



## **STI Conference in Stavanger**

### **Attracting sponsors**

### **Involvement in the event**

- Corporate Hospitality**
- Trainees recruitment**





## Preparations

Composition of sponsor concepts in different categories

Chief Port sponsor	125.000	€
Super sponsor	35.000 – 65.000	€
Business Sponsor	10.000 – 12.000	€
Sponsor	5.000	€
Suppliers		





## Preparations

- Time schedule – contact the sponsors in the right order
- Two years of hard work
- Dedicate at least one responsible person for the job
- Do it yourself !!

## Sponsor concepts

- High quality (layout and design)
- Prepared thoroughly and thought-through





## Sponsor concepts / Contents

- Visibility through marketing (TV, radio, papers, programs , homepage, Facebook)
- Involvement in the event through
  - working groups
  - presidium
  - 6-7 events for all sponsors, establish sponsor-network
- Corporate Hospitality
- Trainees – a free number of trainees
- Merchandise
- Trips to other ports
- Special arrangements





## When you sell sponsorships

Don't make promises you can't keep

Be aware of special tax, VAT and other authority rules

A satisfied sponsor wants to participate in your next event





## Why is it possible to sell sponsorships

The Tall Ships Races is a unique world class event !!

Not a “normal” sponsorship

Possibility for:

- Events for customers
- Events for staff
- Sales promotion
- National og local visibility





## Positive event for sponsors

- No trouble or violence
- No doping and cheating
- Support a great cause "sail training for young people" – a life time experience
- Attracts hundreds of thousands of visitors

The sponsors get value for money





## Involve the sponsor in the event

### Corporate Hospitality

- As a part of the sponsorship - pay for the deck rent on a class A-ship, and the sponsor can pay for food and beverage
- Staff events – tell the sponsor about the possibilities for creating a unique experience for staff and family
- Create an event in corporation with the sponsor, where customers or “ordinary” people can buy tickets for Corporate Hospitality
- It creates income for Class A-ships and a high number of Corporate Hospitality will attract more Class A-ships







## Trainees

- As a part of the sponsorship offer a number of free trainees, which the sponsor can offer to customers or employee
- Use some “old” trainees to tell the sponsors about their experience as a trainee on a Tall Ship
- Create in corporation with the sponsor a competition where customers or staff can win a sailing onboard a Tall Ship
- Create a competition between the sponsors – which sponsor can provide the largest number of trainees
- Use the trainees in the marketing of The Tall Ships Races, and make the sponsor visible as a supporter of sending young people out on a life experience





## Chief Port sponsor – 125.000 € - Spar Nord Bank A/S

- Locally rooted, supports local initiatives and workplaces
- Professional collaborator with a professional sponsor strategy
- Make additional activities on their own for approximately the double amount of the sponsorship
  - Corporate Hospitality
    - rent of two vessels (Christian Radich and Dar Mlodzeizy) with over 2.500 visitors onboard for receptions during the three days
  - Trainees, 10 free in the sponsorship + 20 who they found and funded themselves
  - Marketing in all branch banks, shareholders magazines and purchase of TSR merchandise





## Super Sponsor - Nordjyske Medier - 65.000 €

- Large local provider of media services (newspaper, radio and television)
- Marketing and media adviser
- Involvement of their sponsorship through all their channels

## Corporate Hospitality

- Rent of five vessels, one vessel for a VIP event and four vessels for their readers, who could buy tickets through Nordjyske Medier and TSR10 Aalborg. Over 800 tickets were sold !!

## Trainees

- five free in the sponsorship + 25 who they found and funded themselves through a competition for their newspaper carriers





## Facts – The Tall Ships Races in Aalborg

45 Sponsors

Total income of 890.000 €

81 Corporate Hospitality Total income of 136.000 €

Distributed on 19 vessels

Exclusive of earnings on food and beverages

110 Trainees

Total income of 48.805 €

Distributed on 11 vessels

