ships
- ▶ Approximately 40% of visitors also spend a significant amount of their visit time looking at the attractions around the port as well as the Tall Ships
- ▶ Over 50% of visitors make at least one purchase of official merchandise during the event (excluding food and drink)
- ▶ 94% of visitors report that they would be keen to visit a similar future event and 98% would recommend the event to a friend

## BENEFITS - HOSPITALITY & NETWORKING

The Tall Ships Races offer a plethora of fantastic opportunities to entertain customers, clients and executives. With 4 days of action at each port this is an excellent way to do and promote business.

Sponsors will have a number of opportunities to entertain their guests through bespoke packages including: Captains' Dinner; Fireworks Display; Parade Of Sail - a major spectacular on the last of the 4 days, when the vessels undock and leave for open waters and start of the race.

There are also many opportunities for corporate staff involvement, including:

- ▶ Race participation [in particular parts of the race]
- ▶ Access to the ships for staff motivation activities
- ▶ Involvement in race administration or liaison
- ▶ Corporate entertainment
- ▶ Opportunities for young staff e.g. apprentices, staff, children



**WORLD'S BIGGEST GATHERING OF TALL SHIPS**  
**WORLD'S LARGEST PUBLIC ATTENDANCE SPORTS EVENT**  
**WORLD'S LARGEST PARTICIPATORY SAILING EVENT FOR YOUNG PEOPLE**



# THE VOYAGE OF A LIFETIME

SHOWCASING THE GLAMOUR THE MAGIC THE SPECTACLE OF SAILING SHIPS



## BENEFITS - CORPORATE SOCIAL RESPONSIBILITY

The Tall Ships Races provide a significant opportunity for a sponsoring company to engage in a youth-oriented, educational programme of activities over the term of the sponsorship and to build or strengthen their Corporate Social Responsibility (CSR) profile.

Coverage of The Tall Ships Races generally highlights the role of sail training in:

- ▶ Youth development
- ▶ The support of disabled and economically disadvantaged groups & individuals
- ▶ The preparation of young people for a commercial world, for operating in team environments, and for working for the greater good of the team / community
- ▶ Finding potential leaders

## BENEFITS - YOUTH & THE ENVIRONMENT

With up to 8,000 young trainees from around 40 countries participating in a single race series, Sail Training International runs the largest youth participation sailing event in the world.

Whilst the young people come from a diverse background of ethnic, cultural, religious and socio-economic backgrounds they reflect some common attitudes:

- ▶ Environmentally aware and concerned
- ▶ Technology aware and making wide use of modern communication tools and social networks
- ▶ Open minded to international involvement
- ▶ Willing to learn and improve themselves
- ▶ Having a spirit of adventure

## BENEFITS - ECONOMIC IMPACT

The Tall Ships Races have a massive economic impact for a city / port hosting a Tall Ships visit.

An event typically provides an immediate and measurable, local economic impact at least 10 - 12 times the investment level of the local host city.

For example, in 2010 Hartlepool's investment of £2 Million provided a cash boost to the local economy of more than £28.5 Million!



**WORLD'S BIGGEST GATHERING OF TALL SHIPS**  
**WORLD'S LARGEST PUBLIC ATTENDANCE SPORTS EVENT**  
**WORLD'S LARGEST PARTICIPATORY SAILING EVENT FOR YOUNG PEOPLE**



# THE VOYAGE OF A LIFETIME

SHOWCASING THE GLAMOUR THE MAGIC THE SPECTACLE OF SAILING SHIPS



## THE CREW

Anybody and everybody can take part, regardless of their background or abilities - all of whom explore their own personal limits outside their comfort zones through sail training experience.

Over 50% of crew are aged 15 - 25 - a requirement of The Tall Ships Races.

No person under the age of 15 is allowed on board a vessel during a race.

Sail training requires participants to confront many demanding challenges, both physical and emotional. It is an activity that inspires self-confidence and the acceptance of personal responsibility, promotes an acceptance of others whatever their social or cultural backgrounds, and develops a willingness to take controlled risks. For most who undertake sail training on Tall Ships it is a positive life-changing experience.

Sail training is a growing adventure activity for people of all ages and abilities, with a record of considerable success in developing men and women of character and ability for the challenges of life. It includes instruction in all aspects of sailing but its purpose goes far, far beyond this. Sail training uses the experience of being at sea principally as a means to help people learn about themselves, discover hidden strengths and talents and understand the value of teamwork and leadership.



**WORLD'S BIGGEST GATHERING OF TALL SHIPS**  
**WORLD'S LARGEST PUBLIC ATTENDANCE SPORTS EVENT**  
**WORLD'S LARGEST PARTICIPATORY SAILING EVENT FOR YOUNG PEOPLE**



# THE VOYAGE OF A LIFETIME

SHOWCASING THE GLAMOUR THE MAGIC THE SPECTACLE OF SAILING SHIPS



## VESSELS

Entry is open to any monohull sailing vessel of more than 9.14m waterline length, provided that at least 50% of the crew is aged from 15 and 25 years and that the vessel meets Sail Training International's safety equipment requirements.

Most sail training vessels are owned and operated by charities or foundations, schools or universities, governments or other institutions. They generally seek to reflect the breadth of social backgrounds in society at large in the crews they attract.

Many have funding programmes to subsidise the participation of those who could otherwise not afford it. Some also run special programmes for those with physical, mental or social difficulties.

There are four classes of vessel:

### Class A

All square-rigged and fully rigged ship and all other vessels over 40 metres Length Overall (LOA), regardless of rig.

### Class B

Traditionally rigged vessels (ie gaff rigged sloops, ketches, yawls and schooners) with an LOA of less than 40 metres and with a waterline length (LWL) of at least 9.14 metres.

### Class C

Modern rigged vessels (i.e. Bermudan rigged sloops, ketches, yawls and schooners) with an LOA of less than 40 metres and with a waterline length (LWL) of at least 9.14 metres not carrying spinnaker-like sails.

### Class D

Modern rigged vessels (i.e. Bermudan rigged sloops, ketches, yawls and schooners) with an LOA of less than 40 metres and with a waterline length (LWL) of at least 9.14 metres carrying spinnaker-like sails.



**WORLD'S BIGGEST GATHERING OF TALL SHIPS**  
**WORLD'S LARGEST PUBLIC ATTENDANCE SPORTS EVENT**  
**WORLD'S LARGEST PARTICIPATORY SAILING EVENT FOR YOUNG PEOPLE**



# THE VOYAGE OF A LIFETIME

SHOWCASING THE GLAMOUR THE MAGIC THE SPECTACLE OF SAILING SHIPS



## HOST PORTS

Staged in European waters, the events are planned four years out, due to the need to recruit venues and ports, which pitch for hosting and being a destination on the race.

Each of the Host Ports for The Tall Ships Races prepares an impressive programme of events, entertainment, social, sporting and cultural activities for the trainee crews and visitors.

Each port also recruits trainees from their local communities and regionally to participate in races and, between them, more than 400 - 500 volunteers assist the fleet when it is in port.

## PORT ITINERARY

The following is a typical 4-day port itinerary. The event area is always free to the public.

### Day 1

Arrival - All ships arrive  
 Official Opening - with local dignitaries, for example Prime Minister  
 Captains' Dinner - for all Captains and their guests and sponsors and dignitaries  
 Corporate Parties

### Day 2

Class A Vessels - Open to public to board free of charge  
 Crew Parade - a parade of all ship crews through the city ending with a prize giving ceremony for race that has just finished  
 Corporate Parties

### Day 3

New Crews - arrive at dawn and join their ships  
 Crew Activities - organised sports and cultural tours, for all crews  
 Captain's Briefing - gathering of all captains  
 Firework Display - corporate parties

### Day 4

Parade Of Sail - vessels undock and leave for open waters and start of the race leg - a major spectacle.  
 Corporate Parties



**WORLD'S BIGGEST GATHERING OF TALL SHIPS**  
**WORLD'S LARGEST PUBLIC ATTENDANCE SPORTS EVENT**  
**WORLD'S LARGEST PARTICIPATORY SAILING EVENT FOR YOUNG PEOPLE**



# THE VOYAGE OF A LIFETIME

SHOWCASING THE GLAMOUR THE MAGIC THE SPECTACLE OF SAILING SHIPS



## THE RACES

The competition at sea is serious and often intense between participating vessels, reaching speeds of up to 15 knots. The races start from deep water, 5 miles or more off shore.

### Satellite Tracking

For 2012 onwards there will be an opportunity for an event-wide sponsor to sponsor the internet coverage of the races using satellite tracking technology which allows the general public to follow the fleet or individual vessels in near real time via the The Tall Ships Races website.

### Time Correction Factor

The Tall Ships Races use a Time Correction Factor - a tool that provides meaningful comparative results between widely differing vessels based on size, shape of hull, size of sails, height of masts etc.

There is an opportunity for an event-wide partner to sponsor the Time Correction Factor.

## PRIZES & TROPHIES

Naming rights are available to an event-wide partner for trophies and prizes, which include:

### International Friendship Trophy

The promotion of international friendship and understanding is a key value of The Tall Ships Races and is the basis of awarding the coveted Sail Training International Friendship Trophy at the end of each race series. This trophy epitomises the objective of the races and is awarded to the vessel, which, in the opinion of the entire race fleet through a secret ballot, has done most to help further international understanding and friendship during the races.

### Race & Event Wide Trophies

For each race there are - 1st 2nd and 3rd Trophies in each of 4 classes as well as an Overall Event Trophy for - 1st 2nd and 3rd presented in the final port.



**WORLD'S BIGGEST GATHERING OF TALL SHIPS**  
**WORLD'S LARGEST PUBLIC ATTENDANCE SPORTS EVENT**  
**WORLD'S LARGEST PARTICIPATORY SAILING EVENT FOR YOUNG PEOPLE**



# THE VOYAGE OF A LIFETIME

SHOWCASING THE GLAMOUR THE MAGIC THE SPECTACLE OF SAILING SHIPS



## SUMMARY OF RIGHTS

Rights fall into the following categories. A full inventory by sponsorship level is available on request:

### Title Rights

Title Sponsors / Presenting Sponsors / Co-sponsors / Official Suppliers / Official Media Partners / Official Partners / Local Partners

### Branding Rights

Signage & Logos: Quayside & Cities; Trophies; Mascots; Press & Promotional Materials; Press Conferences; STI Public Promotions e.g. Race Leaflets & Race Clothing; STI Port Activity; Host Port Public Promotions; Host Port Crew Promotions; Host Port Functions; Whilst In Port On Ships, Crews & Race Officials; Operators

### Media Rights

Right To Host Press Conferences; Broadcast Airtime Options; Social Media & Website Branding; Email Newsletter; Print Advertising; Race Promotion Campaign; Advertising Supplement; PR Liaison; Sponsor Offices; Media Centre Representation

### Image Rights

Generate & Use Race Images; Access to Race Archives

### Hospitality & Networking Rights

VIP Hospitality Packages to Parties & Ceremonies; Exclusive Ship Tours; Ship Hire; On Board Functions; STI Annual Conference; Formal Introductions; Networking

### Crew & Trainees Rights

Nominate Trainee Places; Support Trainee Recruitment Activities; Access to Senior Crew

### Race Entry Rights

Right To Enter A Chartered Ship

### Education Campaign Rights

Opportunity To Develop An Education Seminar

### Experiential Marketing Rights

Provision Of A Promotional Zone

### Data Capture Rights

Mail List Forwarding Service Access

### Merchandising Rights

Right To Produce Premium Items



WORLD'S BIGGEST GATHERING OF TALL SHIPS  
WORLD'S LARGEST PUBLIC ATTENDANCE SPORTS EVENT  
WORLD'S LARGEST PARTICIPATORY SAILING EVENT FOR YOUNG PEOPLE



# THE VOYAGE OF A LIFETIME

SHOWCASING THE GLAMOUR THE MAGIC THE SPECTACLE OF SAILING SHIPS



## ORGANISERS

Sail Training International is a registered charity and is the world's only organiser of international races and regattas for sail training Tall Ships.

A core principle of the organisation is the development and education of young people of all nationalities, cultures, religions, physical ability and social backgrounds.

Sail Training International was nominated for the Nobel Peace Prize in 2007 in recognition of its work in promoting international understanding, development of young people and multi-cultural friendship.

As well as arranging The Tall Ships Races annual series, Sail Training International produces other Races, conferences, publications and research services for the sail training community. It works closely with national sail training organisations, sail training Tall Ships, ports and regulatory authorities to help young people benefit from the sail training experience.

Its members are the national or representative sail training organisations of 27 countries: Australia, Belgium, Bermuda, Bulgaria, Canada, Croatia, Denmark, Finland, France, Germany, Greece, India, Ireland, Italy, Latvia, Lithuania, Netherlands, New Zealand, Norway, Poland, Portugal, Russia, South Africa, Spain, Sweden, UK and USA. Representatives of Member organisations elect the board of Trustees of the Charity and also serve on the International Council.

The organisation has a small UK based staff team supported by a large international cadre of experienced and professional volunteers.

## CONTACT

### PURPLE TANGERINE LIMITED

Forge House  
The High Street  
Charing  
Kent TN27 0LS  
United Kingdom  
Tel./Fax: +44 1233 712 899  
[www.purpletangerine.com](http://www.purpletangerine.com)

#### Nigel Jones - Director

email: [nigel@purpletangerine.com](mailto:nigel@purpletangerine.com)  
Tel. +44 7980 213 122

#### Keith Fraser - Head Of Sales

email: [keith@purpletangerine.com](mailto:keith@purpletangerine.com)  
Tel. +44 7956 559 054

### SAIL TRAINING INTERNATIONAL

5 Mumby Road  
Gosport  
Hampshire  
PO12 1AA  
United Kingdom  
[www.sailtraininginternational.org](http://www.sailtraininginternational.org)

#### Gwyn Brown - Commercial Director

email: [gwyn.brown@sailtraininginternational.org](mailto:gwyn.brown@sailtraininginternational.org)  
Tel. +44 023 9258 6367

WORLD'S BIGGEST GATHERING OF TALL SHIPS  
WORLD'S LARGEST PUBLIC ATTENDANCE SPORTS EVENT  
WORLD'S LARGEST PARTICIPATORY SAILING EVENT FOR YOUNG PEOPLE