

**THE INTERNATIONAL SAIL TRAINING & TALL SHIPS CONFERENCE 2023**

# **2C: Insights into Different Host Port Sponsorship Models**



# INSIGHTS INTO DIFFERENT HOST PORT SPONSORSHIP MODELS



**TALL  
SHIPS  
RACES  
2026  
HARLINGEN**

# INSIGHT INTO DIFFERENT HOST PORT SPONSORSHIP MODELS



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SHIPS  
RACES  
2026  
HARLINGEN**

**Don't miss out on  
*An ocean of experience***



# Harlingen

53° 18' 0" N, 5° 41' 0" E



- Only Seaport in province of Friesland
- C. 16.000 Inhabitants
- Host in: 2014, 2018, 2022
- 2026: Ocean of Experience
- Foundation of Sail Harlingen supported by
- Municipality of Harlingen & Province of Fryslan

# The Event

- 300.000 visitors of all ages over 4 days
- 38 % from outside of our Province
- 37% stays more than 1 day
- 93% says to come back to Harlingen
- Direct income generation € 12.570.000,-
- Media coverage through:
  - National TV, News Papers
  - Social Media (Facebook, Insta, Linked in)
  - Local and Regional newspapers and sites
- Generating:
  - totale sponsor income of : € 683.750,-
  - corporate hospitality: € 537.500,-



TALL  
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# It's all about ships

- Headsponsorship
- Bartnerships
- Partnerships
- Friendships
- Supporterships



most proud  
of....







# Goals of the FTSC 2026

- 200 members
- Be one of the main sponsors of 2026
- Enable to make this a great event which:
- Supports youth in making memories
- Provide a platform to support community and its local businesses
- Generating in excess of 300,000 Euros

# What's in it for me

- Membership 1.750,- Euro
- Access to 8-10 network events
- Spread over the next 2-3 years
- Ability to introduce 2 additional members at each event
- Invitation to the Sail-In
- Preferential treatment in event assignments
- First right to obtain additional sponsordeals



# Why it works....



- Local 4 Local
- Being part of a community event with
  - Regional and National Exposure
- Peer to peer wanting to be seen
- There is business to be done
  - Become (sub) sponsor
- There is business to be had
  - Design, Build, etc...
- Quite a unique network
  - vs all other usual sportsclub sponsorship deals
- Sets the business apart from the rest
- Sense of Pride – we are small in something Big!

**TALL  
SHIPS  
RACES  
2026  
HARLINGEN**

**THANK YOU**

**INFO@HARLINGENSAIL.COM**



# INSIGHT INTO DIFFERENT HOST PORT SPONSORSHIP MODELS, STI 2023

Charlotte Kirk Elkjær, Aarhus Events

AARHUS  
KOMMUNE



# Aarhus Events

City of Aarhus – event organisation

- Attract
- Develop
- Manages events

TSR 2007, 2013, 2019  
Sailing World Cham. 2018  
SailGP 2021  
The Ocean Race 2023  
TSR 2029





# Agenda

The current sponsor market

Purpose driven partnership

Sponsor activation in  
festival/school programme  
and marketing

Sponsorship and  
sustainability



# The power of events





A curved glass facade of a modern building, likely a university or corporate headquarters, with a cityscape and sunset background. The glass reflects the sky and the surrounding urban environment. The text is overlaid on the center of the image.

# Valuable partnerships - sponsorships



# **The sponsor market**

Not logical!

The CEOs wishes vs.  
company strategy

Uniqueness but still logos

Social vs. sustainability

Resources





Case – Trifork and The Ocean Race Aarhus 2023





TRIFORK®

TRIFORK®

TRIFORK®

BØU 1500437  
262

MAX. GROSS  
TARE  
NET  
CU. CAP.

BØU 350  
2262

SKOLE  
HØJSKOLE

... eller  
... eller  
... eller

Arla

i samarbejde med

**MADSPILDSSKOLEN**

BY ARLA FONDEN

TOO GOOD TO GO

fetex





**ARLA milk**  
**4 week marketing**  
**All of Denmark**  
**+1 mio. cartons**





# Sustainability

Blue and green transition

Choose companies and organisations that are on a journey

Match the desire for the overall purpose









**Foundations to pay for activation**

# BUSINESS WITH PU SUMMIT



TEAM EUROPE  
DI  
STOPOVER STRATEGIC PARTNER

AARHUS  
DENMARK  
HOST CITY

THE OCEAN RACE



**See you in 2026**

**[cke@aarhus.dk](mailto:cke@aarhus.dk)**

# WORKSHOP ACTIVITY



# 1. Who are likely to be the sponsors of a Tall Ships Races Event in a Host Port?

- Bank
- Brewery
- Insurance company
- Restaurant / Catering Company
- Local youth charity
- Energy company
- Hotel group
- Local marine related business
- Other



## 2. Why should they want to sponsor a Tall Ships Races in your Port?

- **Visibility**
- **Charitable Values**
  - **Promotion of**
    - **Youth Development**
    - **International Friendship & Understanding**
- **Environmentally sustainable /Green event**
- **Business gain**
- **Reward for employees**
- **Community Engagement**
- **Other?**



### **3. What will they be looking for in a sponsorship proposal?**

- Emotional trigger
- Financial trigger
- Other?

### **4. What do we need to do to secure their support?**

- Speak their language
- Sponsorship packages
- Long term vs short term relationship





# Share Outcomes



# THE INTERNATIONAL SAIL TRAINING & TALL SHIPS CONFERENCE 2023

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