

FH 2024

Falmouth Classics 2024

Fri 14th – Sun 16th June



© Nigel Sharp

Supporting Falmouth Classics as a sponsor or advertiser in 2024

- Support one of the largest UK Classic sailing events in the UK and gain benefits for your business or organisation
- A Prestigious three-day regatta of racing, parades and onshore events from 14th-16th June, which in 2023 involved 206 classic vessels
- The Falmouth International Sea Shanty Festival takes place at the same time and over 65,000 visitors flock to Falmouth
- The popular web site is viewed each year throughout Europe and as far afield as Australia and New Zealand
- Streaming of the parade of sail viewed by upwards of 30,000 around the world
- Ensure your company benefits by taking advantage of the sponsorship and advertising opportunities

Contact us today to see how the Falmouth Classics can help to promote your business. By supporting the event you will be helping to promote the maintenance, use and construction of traditional vessels and supporting a volunteer led event that contributes to Cornwall's economy.



WWW.FALMOUTHCLASSICS.ORG.UK

Affiliated with:



In association with:



Supporting:



How can your business benefit?

- 1 A partnership with one of the largest Classics events in the UK
- 2 Full colour adverts in the popular event programme and on our frequently visited website
- 3 Company name/logo linked to specific events and or publication e.g. parades, races, onshore events, programme and distribution leaflet
- 4 Support acknowledged in newsletters, on the web site, the programme and where relevant in the media
- 5 Corporate opportunities afloat and onshore
- 6 Invitations to onshore events
- 7 Opportunities to promote company and products to participants



© Nigel Sharp

“Falmouth Classics was a great event. The organisation was impeccable with everything happening on schedule. We met visitors who brought their boats from far and wide. You will certainly be seeing us next year”

Skipper and crew of Chloe

“It was our pleasure to support the event – thank you for having us. The crew are chuffed to have won best-dressed. An enjoyable and positive engagement that we should be supporting annually where tasking allows”

Commanding Officer, HMS Blazer

“We are delighted to continue to be associated with such a prestigious event and look forward to continuing our support in future years”

Director, National Maritime Museum Cornwall



© Nigel Sharp



OPTION 1 – Title Sponsor

- Company name/logo included in event title and displayed on all publications, media and merchandise and prizes (ceramics and glassware items)
- Dedicated press release to announce support for event
- Large advert and listing on web site
- Full page A4 advert/advertorial in programme
- Incorporation in all press releases, reports and social media updates
- Company banners on display
- Opportunities to promote company and products to participants
- Invitation to attend all shore side events, including four tickets for Classics supper at the Royal Cornwall Yacht Club and invitations to observe the parade of sail afloat and a lunchtime reception
- Participate in presentation of prizes in the National Maritime Museum

Contribution £5500 plus VAT

OPTION 2 – Partner sponsors

- Company name associated with a key event – e.g. racing on day one or two, parades of sail and power berthing, 40 page full colour programme
- Company logo or name on all publications and some merchandise
- Large advert and listing on website
- Full page A4 full colour advert/advertorial in programme
- Inclusion in relevant press releases and social media
- Invitation to attend all shore side events including 2 tickets for the Classics supper at the Royal Cornwall Yacht Club and 2 invitations to observe the parade of sail afloat and to attend the lunchtime reception
- Company banners on display
- Complementary programme and event poster

Contribution £2200 - £3300 plus VAT

OPTION 3 – Major Sponsors

Sponsor a specific aspect – e.g. Maritime Village £1200, joint berthing sponsor £1100, Haven Reception £1100 (Pasties), four safety boats £1800, Guest lunch £1100 (to include corporate benefits) contribution of prizes or a very valuable cash contribution to help support the whole event.

Benefits to include:

- Accreditation on web site, publications and letter head
- Large advert and listing on the website and listing
- Half page A4 full colour advert in programme
- Selective media coverage in press releases and reports associated with event
- Complementary programme and event poster
- Invitations to receptions
- Company banners on display
- Opportunity to promote company and products to participants - participant packs, receptions and prize giving

Contribution £1100 - £2199 plus VAT

OPTION 4 – Event Sponsors

Sponsor opportunities – e.g. one safety boat @ £450, Art Gallery and Council Chamber reception £600, branded volunteer T shirts £650, participant bags with company logo £650, participant A3 posters to include company logo £300, sponsorship of small boat and steam boat parades £600 or contribution of prizes.

Benefits to include:

- Website listing as a sponsor
- Small web site advert if contribution is greater than £250
- Media coverage in relevant press releases and welcome in one newsletter
- ¼ page A4 full colour advert in programme
- Complementary programme and event poster
- Invitations to receptions and prize giving
- Opportunities to promote company and products to participants – participant packs, receptions and prize giving
- Display of company banners – Falmouth Haven and Custom House Quay

Contribution up to £1099 plus VAT



OPTION 1

- Full page, full colour advert/advertorial in official forty-page A4 programme distributed to participants and the public
- Large advert on website
- Highlighted inclusion in the website directory

Contribution £550 plus VAT

OPTION 3

- Quarter page, full colour advert/advertorial in official forty - page A4 programme distributed to participants and the public
- Inclusion in the website directory

Contribution £135 plus VAT
(add a further £30.00 for a highlighted inclusion in the directory)

OPTION 2

- Half page, full colour advert/advertorial in official forty-page A4 programme distributed to participants and the public.
- Small advert on website
- Inclusion in the website directory

Contribution £275 plus VAT
(Add a further £30.00 for a highlighted inclusion in the directory)

OPTION 4

- Inclusion in the website directory

Contribution £90 plus VAT
(add a further £30.00 for a highlighted inclusion in the directory)

Contact us today to discuss how your business or organisation can be involved...

For sponsorship enquiries please contact:

Falmouth Classics Association Ltd
Penny Fowler
T: 07712 592490 E: paf_silverdesigns@hotmail.com

For advertising and media enquiries please contact:

Falmouth Classics Association Ltd
Don Garman
T: 01326 250650 E: dj.garman@btinternet.com



@FalClassics



/FalmouthClassics

© Nigel Sharp