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

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







# INSIGHTS INTO DIFFERENT HOST PORT SPONSORSHIP MODELS









## 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,-





## 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
- Inivitation 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!







### INSIGHT INTO DIFFERENT HOST PORT SPONSORSHIP MODELS, STI 2023

Charlotte Kirk Elkjær, Aarhus Events



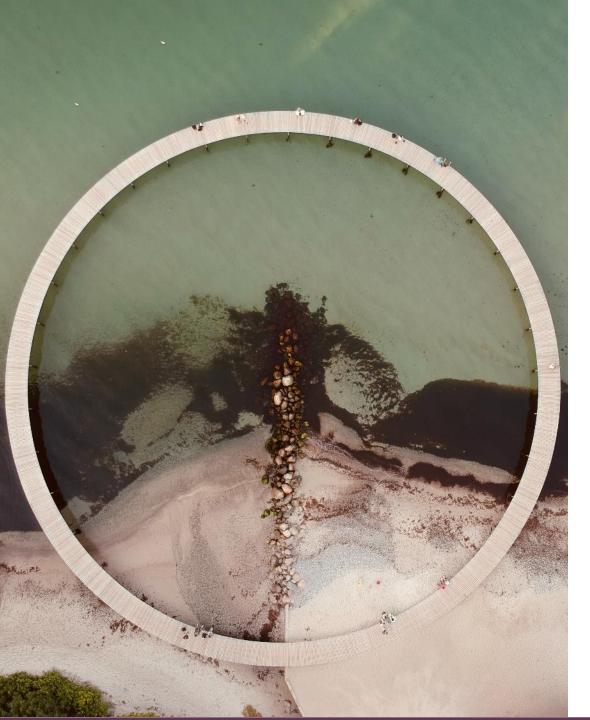
#### **Aarhus Events**

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

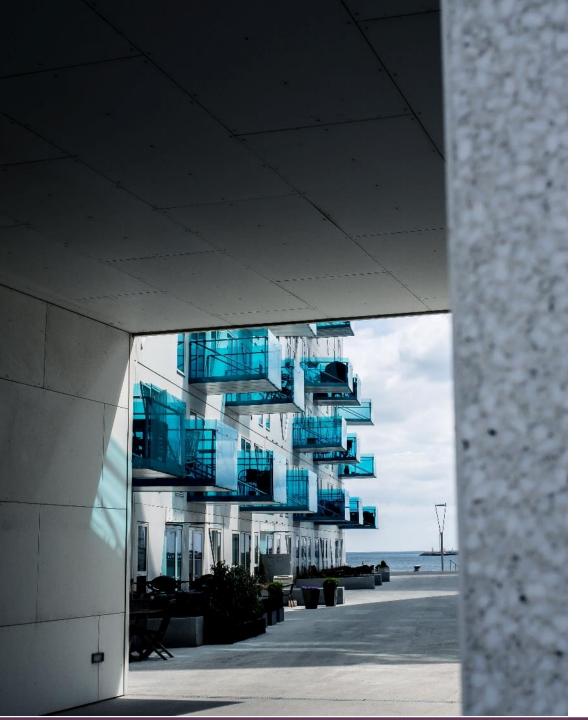
Sponsorship and sustainability



#### The power of events







#### The sponsor market

Not logical!

The CEOs wishes vs. company strategy

Uniqueness but still logos

Social vs. sustainability

Resources







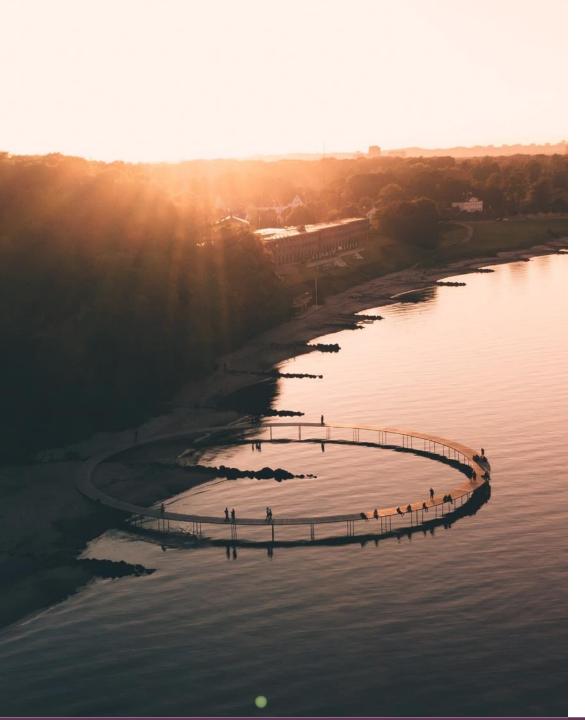






## ARLA milk 4 week marketing All of Denmark +1 mio. cartons





#### **Sustainability**

Blue and green transition

Choose companies and organisations that are on a journey

Match the desire for the overall purpose











### **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

## Thank you for joining us. Please complete the conference evaluation at

https://www.surveymonkey.co.uk/r/STID23







