



**THE TALL SHIPS RACES**  
**Hartlepool 2023**  
organised by Sail Training International

# Sponsorship Packages

Be part of the story **6-9 July**

[tallshipshartlepool2023.co.uk](http://tallshipshartlepool2023.co.uk)

We have created a range of partnership options to allow businesses big and small to support Hartlepool Tall Ships 2023. This is an extremely important event for Hartlepool and its people, and something we will be proud to deliver, demonstrating once again Hartlepool's warm welcome and ability to host and deliver world class events.

Every company that gets involved will be showing their support for the town and its community, and their belief in Hartlepool as a great place to work, enjoy and do business.



**Councillor Shane Moore** – Leader of Hartlepool Borough Council

There are three levels of partnership available



## Main Sponsors

You will be positioned on the top rung of our group of sponsors, gaining the broadest exposure and enjoying the maximum benefits package available. Other elements offer great social value, and allow for meaningful activations and amplified messaging.



### Young Trainee Sponsorships

Your sponsorship will connect directly with three of the most vital themes of the event: **Youth, International Friendship, and Adventure**. You will directly sponsor four young local people to take part in the race.

### Hospitality & Ship Deck Party

- 50 person Tall Ship Deck Party
- 4 VIP invites to the Captain's Dinner event
- 10 tickets on a Shared Tall Ship Corporate event

### Brand Promotion

One of a maximum of four main sponsors, your brand will feature extensively on our broadest range of advertising and marketing across the communications and advertising campaign.

### Your Own Tall Ship

You will be assigned your own Class A Tall Ship from the Fleet which will:

- Be the venue for your deck party option
- Be your sponsored trainees Sail Training Ship
- Host ship tours and other experiences for you to use or gift
- Connect you to our Schools Outreach Programme

## Options & Details

Upgrades and adjustments are possible within each package. For example, quayside stand presence is also on offer for businesses that would benefit from such presence.

# Price from: £50,000 + VAT

Please contact [guy.wimpory@hartlepool.gov.uk](mailto:guy.wimpory@hartlepool.gov.uk) to receive and discuss the full and detailed benefit options available.



## 2 Feature Sponsor

Your brand will appear on a select range of advertising and promotion connected exclusively to a core event feature that you will support. This includes general placement on associated advertising and PR activity.

This opportunity enables great content opportunities and brand messaging. Here are the options that your business could exclusively support, we have six slots available:

### Volunteer Programme

Hundreds of local branded volunteers will form core teams across the event playing crucial roles in helping things to run properly. From Tall Ship Liaison teams to Information Crews, these highly visible staff are crucial to connecting the proud local community to the event.

### Sail Trainee Programme

Be the backer of the crucial Sail Trainee programme. Show your support for approximately one hundred young local people about to embark on a life-changing adventure. Your name will be central to this programme and you will support exclusively four young trainees from the North East.

### The Crew Parade

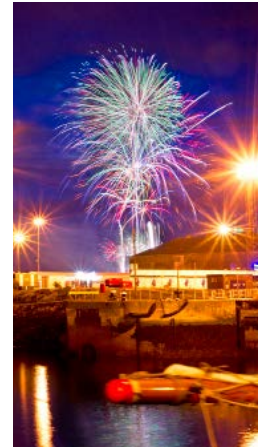
Taking place on Friday 7th July, this event highlight sees the ships' crews and trainees parade through the event site and to a special Headland route and Stage to culminate in a prize-giving ceremony. We will place your company at the heart of this traditional celebratory and fun highlight.

### Entertainment Stages

Two separate stages with packed programmes of music and entertainment over the four days will delight visiting crowds. The stage name and branding will include your company name and logo, as will all associated event PR and signage

### Sustainability

Running a sustainable event is a vital part of our event planning and a number of elements of the experience will underline this. Partner with us as our Sustainability Sponsor and help direct the events and messaging which will work together with your company's own communications in this important area



# Prices from: £25,000 + VAT

Please contact [guy.wimpory@hartlepool.gov.uk](mailto:guy.wimpory@hartlepool.gov.uk) to receive and discuss the full and detailed benefit options available.





# Hartlepool Tall Ships - Business Community Supporter

Become one of twenty Business Community Sponsors to show your support for the event and the town in an official capacity through our Tall Ship Support 2023 scheme.

Becoming a Business Community Supporter will gain you a range of benefits that will align you with the event and allow you to join a select group of businesses benefitting from brand promotion and PR from the event.

## The Benefits

**Official placement as a supporter, with your brand and name recognised:**

- Positioning on the official website on a dedicated Hartlepool Business Community Tall Ships Supporters page.
- On Sponsors boards located at the event
- Official Certificate recognising your contribution
- Rights to use Hartlepool Tall Ships Business Community Supporter logo and badge

## PLUS

Full sponsorship of 1 local young sail trainee to join Leg 1 or Leg 2 of the race into or out of Hartlepool with accompanying PR and promotion activations.\*



# Prices from: £5,000 - £10,000 + VAT

Please contact [guy.wimpory@hartlepool.gov.uk](mailto:guy.wimpory@hartlepool.gov.uk) to receive and discuss the full and detailed benefit options available.

Be part of the story 6-9 July

# Start our story today...

All information included within this guide is subject to change. A full list of items included within individual sponsorship packages will be agreed at exchange of contracts.



**Guy Wimpory** | Sponsorship, Corporate Hospitality and Ship Recruitment | Tall Ships 2023

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