



Sail Training International

The benefits of STI Values in seeking sponsorship

Stavanger 2010

Sponsorship... What do I know?

Sponsorship involvements as the decision maker

Board of Director representative on Liverpool Institute of Performing Arts (LIPA)

Lead sponsor 1991 – 1994 World Mountain Biking Championship

Principal Sponsor European Beach Volleyball Championships 1998

Vessel sponsor BT Global Challenge 2000

And now a sponsorship seeker on behalf of Sail Training International



Benefits of hosting a Tall Ships festival

- Promotes tourism: hundreds of thousands of spectators visit each host city and enjoy the festivities while the Tall Ships are there
- Economic impact: generates income to the city, port and local businesses
- Attracts national and international media attention
- Provides opportunities for community involvement and enjoyment
- Corporate hospitality offering opportunities for local businesses and sponsors
- International exposure: networking with Sail Training International's range of contracted host cities
- Pre-event marketing offering exposure to wider audience than just visitors
- Brand exposure for local businesses and sponsors



Sponsorship... Who needs it?

Driving factors

- *Increasing costs of infrastructure, staff, facilities and services*
- *Decreasing funding available from government bodies i.e. Central, Regional & local*
- *Reducing Regional development funding*
- *Reducing tourist authority funding*

The search for suitable and available income streams challenges all event Host Ports & Vessel Operators



Sponsorship... Who gets it?

Port % of event income from sponsorship varies dramatically

- As low as 10%
- As high as 45%

Vessel % of income from sponsorship also varies dramatically

- As low as 0%
- As high as 50%

Sponsorship... Why not seek it?

Alternative, easier sources to approach

No experience in seeking sponsorship

Not thinking through strategy

No dedication within the project team

Not starting early enough

Economic challenges in the country/region/city

Under estimating the event value



Sponsorship... What's it worth?

A typical port stopover in The Tall Ships Races:

- The biggest public or sporting event in a country
- 400,000 – 2,000,000 public visitors
- 1,800-3,000 crew trainees
- 100+ Journalist attending
- 2,000+ volunteers involved
- Vessels from around 20 nationalities
- Trainees from around 30+ countries
- @ €2,000,000 – €3,000,000 value media exposure
- Over 50% of visitors make at least one purchase of official merchandise

Sponsorship... Who does buy in?

Hotels, communications, IT, media, financials, brewers, utility suppliers, builders, nearby municipalities, supermarkets, restaurants, marine supplies, sailing clubs, fuel suppliers, environmental services, shipping services, local airports, airlines, chamber of commerce, Rotary clubs, engineering, food production, car hire, tour companies.

You name it.... They're possible!

Anyone & Everyone....

Except Tobacco, armaments, gambling and spirits

- *Local operations of international groups*
- *National companies*
- *Regional and local companies*
- *Arts, tourism, culture centres, etc*



Sponsorship... What are you selling?

A big event?

A party?

A city promotion?

A selling opportunity?

A public relations activity?

A corporate hospitality event?

A Family experience?



???

So what's different to any other event?



Sail Training International

Sponsorship... What's unique?

The only event that addresses ALL of the sponsorship drivers.... and more....

Sail Training International goals and values offer a unique sales pitch to any host port or vessel



Sail Training International

Sponsorship... What's unique?

The purpose of Sail Training International is the development and education of young people through the sail training experience, regardless of nationality, culture, religion, gender or social background.

We are a registered charity (not-for-profit organisation) and have worldwide membership and activities.

Tall Ships Races have been operating for 54 years

We received a Nobel Peace Prize nomination in 2007 for our work with young people internationally

We do not seek individual , public or business donations

Our events are perceived as "green"

Academic research proves the benefits derived by young participants



Sponsorship... What's unique?

Sail Training International goals and values offer a unique sales pitch to an host port or vessel

Tall Ships races and events are about young people, adventure, social responsibility, environmental awareness and concern, heritage and scale

All this set against a stunning backdrop of glamorous vessels, beautiful ports and a fever of festival excitement.

The Tall Ships Races provide a major opportunity for a sponsoring company to engage in a youth-oriented, educational programme of activities and to build or strengthen their Corporate Social Responsibility (CSR) profile whilst simultaneously driving their commercial awareness, preference and purchase conversion opportunity to a much wider audience.



Event issues to highlight:

Corporate Social Responsibility

- *Youth Development*
- *Education*
- *Support of physically, mentally, economically and socially challenged participants*
- *Team work*
- *Environmental*
- *Community involvement*
- *Reach*
- *Demographics*
- *Imagery*

Commercial

Increased public profile

Port Brand presence, event web site, quayside, partner publications, local media etc

Specific message to a target audience group

Families, young people, sailing fans, travellers etc

Staff motivation

FUN & EXCITEMENT!, Participation, awards, conferences, involvement, port visits, networks, family inclusion, the "feel-good-factor" etc

Customer and business partner communication

Participation, prizes, entertainment, meetings etc

Corporate Social Responsibility

Charitable support, association with a "green event", social involvement

Selling

Quayside merchandising, data capture, on-line marketing etc



Sail Training International

Sponsorship... Strengthening our values

STI doing more in these areas, helps you to communicate a stronger message in your local sponsorship proposals

"Greening" the event

- *Blue Flag scheme introduction*
- *Discussions with Universities and international institutions regarding water monitoring project*
- *Discussions with EU bodies for promoting cleaner seas*

Getting youth aboard

- *STI bursary fund creation*
- *Seeking new EU funds for youth development and education*
- *Focus on trainee provision with host ports*

Exposure

- *Appointment of dedicated STI PR/Media Manager*
- *Discussions with TV company regarding programming opportunity*
- *Discussions with "webcast" host for online film creation*

.... And don't forget... it is a race!



Sponsorship... There are rules too...

For a vessel with sponsorship – refer to the STI Racing & Sailing rules

Extract

• SPONSOR IDENTIFICATION (Race for Young People)

1.1 Class A vessels may wear displays of sponsor logos/names to a maximum of 400 x 400 cm (or equivalent area) on each side of the vessel's hull. Displays of a similar size (or equivalent area) are also permitted on each side of one sail only; and on each side of one sail cover, or the outer sides of two spray dodgers.

1.2 Class B, C and D vessels may wear displays of sponsor logos/names to a maximum of 100 x 100 cm (or equivalent area) on each side of the vessel's hull. Displays of a similar size (or equivalent area) are also permitted on each side of one sail cover, or the outer sides of two spray dodgers. Displays are also permitted on each side of one sail only, to a maximum of 200 x 200 cm (or equivalent area).

1.3 The name of the vessel may incorporate the name of a sponsor or brand name; but the vertical height of the name must not exceed 20 percent of the freeboard and may only be displayed once on each side of the hull and transom.

1.4 The company or product names/logos of manufacturers of tobacco, alcohol or military/defence products and equipment are not permitted.

An exception to this rule is the identification of a sponsor of a social event on board a vessel in port.

1.5 Sponsor identification may be displayed prominently at the foot of the gangway, on the side of the gangway and elsewhere on the ship from two hours before a sponsored event is scheduled to begin until one hour after it is scheduled to finish. The total area of any and all such banners, flags, etc, must not exceed 1,000 x 1,000 cm

1.6 Any request for an exemption to these rules must be made in writing to the Race Committee not less than seven days before the scheduled event.

1.7 Non compliance with Rules 2.1 – 2.4 above will result in the vessel being required to remove the offending names and logos and, if prior to a Race start, a Standard Time Penalty will be applied.



Sponsorship... There are rules too...

For a port with local sponsorship – refer to the STI Brand & Identity rules

Extract

USE OF THE IDENTITY OF THE TALL SHIPS RACES WITH OTHER IDENTITIES / LOGOS

The identity of The Tall Ships Races, either through use of its title and sub-titles, or the Race Logo, or a combination of these elements, MUST predominate on all materials produced by a host port, its sub-licensees and its port sponsors unless otherwise agreed in advance and in writing by Sail Training International.

It is recognised that local port sponsors will also feature on some materials in connection with the Races. Unless otherwise approved a maximum of five such logos will be permitted. In all cases, such logos must never individually exceed 25 per cent of the surface area of the official Race Logo used on the same materials, and collectively shall not exceed 60 per cent of the signage available in a host port.

Logos of local / port sponsors may not be identified as 'Sponsor', 'Chief Sponsor', 'Main Sponsor', etc, or in any way that could be confused with a sponsor of the Races; but may be identified as a 'Port Sponsor', 'Chief Port Sponsor', 'Main Port Sponsor', etc.



Sail Training International

Deliver the message effectively

Visit the below link to view 'Standing Tall'

http://www.sailtraininginternational.org/news/video/watch_standing-tall_item_200221.htm



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Questions?



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