





Garibaldi Tall Ships Regatta 2010












- Presentation
- History
- Institutional Partners
 - Genoa
 - Trapani
- Communication













Presentation






- The “**GARIBALDI TALL SHIPS REGATTA 2010**” (Genoa-Trapani, 11-16 April 2010) is the regatta that celebrates the 150th anniversary of the notable campaign of Giuseppe Garibaldi and his one thousand men. The Tall Ships will follow the route from Genoa to Trapani in memory of the “Expedition of the Thousand” (Quarto, May 5th - Marsala, May 11th 1860)
- The event is promoted by the **Sail Training International (STI)** and organised in our country by **Sail Training Association-Italia**, nonprofit association founded in 1996 thanks to the initiative of the Italian Navy and Yacht Club Italiano.












Presentation - The Race








Genoa 8-11
April 2010

Race 11-16
April 2010

Trapani 16-19
April 2010





History - Giuseppe Garibaldi






Giuseppe Garibaldi (July 4, 1807 – June 2, 1882) was an Italian military and political figure. In his twenties, he joined the Italian patriot revolutionaries and had to leave Italy after a failed insurrection. Garibaldi took part in the Uruguayan Civil War leading the Italian Legion and afterwards returned to Italy as a commander in the conflicts of the Risorgimento (Italian Unification).





He has been dubbed the "Hero of the Two Worlds" in tribute to his military expeditions in both South America and Europe. He is considered an Italian National Hero.








History - The Expedition of the Thousand





The Expedition of the Thousand (*Spedizione dei Mille*) was a military campaign led by General Giuseppe Garibaldi in 1860. A force of volunteers defeated the Kingdom of the Two Sicilies (which comprised all of southern mainland Italy and Sicily), leading to its dissolution and annexation by the Kingdom of Sardinia, an important step in the creation of a newly unified Kingdom of Italy.





History - The Expedition of the Thousand





○ The Expedition set sail on May 5th 1860 from a rock in Quarto, a district of Genoa, on the steamships *Il Piemonte* and *Il Lombardo*. The corps was formed by some one thousand volunteers (Italian: *Mille*, whence the name). The ships landed at Marsala (south of Trapani), on May 11th.

On May 14th, at Salemi, Garibaldi announced that he was assuming dictatorship over Sicily in the name of King Victor Emmanuel II of Sardinia.








History - The Italian Unification





○ The Italian Unification

Il Risorgimento was the political and social movement that agglomerated different states of the Italian peninsula into the single state of Italy. The Expedition of the Thousand marked a fundamental step in this process that in 1861 gave birth to the first Unitary Parliament and Capital of The Kingdom of Italy in Turin.


 Papal State


 Grand Duchy of Tuscany


 Lombardo Veneto


 Kingdom of the Two Sicilies


 Kingdom of Sardinia & First Italian Unity Flag







Institutional Partners














- The “**GARIBALDI TALL SHIPS REGATTA 2010**” has obtained the Patronage of Presidency of the Italian Cabinet, of the Ministry of Culture and Arts, of the Ministry of Youth and the support of the President of The Republic of Italy. Moreover the project has been placed amongst the most important events of the 2011 celebrations, the 150th anniversary of the Italian Unification.
- The **Garibaldi Regatta** would not exist without the support, resources and organisational efforts of the Regions of Liguria and Sicily, the Provinces and Municipalities of Genoa and Trapani.




















The Program














- The “**GARIBALDI TALL SHIPS REGATTA 2010**” represents the first Tall Ships event in Italy involving two different cities. This scenario has led to a very constructive partnership between the two important port cities; Genoa & Trapani.
- Exchange of experiences, ideas, skills with only one common goal; making the Garibaldi Regatta a truly big National event.














Genoa



Trapani

5



The Program - Genoa











- From the 8th to the 11th of April 2010, in the four days before the regatta departure, the city of Genoa will host the Tall Ships. Four days of events will animate Genoa where thousands of people are expected.
- Genoa had already hosted the Tall Ships in 1992, 1996, 2000 and 2007. During the last event, the "Tall Ships Races 2007 Mediterranea", the participation of visitors was incredible (over 450.000 individuals) and Genoa managed to handle the event thanks to an outstanding organisation.







The Program - Trapani











- Trapani will host the Tall Ships at the end of the regatta, from April 16th to 19th 2010. In recent years, Trapani gained the nickname of "City of Sailing".
- In 2005 Trapani has hosted Act 8&9 of the America's Cup and the organisation capacities have been appreciated and applauded internationally.
- The perfect environmental conditions, the culture, the traditions and the world famous friendship of the people will contribute to build an extraordinary and unique event.



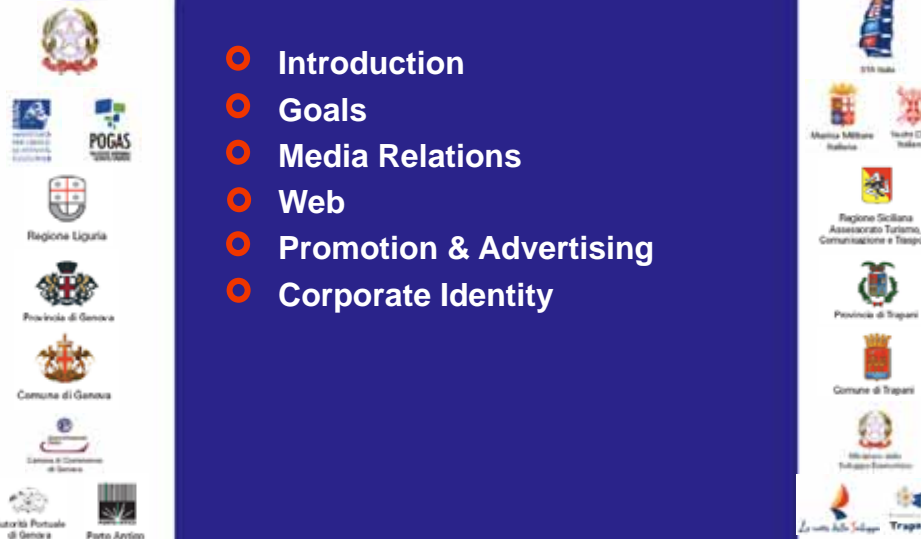






Communication



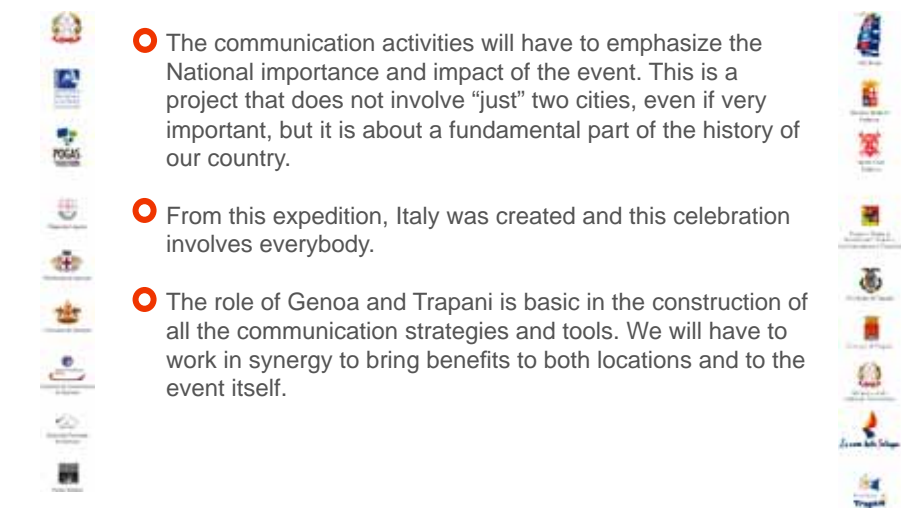
- Introduction
- Goals
- Media Relations
- Web
- Promotion & Advertising
- Corporate Identity

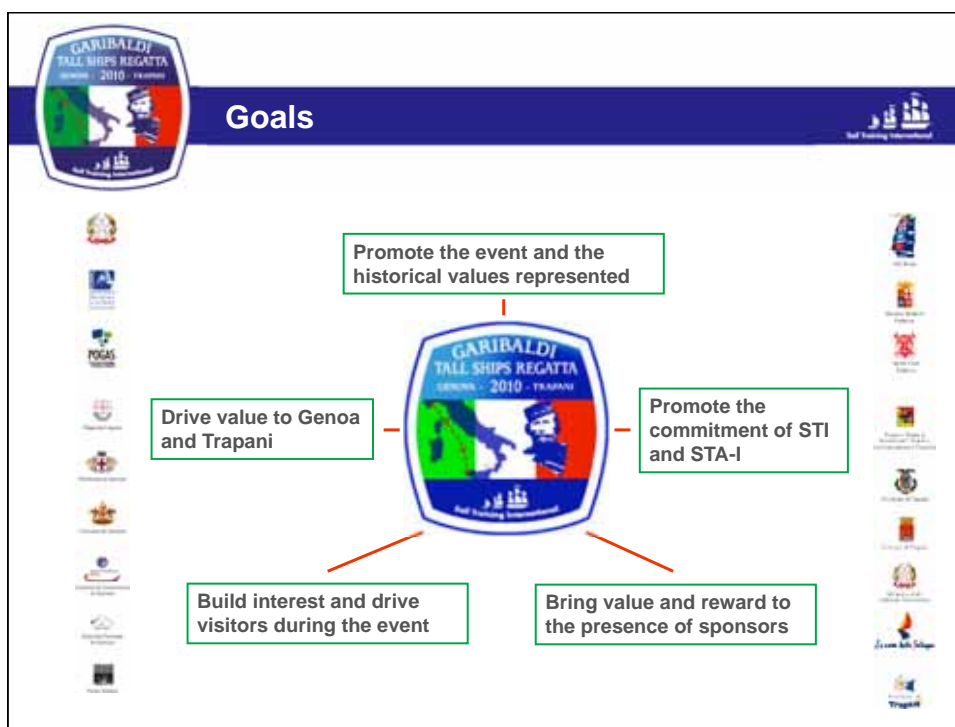



Introduction



- The communication activities will have to emphasize the National importance and impact of the event. This is a project that does not involve "just" two cities, even if very important, but it is about a fundamental part of the history of our country.
- From this expedition, Italy was created and this celebration involves everybody.
- The role of Genoa and Trapani is basic in the construction of all the communication strategies and tools. We will have to work in synergy to bring benefits to both locations and to the event itself.





Media Relations

- The “**Garibaldi Tall Ships Regatta**” will rely on the support of a dedicated press office that will handle relations with media, with local and national authorities and sponsors:
 - Relationships with institutions
 - Handling of all involved sponsors needs
 - Development of privileged media agreements and “media partnerships”
 - Relations with local media
 - Italian and International press invitations
 - Creation of a complete event press kit
 - Distribution of update press releases
 - Handling and organisation of video & photo
 - Web managing



Media Relations - Press Conferences





- In the press office activity calendar we have scheduled six press conferences in different periods:
 - A press meeting during the Genoa Boat Show (7 Oct.09)
 - A National press conference in Rome (Jan. 2010)
 - Two press conferences in Genoa and Trapani in February 2010 for local press.
 - A press conference in Genoa on the 8th of April 2010
 - A press conference in Trapani on the 16th of April 2010







Web - www.garibalditallships.com





- The web site will have to become the point of reference for all communication activities related to the project, especially those towards consumers.





Promotion & Advertising

The “**Garibaldi Tall Ships Regatta 2010**” will be supported with an advertising campaign on local media, specialised magazines (Yachting and Travel) and web sites.



Promotion & Advertising

- Bill-posting in the two host locations and possibly in major Italian and some European airports.
- The goal of this activity, scheduled for the beginning 2010, will be that of attracting visitors in Genoa and Trapani.
- In both locations, a race village will be set-up for all visitors.





Corporate Identity

○ All support materials developed for the **“GARIBALDI TALL SHIPS REGATTA 2010”** will respond to a precise corporate identity to emphasize the National unity.




Garibaldi Tall Ships Regatta 2010

Thank You....



Media Relations & Communication
for Garibaldi Tall Ships Regatta 2010

ISM Italia
Piazza Grandi 7
20129 Milan
Tel. +39-02-733403
www.ismitalia.com / mfrancesconi@ismitalia.it

