

SPONSORSHIP INFORMATION PACK

THE TALL SHIPS RACES ABERDEEN 2025

19-22 July 2025



THE TALL SHIPS RACES, ABERDEEN 2025

BE PART OF EUROPE'S LARGEST FREE FAMILY EVENT.

We are excited to welcome the Tall Ships Races back to Aberdeen in July 2025. Hundreds of thousands of people will descend on the city for four days of celebrating, sharing culture, and international friendships.

Hosting a successful Tall Ships Races provides a wealth of opportunities to get involved in a spectacular, world-famous event.

Sponsorship will help us to stage the best event possible in Aberdeen and support the young sail trainees from the city to have a once-in-a-lifetime experience.

Your benefits will include everything from branding and media coverage, to parties on board the ships, as well as VIP access and volunteering opportunities.



EVENT OBJECTIVES

ABERDEEN 2025 EVENT OBJECTIVES

- Host a world-class event to raise the profile & reputation of Aberdeen as a tourism and event destination.
- Create a memorable experience for Aberdonians, growing pride in our city and region.
- Stage an outstanding entertainment, hospitality, social and cultural programme.
- Build once-in-a-lifetime opportunities for our young people to participate, grow their skills, experience true teamwork, increase international friendship and understanding, & develop environmental awareness.
- Involve all parts of the city: volunteers, youth groups, schools, third sector and businesses.

SAIL TRAINING INTERNATIONAL'S CHARITABLE OBJECTIVES

- Youth Development
- International friendship & understanding
- The protection of the environment and our oceans

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP

- Multi-level packages
- Tailored to meet your aspirations
- Assists directly with the cost of staging the event, funding trainees, adding to the social programme and providing essential services

TIER 1

£30,000 to £150,000

TIER 2

£20,000 to £25,000

TIER 3

£2,000 to £10,000

SUMMARY

TIER 1		
Host Port Sponsor	1 package available	£150,000
Associate Sponsors	3 packages available	£50,000
Affiliate Sponsors	5 packages available	£30,000
TIER 2		
Trainee Sponsors	10 packages available	£25,000
Volunteer Sponsors	4 packages available	£25,000
Entertainment Sponsor	1 package available	£25,000
Sustainability Sponsor	1 package available	£20,000
Culture Sponsor	1 package available	£20,000
TIER 3		
Crew Parade Sponsor	1 package available	£10,000
Captains' Dinner Sponsor	1 package available	£10,000
Trainee Supporters	Multiple packages available	£10,000
Activation Zone Sponsors	Multiple packages available	£10,000
Culture Supporters	Multiple packages available	£5,000
Education Programme Sponsors	Multiple packages available	£5,000
Trainee Funders	Multiple packages available	£2,000

To discuss any of the opportunities available, please contact leanne.sinclair@mearns-gill.com

TIER 1

SPONSORSHIP PACKAGES

£30k - £150k



TIER 1

£150,000

HOST PORT SPONSOR

Limited to 1 Package

- **Named as Host Port Sponsor**
- **Headline and extensive event site, media and collateral branding**
- **Use of the Host Port Logo for promotional purposes**
- **Specific Tall Ship Partnership**
 - Evening Deck Hire (100 people)
 - Trainee Places (5)
 - Ship tours for guests (3 x 20 people)
- **VIP Access**
 - Quayside VIP hospitality for up to 20 guests
 - 12 Invitations to Art Gallery Private View
 - Private Reception at Maritime Museum
 - 4 Invitations to Captains' Dinner and Reception
 - 12 Invitations to Maritime Museum Launch
 - 20 Passes for Headline Events
 - 2 Tables at Fundraising Launch Event
- **Range of negotiable options with first refusal in all cases**

TIER 1

£150,000

HOST PORT SPONSOR (DETAILS)

Limited to 1 Package

- Massive brand exposure to approx. 400,000 visitors over 4 days
- Brand integration across all Host Port activities private and public, and options to use logo for own purposes (pre-approval needed)
- Media and PR inclusion with announcement photo-op, quotes, thanks from Lord Provost, etc Inclusion in promotional video and streaming material
- 100-word article on Tall Ships Aberdeen 2025 website
- Prominent branding on printed and online event material, inc. Captains' Handbook, site maps, trainee guides, DPS or OBC in official programme, event site entry/exit points, event signage, banners, flags, etc
- Partnership with a named Tall Ship to boost joint-working perception and maximise social responsibility gains. Support for 5 funded trainees, ship tours and a 2hr deck hire. All on an A-Class vessel (subject to vessel approval.)
- Quayside presence for information or sales stand throughout the event
- Opportunity for staff to participate in the volunteering programme
- First refusal to add further opportunities that arise as event planning evolves

TIER 1

£50,000

ASSOCIATE SPONSORS

Limited to 3 Packages

- **Named as Associate Sponsor**
 - **Key event site and collateral branding**
 - **Use of the Host Port naming conventions for promotional purposes**
 - **Tall Ship Association**
 - Evening Deck Hire (100 people)
 - Trainee Places (2)
- **VIP Access**
 - Quayside VIP hospitality for up to 10 guests
 - 6 Invitations to Gallery Private View
 - 2 Invitations to Captains' Reception
 - 6 Invitations to Maritime Museum Launch
 - 20 Passes for Headline Events
 - 1 Table at Fundraising Launch Event
 - **Range of negotiable options available**

TIER 1

£30,000

AFFILIATE SPONSORS

Limited to 5 Packages

- **Named as Affiliate Sponsor**
- **Event site and collateral branding**
- **Use of the Host Port naming conventions for promotional purposes**
- **Tall Ship Association**
 - Evening Deck Hire (20 people)
 - Trainee Places (1)
- **VIP Access**
 - Quayside VIP hospitality for up to 6 guests
 - 2 Invitations to Gallery Private View
 - 2 Invitations to Captains' Reception
 - 2 Invitations to Maritime Museum Launch
 - 12 Passes for Headline Events
 - 1 Table at Fundraising Launch Event
- **Range of negotiable options available**

TIER 2

SPONSORSHIP PACKAGES

£20k - £25k

THE TALL SHIPS RACES

ABERDEEN 2025



TIER 2

£25,000

TRAINEE SPONSORS

Limited to 10 Packages

- **Named as Trainee Sponsor**
 - **Package funds 10 or more trainees**
 - **Prominent branding of trainee events including Parade of Sail and collateral and online content, including Parade of Sail**
 - **Inclusion of material in trainee-related media and PR**
 - **Award Presentation at public prize giving ceremony**
- **VIP Access**
 - 2 Invitations to Captains' Reception
 - 4 Invitations to Maritime Museum Launch
 - 6 Passes for Headline Events
 - 4 Places at Fundraising Dinner
 - **Negotiable Options for:**
 - Quayside or Event Site Stand
 - Staff volunteer programme
 - Promotion at fundraising dinner

TIER 2

£25,000

VOLUNTEER SPONSORS

Limited to 4 Packages

- **Named as Volunteer Sponsor**
 - **Package funds volunteer training, certification and social event**
 - **Prominent branding of volunteer events, certificates and collateral**
 - **Inclusion of quotation in volunteer focused media and PR**
 - **Award Presentation at volunteer prize giving ceremony**
- **VIP Access**
 - 2 Invitations to Captains' Reception
 - 4 Invitations to Maritime Museum Launch
 - 6 Passes for Headline Events
 - 4 Places at Fundraising Dinner
 - **Negotiable Options for:**
 - Quayside or Event Site Stand
 - Staff volunteer programme
 - Promotion at fundraising dinner

TIER 2

£25,000

ENTERTAINMENT SPONSOR

Limited to 1 Package

- **Named as Entertainment Sponsor**
 - **Naming rights for Main Stage**
 - **Branding at entertainment sites, including main stages**
 - **Inclusion of quotation in entertainment-related media and PR**
 - **Pre-gig announcements at large-scale public audience entertainment events**
- **VIP Access**
 - 2 Invitations to Captains' Reception
 - 4 Invitations to Maritime Museum Launch
 - 6 Passes for Headline Events
 - 4 Places at Fundraising Launch Event
 - **Negotiable Options for:**
 - Quayside or Event Site Stand
 - Staff volunteer programme
 - Promotion at fundraising dinner

TIER 2

£20,000

SUSTAINABILITY SPONSOR

Limited to 1 Package

- **Named as Sustainability Sponsor**
 - **Branding at event sites with prominent branding at sustainability related components**
 - **Inclusion of quotation in sustainability-related media and PR**
- **VIP Access**
 - 2 Invitations to Captains' Reception
 - 4 Invitations to Maritime Museum Launch
 - 6 Passes for Headline Events
 - 4 Places at Fundraising Launch Event
 - **Negotiable Options for:**
 - Quayside or Event Site Stand
 - Staff volunteer programme

TIER 2

£20,000

CULTURE SPONSOR

Limited to 1 Package

- **Named as Culture Sponsor**
 - **Package supports the related-exhibitions programme at Aberdeen Art Gallery, and the Maritime Museum for the duration of the event**
 - **Prominent branding at venues and on related collateral inc. online**
 - **Inclusion of quotation in volunteer focused media and PR**
- **VIP Access**
 - Art Gallery Private Reception
 - 2 Invitations to Captains' Reception
 - 12 Invitations to Maritime Museum Launch
 - 6 Passes for Headline Events
 - 4 Places at Fundraising Launch Event
 - **Negotiable Options for:**
 - Quayside or Event Site Stand
 - Staff volunteer programme
 - Promotion at fundraising dinner

TIER 3

SPONSORSHIP PACKAGES

£2k - £10k



TIER 3

£10,000

CREW PARADE SPONSOR

Limited to 1 Package

- **Named as Crew Parade Sponsor**
 - **Prominent branding during Crew Parade and on related collateral inc. online**
 - **Inclusion of quotation in Crew Parade focused media and PR**
- **VIP Access**
 - 2 Invitations to Captains' Reception
 - 4 Invitations to Maritime Museum Launch
 - 6 Passes for Headline Events
 - 4 Places at Fundraising Launch Event
 - **Negotiable Options for:**
 - Quayside or Event Site Stand
 - Staff volunteer programme
 - Promotion at fundraising dinner

TIER 3

£10,000

CAPTAINS' DINNER SPONSOR

Limited to 1 Package

- **Named as Captains' Dinner Sponsor**
 - **Prominent branding during Captains' Dinner and on related collateral inc. online**
 - **Inclusion of quotation in Captains' Dinner focused media and PR**
- **VIP Access**
 - 2 Invitations to Captains' Dinner
 - 4 Invitations to Maritime Museum Launch
 - 6 Passes for Headline Events
 - 4 Places at Fundraising Launch Event
 - **Negotiable Options for:**
 - Quayside or Event Site Stand
 - Staff volunteer programme
 - Promotion at fundraising dinner

TIER 3

£10,000

TRAINEE SUPPORTERS

Multiple Packages

- **Named as Trainee Supporter**
 - **Package funds 5 trainees**
 - **Branding of trainee collateral**
 - **Branding on trainee-related online content**
 - **10 tickets for trainee prize giving ceremony**
- **VIP Access**
 - 2 Invitations to Captains' Reception
 - 4 Invitations to Maritime Museum Launch
 - 6 Passes for Headline Events
 - 4 Places at Fundraising Launch Event
 - **Negotiable Options for:**
 - Quayside or Event Site Stand
 - Staff volunteer programme
 - Promotion at fundraising dinner

TIER 3

£10,000

ACTIVATION ZONE SPONSORS

Multiple Packages

- **Naming rights to one of the activation zones**
 - Union Terrace Gardens, Beach, Marischal Street, Regent Quay
- **Prominent branding in Activation Zone and on related collateral inc. online**
- **Inclusion of quotation in Activation Zones focused media and PR**
- **VIP Access**
 - 2 Invitations to Captains' Reception
 - 4 Invitations to Maritime Museum Launch
 - 6 Passes for Headline Events
 - 4 Places at Fundraising Launch Event
- **Negotiable Options for:**
 - Quayside or Event Site Stand
 - Staff volunteer programme
 - Promotion at fundraising dinner

TIER 3

£5,000

CULTURE SUPPORTERS

Multiple Packages

- **Named as Culture Supporter**
 - **Package helps to support the culture programme, including art installations, sculpture trail, street parade, sea shanties, choirs, local bands, street theatre, dance performance, kids activities, and free gigs!**
 - **Branding at venues and on related collateral inc. online**
- **VIP Access**
 - 4 Invitations to Art Gallery Private View
 - 2 Invitations to Maritime Museum Launch
 - 4 Passes for Headline Events
 - 2 Places at Fundraising Launch Event
 - **Negotiable Options for:**
 - Quayside or Event Site Stand
 - Staff volunteer programme
 - Promotion at fundraising dinner

TIER 3

£5,000

EDUCATION PROGRAMME SPONSORS

Multiple Packages

- **Named as Education Programme Sponsor**
 - **Package supports work with schools and libraries including treasure chests with books and activities, as well as work with youth community groups looking at environmental projects!**
 - **Branding at venues and on related collateral inc. online**
- **VIP Access**
 - 4 Invitations to Art Gallery Private View
 - 2 Invitations to Maritime Museum Launch
 - 4 Passes for Headline Events
 - 2 Places at Fundraising Launch Event
 - **Negotiable Options for:**
 - Quayside or Event Site Stand
 - Staff volunteer programme
 - Promotion at fundraising dinner

TIER 3

£2,000

TRAINEE FUNDERS

Multiple Packages

- **Named as Trainee Funder**
 - **Package funds 1 trainee**
 - **Branded thank you on website**
 - **Thank you in trainee collateral**
 - **2 tickets for trainee prize giving ceremony**
- **VIP Access**
 - 2 Invitations to Maritime Museum Launch
 - 4 Passes for Headline Events
 - **Negotiable Options for:**
 - Quayside or Event Site Stand
 - Staff volunteer programme
 - Promotion at fundraising dinner

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