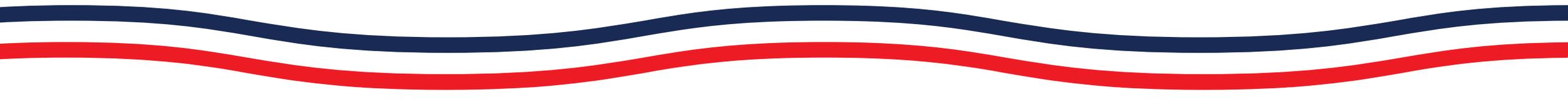


INTERNATIONAL SAIL TRAINING AND TALL SHIPS CONFERENCE
2018

SESSION 5A

HOW DO YOU ATTRACT EVENT
SPONSORS?



WHAT DO SPONSORS WANT?



WHAT DO SPONSORS WANT?

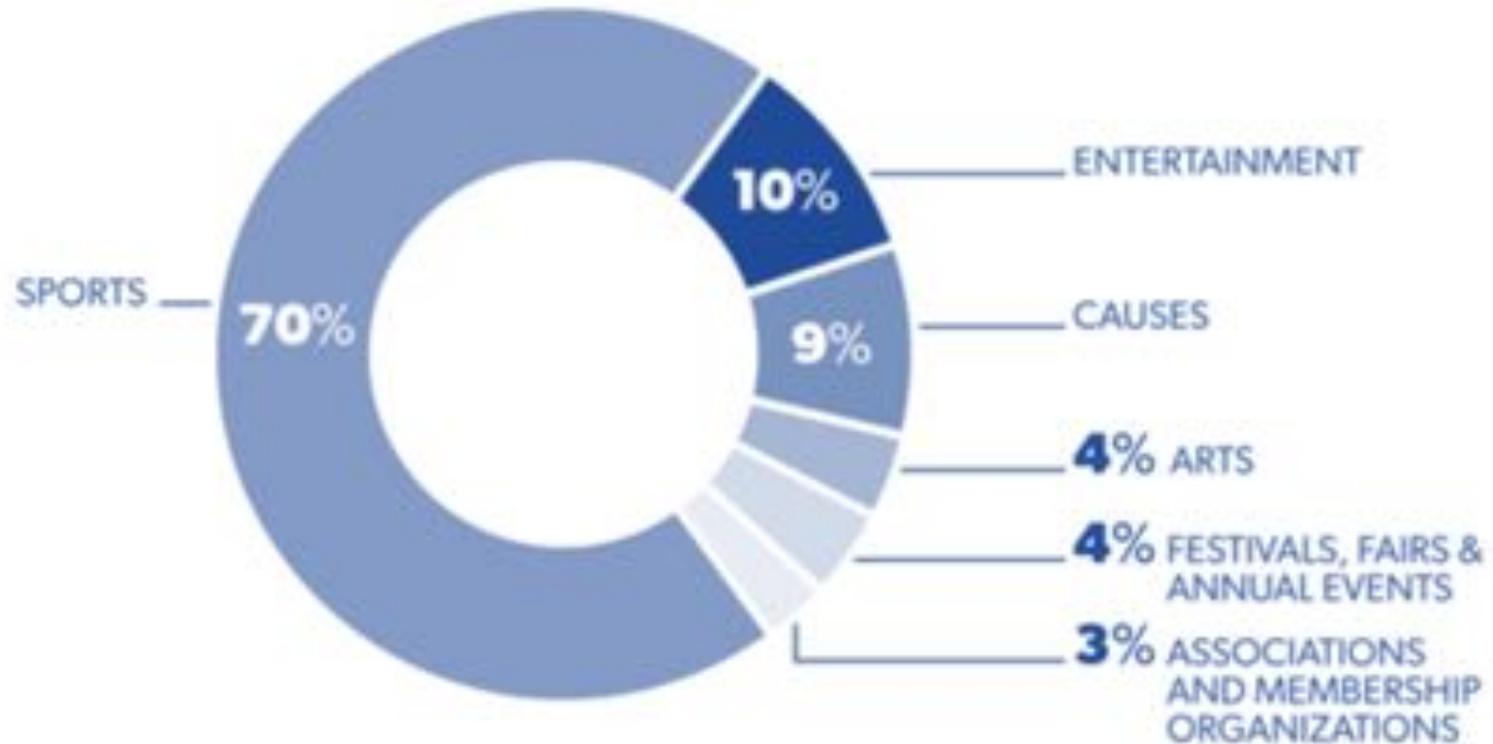
TOTAL GLOBAL SPONSORSHIP SPENDING



Source: IEG 2017 Sponsorship |



WHAT DO SPONSORS WANT?

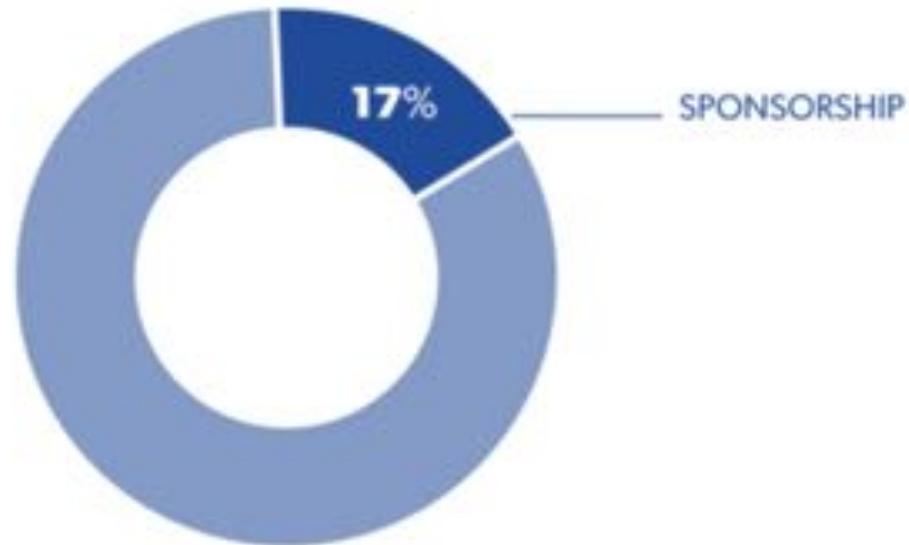


Source: IEG 2017 Sponsorship



WHAT DO SPONSORS WANT?

WHAT PORTION OF YOUR MARKETING BUDGET IS SPENT ON SPONSORSHIP RIGHTS FEES?

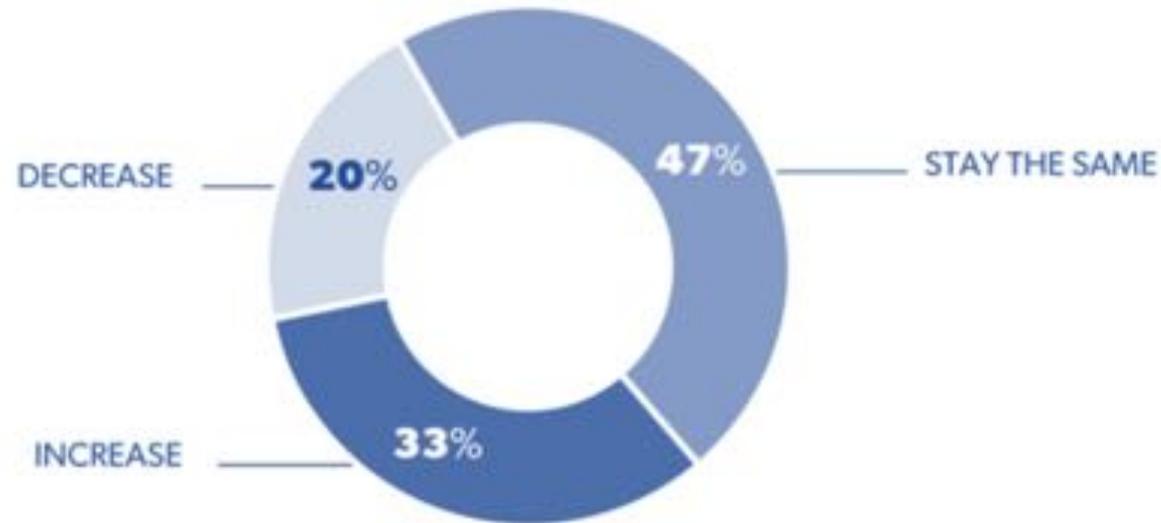


Source: IEG 2017 Sponsorship Decision-Makers Survey



WHAT DO SPONSORS WANT?

HOW WILL YOUR 2018 SPONSORSHIP SPENDING COMPARE TO 2017?



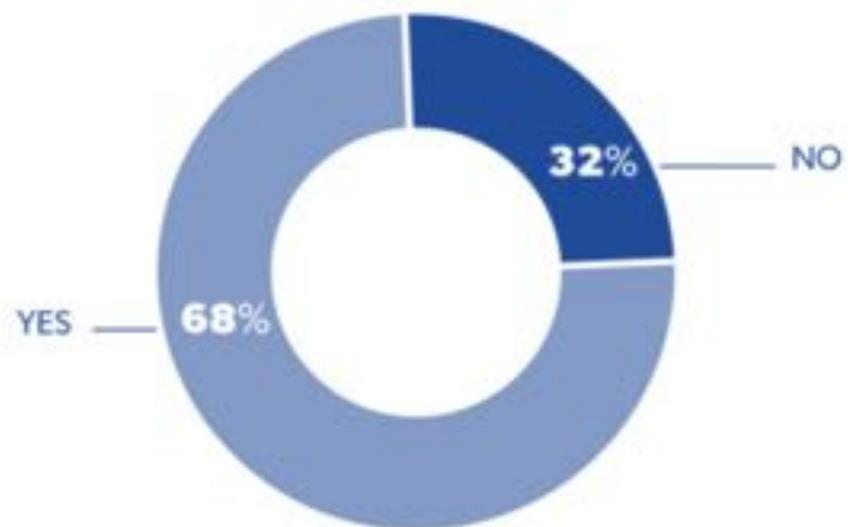
Percentages do not total 100 due to rounding

Source: IEG 2017 Sponsorship Decision-Makers Survey



WHAT DO SPONSORS WANT?

**IS YOUR COMPANY CONSIDERING NEW SPONSORSHIPS
IN 2018?**



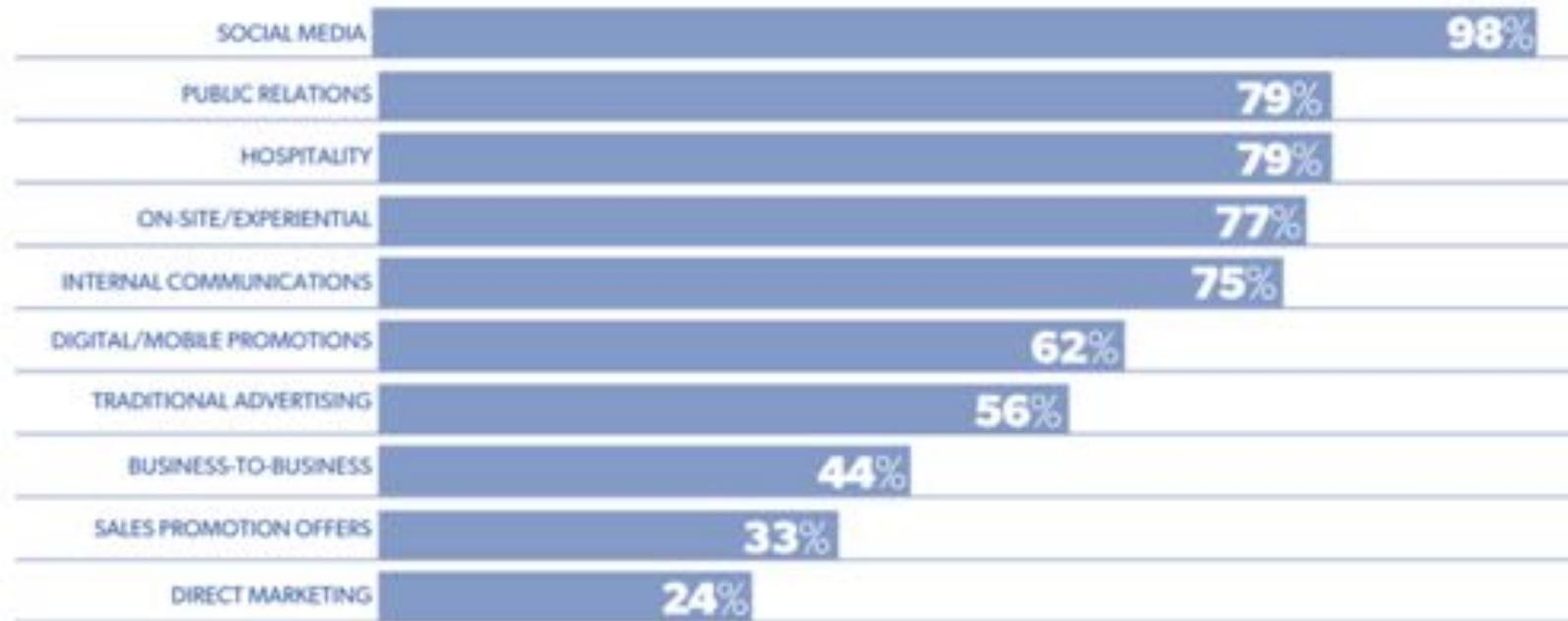
Source: IEG 2017 Sponsorship Decision-Makers Survey



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WHAT DO SPONSORS WANT?

WHAT CHANNELS DO YOU USE TO LEVERAGE YOUR SPONSORSHIPS?

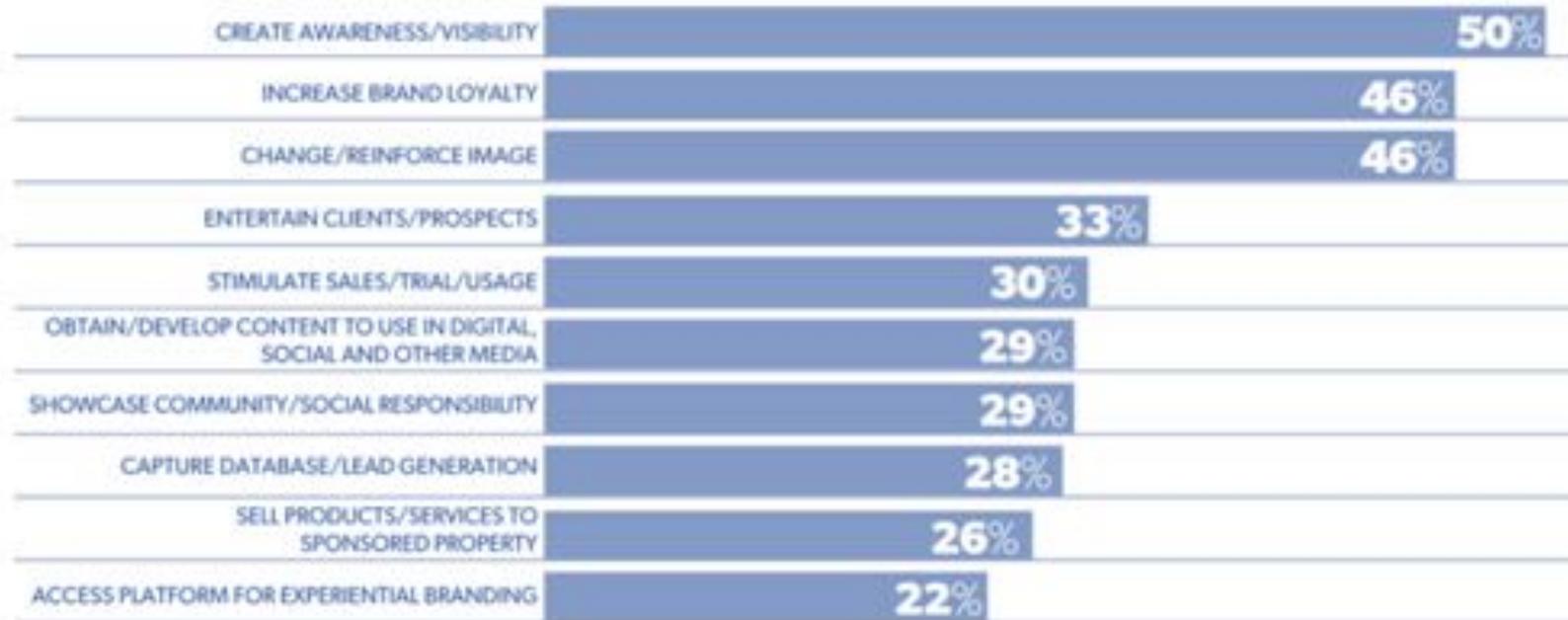


Source: IEG 2017 Sponsorship Decision-Makers Survey



WHAT DO SPONSORS WANT?

HOW IMPORTANT ARE THESE OBJECTIVES WHEN EVALUATING PROPERTIES?



Percent of respondents who ranked the factor a 9 or a 10 on a 10-point scale, where 10 is extremely important

Source: IEG 2017 Sponsorship Decision-Makers Survey



WHAT DO SAILING SPONSORS WANT?

- **Media value /**
PR and coverage that companies get thanks to the campaign
- **Targeting the key audience/**
mostly ABC1/male, CEO, CFO level => decision makers
- **Commercial goals/**
exposure in the key markets and partnership deals signage at events
- **Brand activation/**
involving the stakeholders in sailing activities and hospitality at events
- **Advertising and branding/**
through the exposure on the boats, athletes, venues
- **Non-commercial projects promotion/**
clean energy, plastic recycling, youth programs



WHAT DO SPONSORS WANT?



WHAT WILL THEY WANT NEXT YEAR?



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2019/ SPONSORSHIP TRENDS & VALUES

INFLUENCERS/
TARGETING/
COVERAGE/ NEWS
STORYTELLING/
CONTACT/
MARKET / QUALITY
REAL-TIME CSR/ EMOTIONS/
CREATIVITY/ 2019 TARGET 24/7
CLEVER
SUSTAINABILITY
DIGITAL/
MARKETING/



2019/ SPONSORSHIP TRENDS & VALUES

“social engagement, the promotion of young talent, and the promotion of young people – and not just raffles – will be the most important attributes of successful sport sponsorship ”

/ISPO DIGITIZE SUMMIT



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2019/ SPONSORSHIP TRENDS & VALUES

“There are a million different tags you can hang on sailing - athleticism, dedication, teamwork, adaptability and so on and so on. The trick is to understand enough about the potential sponsor, that you can highlight the brand values that matter to them.”

/Justin Chisholm, Communications Officer, Abu Dhabi Ocean Racing team 2014/15 Volvo Ocean Race



WHAT DO THE OTHERS DO
TO ATTRACT SPONSORS?



CASE 1: VOLVO OCEAN RACE

**VOLVO
OCEAN
RACE**



ROUND THE WORLD





12 HOST CITIES

In June 2016 **AkzoNobel** entered the **Volvo Ocean Race 2017-18**



CASE 2: SAILGP

SAILGP





CASE 3: OPEN BIC / AC34



CASE 4: AC35 RACE VILLAGE OPENING





CASE 5: HEMPEL / AARHUS / WORLD SAILING





CASE 6: EXTREME SAILING SERIES





CONCLUSION:

“Sailing is a great sport because you can push and push yourself and always become better and learn something new everyday. There’s always a record to break.”

/ Charles Caudrelier, skipper, Dongfeng Race Team, Volvo Ocean Race



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THE TALL SHIPS RACES 2019

organised by Sail Training International



Sail Training International

WE'VE GOT IT ALL!



WHAT ELSE TO DO TO ATTRACT SPONSORS



WHAT ELSE TO DO :

- 5TH MAN / GUEST SAILOR / MAST CLIMB / RIB DRIVE
- DINGHY NIGHT RACE
- COOKING CLASSES ON BOARD?!
- KIDS ZONE / KIDS TRIPS / SCHOOL TRIPS?
- SUSTAINABILITY ACTIONS / BEACH CLEAN UPS
- EVENT AMBASSADORS/ INFLUENCERS BEHIND THE SCENES / OBRS
- BETTER UNDERSTANDING OF SAILING
- WORK PLACE ACTIVATIONS





DAH MŁODZIEŻY

CONCLUSION:

““We need to tell more stories about the sailors, the teams and the events as well as about sailboat racing itself”

/ MARK TURNER, EX CEO OF OC SPORT & VOLVO OCEAN RACE



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SPONSORS KNOW IT..
..AND MOST OF OA DON'T



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2019/WHAT DO SPONSORS KNOW & WE DON'T

- Giveaways will move away from things and focus more on experience
- The word **Experience** is no longer a buzzword
- CMOs receive approx. 150-400 emails / day
- CMOs still need to prove the ROI of Events
- Marketing agencies are doing legwork

HOT MARKETING
TRENDS

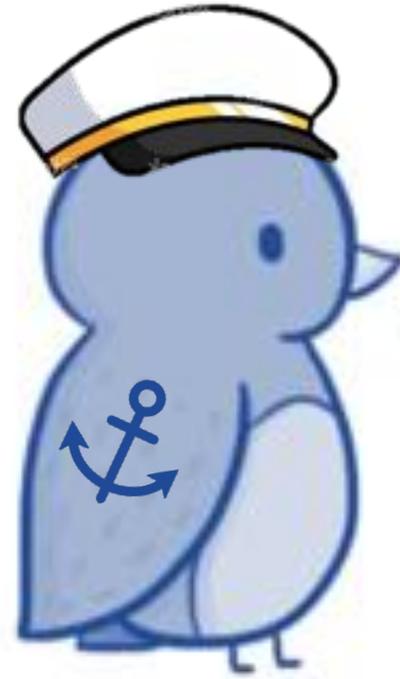


2019/WHAT DO SPONSORS KNOW & WE DON'T

- Positive social proof — 'you are your community and you must prove it'
- Real time crowd shaping
- Chatbots are on the rise
- VR/AR isn't the future... it's the present
- Video killed other forms of content
- GDPR.....

**HOT MARKETING
TRENDS**





GOOD LUCK!
YOU'VE GOT
THIS!







THE TALL SHIPS RACES
Stavanger 2018

How to attract sponsors?

Project Manager Knud Helge Robberstad

The Tall Ships Races 2018 Stavanger

- Organised by the City of Stavanger and Port of Stavanger
- Fourth time host port: 1997, 2004, 2011 and 2018
- 2018: 350,000-400,000 visitors



CITY OF STAVANGER

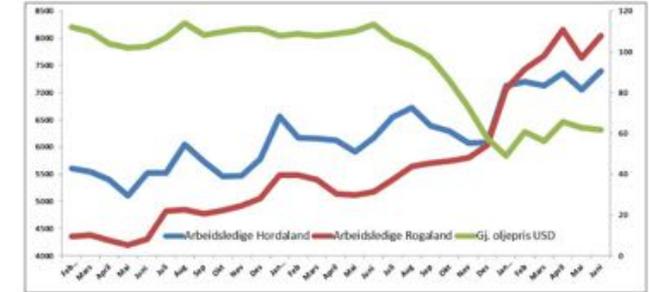


Stavanger, Norway

- Coastal city founded in year 1125
- Fourth largest city / third largest city region
- 132,000 inhabitants (region: 330,000)
- 21 % non-Norwegian, 189 nationalities
- Industries: oil & gas, services, agriculture & food culture, trade, shipping, tourism
- European Capital of Culture in 2008



Regional economic slowdown



Since 2012:

- Lower business activity due to drop in oil and gas prices
- Over 50,000 jobs slashed
- Worst hit industries:
 - Oil and gas
 - Supplies
 - Maritime
 - Hotels and hospitality
 - Media (parallel crisis)
 - Municipalities
- How to meet our sponsor targets?

27.000 jobber har forsvunnet fra oljebransjen på to år

BP latest to slash oil jobs in Norway

«Blodet renner i gatene i Stavanger nå»

Norway oil sector braces for 40,000 job cuts amid downturn

Basis for our project

- *Motto: Fair Winds to New Horizons*
- «Create a meeting point for different cultures projecting and communicating our coastal and maritime heritage to new generations»
- Create a positive event for the regional population
- Strengthen Stavanger's reputation



Trainees at the heart of our communication

Core message:

The Tall Ships Races aim to help develop and educate young people aged 15-25 years through sail training, regardless of nationality, culture, religion, gender or social background.

Our message:

TSR2018 Stavanger: a two-year regional project aimed at sending young people to sea, concluding in a four-day tall ships festival.

Key words:

Regional, young people, two years, sail training, festival



Cruise-in-company ports



Involving local communities:

- Local trainees
- Local funding
- Local engagement



How to attract sponsors?

Make the project attractive to sponsors:

- More Social Responsibility than Marketing
- More regional than local/national
- Trainees more than VIPs
- Various sponsorship levels: suitable for a
- Attractive sponsor group: Networking
- Allow yourself to think big!



How to attract sponsors?

Our sponsorship levels:

- General Sponsor (NOK 2 mill.+) - new
 - Main Sponsor (NOK 1 mill.) - as in 2011
 - Sponsor (NOK 0,5 mill.) - as in 2011
 - Project Sponsor (NOK 250') - as in 2011
 - Supporter (NOK 100') - as in 2011
 - Lower levels slashed for 2018
-
- New level for restaurants and pubs (NOK 25,000+)

NOK/10 = EUR



How to attract sponsors?

Main selling points:

- Sponsorships split over several instalments (2-3 years)
- «Regional project» attracted regional companies
- Trainees and youth attractive CSR objects
- Networking: Access to partner network
- Participating in a major public event more attractive than VIP benefits



Did it work?

Main sponsors:



Project sponsors:



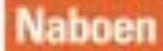
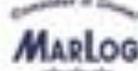
Media partners:



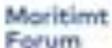
Sponsors:



Supporters:



Partners:



The Tall Ships Races 2018 Stavanger is supported by Rogaland County Council.



Did it work?

All figures in NOK	Accounts 2018*	Budget 2018	Accounts 2011
Total	26.2 mill.	23.0 mill.	19.8 mill.
City of Stavanger	6.6 mill.	11.0 mill.	8.8 mill.
Stavanger Port Authority	3.0 mill.	3.0 mill.	2.5 mill.
Sponsors and supporters	10.7 mill.	8.0 mill.	7.0 mill.
Market stalls	1.6 mill.	1.0 mill.	1.5 mill.
City host funds (vertsmidler)	0.2 mill.	-	-
Trainee fees and sales	1.5 mill.	-	-
VAT compensation/returns	2.6 mill.	-	-

NOK/10 = EUR

The Tall Ships Races 2018 Stavanger



The Tall Ships Races Races 2025?



THE TALL SHIPS RACES
Stavanger 2018
organised by Sail Training International



INGE STEENSLANDS
STIFTELSE



