



## STAVANGER – NOVEMBER 2010



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The Tall Ships Race 2011 - Waterford

# Tall Ships – Stavanger November 2010

Partnership For The Future  
Partnering For Success

## MARKETING THE EVENT



# The Tall Ships Races Waterford are coming back



**June 30th to July 3<sup>rd</sup>**  
**The Biggest Festival in Ireland 2011**



The Tall Ships Race 2011 - Waterford

# Budget for the Tall Ships Waterford

- 3.2 Million to host the event
- 1 million from State Agencies
- 1.2 million guaranteed from Local Authority & Harbour Board
- 1 million from Businesses



# A Business Approach

- Choose Finance Committee and Marketing Committee carefully
- Brainstorm event with all committees
- Delivered a clear set of objectives
- Get preparations in place as early as possible



# The Objectives

- Give the Tall Ships & Crews an excellent experience
- Build on the success of 2005 event
- Create a world class festival on the quayside
- Show Waterford at it's best to International Press & to 500,000 plus visitors
- Leave a legacy



# We will have a World Class Festival on the Quayside



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The Tall Ships Race 2011 - Waterford

# World Class Festival on the Quayside

- Live music on 4 stages
- International headline acts every evening
- Street Theatre
- Fire works
- Food villages
- Farmers market





# Marketing The Event to Businesses

- Created a 'Tall Ships Waterford' Brand



- Appointed a PR Company
- Appoint Event Manager & Sales Manager



## Marketing The Event to Businesses (2)

- Opened an Office on the Quayside



- Launched 'Tall Ships Waterford' Web Site in February 2010



## Marketing The Event to Businesses (3)

- Launched Sponsorship & Patron Packages to Businesses in February 2010 – 18 months before event
- Branded Waterford City



*10ft x 28" Waterford street banners commemorating EU enlargement*



# The Sales Pitch

- Created Event Partner, Patron, Supporter Sponsorship Packages
- Identified major national companies with local connections
- Get Media Partner on board first - RTE



# The Tall Ships Event Partner Package

- Branding on all advertising
- Branding an all TV Advertising
- Two Sail Trainee places
- Four tickets to Captain's Dinner
- Branding / Outlet on Quayside
- Reception on Class A Tall Ship for 100 people
- 20 tickets for Family Parade Sail Breakfast
- Launch of Event Partners



# The Tall Ships Event Partner Package (2)

- One page advert in Souvenir Brochure
- Team in Tall Ships Races Golf Event
- Use of Tall Ships Logo
- Acknowledged on Sponsor Wall in main shopping centre
- Receive a plaque acknowledging support of Tall Ships Waterford event

Cost - €85,000



# Packages

Event Partner	€85,000
In Kind / Trade Partner	€25,000
Admiral Package	€20,000
Commodore Package	€10,000
Captain Package	€ 5,000
Commander Package	€ 2,000
Lieutenant Package	€ 1,500
First Mate (Trainee Sponsorship)	€ 750



# Event Partners - Confirmed

Bulmers



3 Mobile



Waterford Crystal



RTE



Waterford IT





# Patrons Secured to Date



Deliver on YOUR  
promises to  
sponsors!!!





# Thank You



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