

THE TALL SHIPS ARE COMING!



AND WE WANT YOU TO BE A PART OF IT!!

May 19-21, 2017

**Veterans Terminal Docks at the Charleston Naval Base
North Charleston, SC**

www.TallShipsCharleston.com

SPONSORSHIP CONTACT INFORMATION

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TALL SHIPS CHALLENGE® Atlantic Coast 2017

in collaboration with Sail Training International's

RENDEZ-VOUS 2017 TALL SHIPS® REGATTA

BOSTON, MA
JUNE 17-22

Rendez-Vous 2017 TallShips® Regatta Boston to Canada

TALL SHIPS CHALLENGE® Atlantic Coast Series

Sail Training International's Rendez-vous 2017 Tall Ships Regatta, Bermuda to Boston

THE TALL SHIPS ARE COMING!®

CHARLESTON, SC
MAY 19-21

BERMUDA
JUNE 1-6

TALL SHIPS AMERICA. TALL SHIPS CHALLENGE. RDV2017 Tall Ships Regatta. CANADA

Adventure And Education Under Sail®

* Dates & route are subject to change

For more information, visit www.tallshipsamerica.org

TALL SHIPS CHARLESTON

May 19 – 21, 2017

Veterans Terminal Docks, Old Charleston Naval Base, North Charleston, SC

3-Day Maritime Tall Ships Festival featuring immersion in the classic American pastime & passion of sailing:

- Free General Admission to the public
- 10 to 12 Tall Ships from around the world on display
- Maritime Art Exhibits
- Pirate Camp and Kids Play Area
- Classic Wooden Boats
- Family Boat-Building
- Live Music, Food and Drink Available
- Saturday Night Concert
- Tall Ship Cruises offered as Sail-A-Way packages
- Boarding passes for sale to access personal tours on ships
- Onsite Parking at Charleston Navy Base

Charitable Beneficiaries: Charleston Community Sailing, The Lowcountry Maritime Society, The Spirit of South Carolina and Warrior Sailing

SPONSORSHIP APPEAL

Tall ship events consistently welcome well-educated, affluent, family-oriented consumers. Port festivals offer unique opportunities for a wide range of audiences – from school groups to families to maritime enthusiasts and history buffs. Typical tall ship event demographics based on past tall ship events:

Strong family participation and repeat visits throughout 3-days. More than 30,000 paid visitors and up to 80,000 total visitors. Corporate display potential, unique VIP events onboard the ships and special access passes & media opportunities. Inclusion in comprehensive advertising campaign (time sensitive)

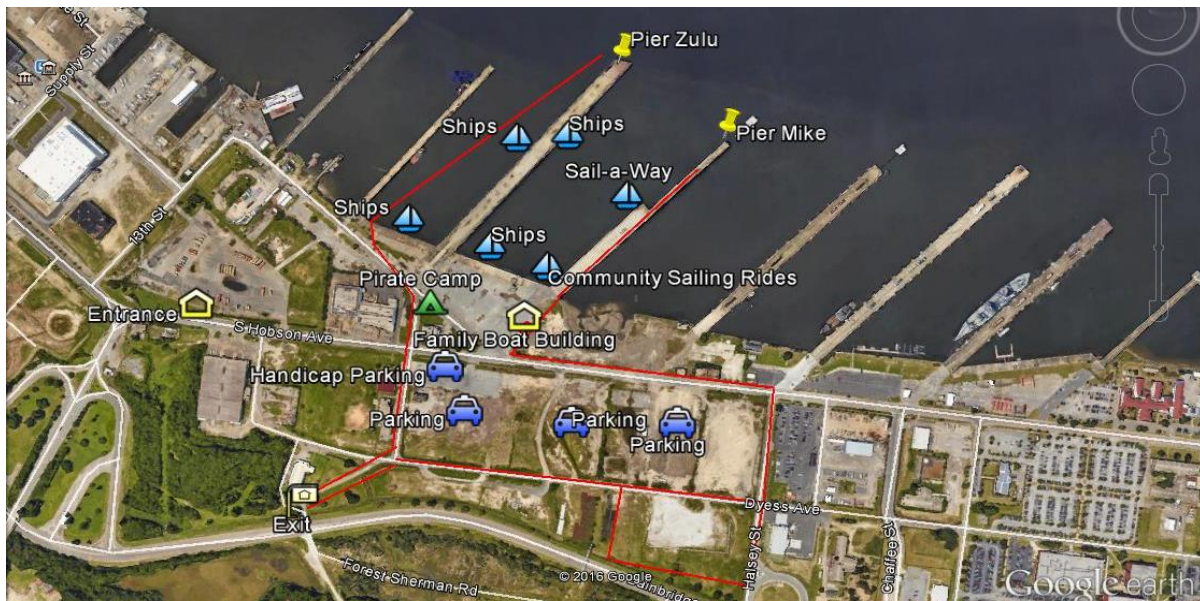
- 60% Age 25 – 54
- 55% College educated
- 65% Homeowners
- 29% Families with children between 6 & 17 years
- 61% Earn more than \$50,000 per year with a median of \$59,931
- 10% Earn \$100,000 or more a year
- Thousands of radio listeners through our iHeart media partnership

IMPACT

Tall Ships Charleston will reach:

- Minimum 30,000 onsite paid visitors, up to 80,000 total onsite attendance
- 300,000+ print and online circulation through the Post and Courier partnership ads and inserts
- 200,000+ readers through other newspaper ads in neighboring cities/states
- 50,000 sailing enthusiasts through direct mail and rack card distribution throughout the Southeast
- Regional Media Plan includes Advertising and press distribution in media outlets:
 - Regional News Media: The Post and Courier, The State, and major newspapers of throughout the Southeast
 - Radio: iHeart Radio Stations throughout Southeast US
 - Travel Publications: Southern Living, Charleston Magazine, Travel & Leisure
 - Marine Publications: Sail Magazine, Cruising World, Sailing World, Soundings, Blue Water Sailing, Soundings, Southwinds and Tidelines
 - Direct Mail to: US Sailing Members, Yacht Clubs, Marinas, Marine stores, Chamber of Commerce, and boat enthusiasts

VETERANS TERMINAL DOCKS AT CHARLESTON NAVAL BASE



ABOUT TALL SHIPS AMERICA

Founded in 1973, Tall Ships America is a non-profit organization dedicated to enriching youth education through character building and leadership programs aboard tall ships. It is the hub for tall ship activity, expertise and information in North America, and is commended by the United States Congress as the Sail Training Organization representing the United States in the international forum. Tall Ships America supports the people, ships and programs of sail training and tall ships through grants, scholarships, conferences, education, publications, regulatory and licensing information, public events and advocacy.

The mission of Tall Ships America is to encourage character building through sail training, promote sail training to the North American public, and support education under sail.

SPONSORSHIP OPPORTUNITIES

Sponsors enjoy a variety of benefits, and can be personalized for your company. We aim to be a creative alternative to traditional advertising, helping you strengthen your brand(s).

Our primary sponsor positions which include branding in our comprehensive advertising campaign are available for 2017 and 2018 as a 2-year package. The sponsor positions offer excellent brand exposure onsite at the event locations and unique hospitality opportunities.

Title Sponsor

\$80,000 (2 years)

- Exclusive name and logo on event title: "XYZ Tall Ships Charleston"
- Prominent logo inclusion in all Tall Ships Charleston marketing and promotional materials and social media efforts (*complete identity with Tall Ships Charleston*)
- Prominent exhibit space and product display space and demo area on the grounds
- 10 onsite banners (approximate size 8' x 3')
- Company name, logo and link on the Tall Ships Charleston website
- Sail-Away for 25 on one of the visiting ships
- 25 VIP passes for access to the International VIP tent
- Friday evening Open Ship party
- 100 boarding passes to access ships for distribution to clients, employees, or other guests
- Brand exclusivity – no competing brand present

Presenting Sponsor

\$30,000

- 20 x 20 exhibit space or multiple smaller locations
- 10 banners (approximate size 8' x 3')
- Sail-Away on one of the visiting ships for 15
- 15 VIP passes for access to the International VIP tent and
- Friday evening Open Ship party
- 50 boarding passes to access ships for distribution to clients, employees, or other guests
- Logo inclusion in select Tall Ships Charleston marketing and promotional materials
- Logo and link on Tall Ships Charleston website
- Brand exclusivity – no competing brand present

Community Partner

\$20,000

- 10 x 20 exhibit space or multiple smaller locations
- 5 banners (approximate size 8' x 3')
- 6 VIP passes for Access to the International VIP tent
- Friday evening Open Ship party
- 25 boarding passes to access ships for distribution to clients, employees, or other guests
- Logo and link on Tall Ships Charleston website

****Primary sponsorship benefits can be customized to meet the specific needs of each sponsor***

Tall Ship Host

\$15,000 per ship

Stake your claim as one of the hosts responsible for the presence of the visiting ships. Each sponsor will receive signage on the docks at the point of entry to the ship and in the event program. Additionally, 20 guest passes will be reserved for the unique opportunity to sail onboard a tall ship during the event.

Choose among our amazing tall ships, including: **El Galeon Andalucia** (Spain), **Oosterschelde**, (The Netherlands), The **Barque Alexander von Humdoldt II** (Germany), The **Barque Picton Castle** (Cook Islands), **Pride of Baltimore II** (USA), **Spirit of South Carolina** (USA), and others.

Special Event Sponsors

\$10,000/each

Event sponsor benefits include onsite signage and logo inclusion on web marketing, 10 x 10 exhibit space, 4 banners, 4 VIP Passes for access to the International VIP Tent, Friday evening Opening Ship Party, 16 boarding passes to access ships, and tickets to the sponsored event for employees or other guests

- **Captains Reception:** Pre-event reception for boaters, sponsors and volunteers to enjoy great food and drinks in a festive atmosphere.
- **Family Boat Building:** Families and teams will craft traditional wooden boats under the guidance of competent boat building volunteers. Teams work together to sand, shape, fasten and coat their very own boat, with the final product boasting of teamwork, pride, and accomplishment.
- **Open Ship VIP Reception:** Friday evening VIP hospitality where cocktails are served dockside with "open ship" for guests to peruse the decks of the visiting ships, meet the Captains/crew, and mingle with sponsors, media, and major donors of the event.
- **Volunteer & Crew Party:** A fun festive affair with music, drinks and food for the finale party!

Event Co-Sponsors

\$5,000/each

Benefits for event co-sponsors will include onsite signage and logo inclusion on web marketing, 10 x 10 exhibit space, 2 banners, 2 VIP Passes for access to the International VIP Tent, Friday evening Opening Ship Party, 8 boarding passes to access ships, and tickets to the sponsored event.

Premium VIP Package

\$2,500/each

Includes 10 VIP Passes for access to the International VIP Tent, and boarding access to all ships for 3 days, and invitation to Friday evening Opening

VIP Packages Available

\$250 Per Person

Includes VIP Passes for access to the International VIP Tent, and boarding access to all ships for 3 days

Tall Ships Charleston has applied for its 501(c)3 status, so all contributions will be considered tax deductible to the extent of the law. Proceeds from Tall Ships Charleston 2017 will be divided among 4 maritime educational charities: **Charleston Community Sailing, The Lowcountry Maritime Society, The Spirit of South Carolina** and **Warrior Sailing**.

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