



2019 TALL SHIPS CHALLENGE®

August 9 - 11

Sarnia, Ontario, Canada





2019 Tall Ships Challenge

In August 2019, tall ships will sail into Sarnia on their race through the Great Lakes for the TALL SHIPS CHALLENGE® Great Lakes 2019 series. Join us to welcome these ships and their crew to Sarnia for port appearances along the America's Tall Ship race route.

The Sarnia Tall Ships Host Committee is honoured to be part of the Great Lakes 2019 Series and looks forward to celebrating Sarnia's maritime history. Such an event is an unrivalled spectacle for our community, and offers a powerful marketing platform for our sponsors to reach their target audiences, drive their brand message and connect with thousands of people.

Set for August 9 -11, 2019, the Tall Ships Festival will showcase domestic and international Tall Ship vessels as well as highlight Sarnia's breathtaking waterfront venues on the shores of the St. Clair River and Sarnia Bay at Centennial Park.

The Sarnia Host Committee is proud of our community and excited about the opportunity to showcase Sarnia-Lambton. We invite you and your business/organization to be part of this maritime celebration and look forward to working with you!

ABOUT TALL SHIPS AMERICA

TALL SHIPS AMERICA is the hub for tall ships activity, information, and expertise in North America, TALL SHIPS AMERICA supports the people, ships and programs of sail training and tall ships through professional development grants, sail training scholarships, conferences, education, publications, regulatory and licensing information, public events and advocacy.

Tall Ships America organizes the TALL SHIPS CHALLENGE® annual series of tall ship races and maritime port festivals to celebrate the rich maritime heritage and traditions and to inform the general public about the transformative power of adventure and education under sail®.

The TALL SHIPS CHALLENGE® series is one of Tall Ships America's most important accomplishments, helping to preserve maritime history, promote environmental stewardship and encourage youth education, leadership and character building under sail.

2019 Tall Ships Challenge

Title Sponsor \$35,000 - 1 Spot Exclusive Opportunity

Exclusive for Title Sponsor

- Named as Title Sponsor with corporate name/logo on all marketing and advertising locally, regionally and provincially
- Exclusive Opportunity–VIP Viewing Party and Private Reception on one of our Class A Tall Ships, Bluenose, Empire Sandy or Picton Castle for 80 to 250 people on Friday August 9 - Title Sponsor obtains 1st choice of Tall Ship
- Onboard interview with media at the Parade of Sails
- Custom logo flag that selected Tall Ship will fly during event and Parade of Sail

Pre-Event Publicity

- Prominent logo/link on Sarnia Tall Ship event landing page
- Highlighted on all media announcements, print material and social media pages
- Named as Title Sponsor on all banners

Event

- Named as Title Sponsor on all signage including at every Tall Ship location
- Named as Title Sponsor and Logo on volunteer t-shirt (approx. 200)
- Named as Title Sponsor and Logo on entry/exit banner/festival fencing
- Thank you mentioned and corporate announcements during event
- Named as Title Sponsor on front cover of event program and exclusive back page ad space in event program
- Prime location for Vendor/Sponsor Tent

Tickets

- 10 tickets to the Parade of Sails
- 80 - 250 Friday VIP Viewing Party & Private Reception
- 100 sponsor passes per day–includes all-access to ships and the hospitality tent
- 20 tickets to Captain's Welcome BBQ Reception



2019 Tall Ships Challenge

Presenting Sponsor \$25,000 - 1 Spot Exclusive Opportunity

Exclusive for Presenting Sponsor

- Named as Presenting Sponsor with corporate name/logo on all marketing and advertising locally, regionally and provincially
- Exclusive Opportunity—VIP Viewing Party and Private Reception on one of our Class A Tall Ships, Bluenose, Empire Sandy or Picton Castle for 80 to 250 people on Friday August 9 - presenting Sponsor obtains 2nd choice of Tall Ship
- Custom logo flag that selected Tall Ship will fly during event and Parade of Sail

Pre-Event Publicity

- Prominent logo/link on Sarnia Tall Ship event landing page
- Highlighted on all media announcements, print material and social media pages
- Named as Presenting Sponsor on all banners

Event

- Named as Presenting Sponsor on all signage including at every Tall Ship location
- Named as Presenting Sponsor and Logo on volunteer t-shirt (approx. 200)
- Named as Presenting Sponsor and Logo on entry/exit banner/festival fencing
- Thank you mentioned and corporate announcements during event
- Named as Presenting Sponsor on front cover of event program and exclusive inside back page ad space in event program
- Prime location for Vendor/Sponsor Tent

Tickets

- 8 tickets to the Parade of Sails
- 80 - 250 Friday VIP Viewing Party & Private Reception
- 60 sponsor passes per day—includes all-access to ships and the hospitality tent
- 15 tickets to Captain's Welcome BBQ Reception



2019 Tall Ships Challenge

Gold Sponsor \$10,000 - Only 4 Spots

Gold Sponsors

- VIP Viewing Party and Private Reception on one of our class B & C Tall Ship ,for 30 - 80 people on Friday August 9 - Gold Sponsors obtain 3rd to 6th choice of Tall Ship based on when they confirm their sponsorship
- Custom logo flag that selected Tall Ship will fly during event and Parade of Sail

Pre-Event Publicity

- Logo/link on Sarnia Tall Ship event page
- Logo on select festival print material and social media pages
- Name as Gold Sponsor on sponsors event banners

Event

- Ship sponsor signage at the designated Tall Ship
- Logo on volunteer t-shirt
- Thank you mentioned and corporate announcements during event
- Full page ad space in event program
- Vendor and Sponsor Tent

Tickets

- 6 tickets to the Parade of Sails
- 30-80 Friday VIP Viewing Party & Private Reception
- 30 sponsor passes per day—includes all-access to ships and the hospitality tent
- 10 tickets to Captain's Welcome BBQ Reception



2019 Tall Ships Challenge

Silver Sponsors \$5000

Pre-Event Publicity

- Logo/link on Sarnia Tall Ship event page
- Logo on select festival print material and social media pages
- Name as Silver Sponsor on sponsors event banners

Event

- Logo on volunteer t-shirt
- Thank you mentioned and corporate announcements during event
- 1/2 page ad space in event program
- Vendor and Sponsor Tent

Tickets

- 4 tickets to the Parade of Sails
- 25 Friday VIP Viewing tickets
- 25 sponsor passes per day—includes all-access to ships and the hospitality tent
- 8 tickets to Captain's Welcome BBQ Reception



2019 Tall Ships Challenge

Bronze Sponsors \$2500

Pre-Event Publicity

- Logo/link on Sarnia Tall Ship event page
- Logo on select festival print material and social media pages
- Name as Bronze Sponsor on sponsors event banners

Event

- Name on volunteer t-shirt
- Thank you mentioned and corporate announcements during event
- 1/2 page ad space in event program
- Vendor and Sponsor Tent

Tickets

- 4 tickets to the Parade of Sails
- 15 Friday VIP Viewing tickets
- 15 sponsor passes per day—includes all-access to ships and the hospitality tent
- 4 tickets to Captain's Welcome BBQ Reception



2019 Tall Ships Challenge

Community Partners \$1000

Pre-Event Publicity

- Logo/link on Sarnia Tall Ship event page
- Name on select festival print material and social media pages
- Name as Community Sponsor on sponsors event banners

Event

- Name on volunteer t-shirt
- Business Card ad space in event program
- Vendor and Sponsor Tent

Tickets

- 8 Friday VIP Viewing tickets
- 6 sponsor passes per day—includes all-access to ships and the hospitality tent
- 2 tickets to Captain's Welcome BBQ Reception





We hope you have had the opportunity to review our sponsorship package. All packages can be altered to meet your needs. Limited sponsorship opportunities are available.

TALL SHIPS CHALLENGE® Great Lakes Festival Attendance Numbers from 2016

<u>Market Festival Name</u>	<u>Festival Attendance</u>
Toronto Redpath Waterfront Festival	750,000
Fairport Harbor Fairport Harbor Tall Ships® Festival	65,000
Bay City Tall Ship Celebration	125,000
Chicago Pepsi Tall Ships® Chicago 2016	125,000
Green Bay Tall Ship® Festival	65,000
Duluth Tall Ships® Duluth	125,000
Erie Tall Ships® Erie 2016	125,000
Brockville Tall Ships® Brockville 2016	85,000

For more information or to be part of the 2019 Sarnia-Lambton TALL SHIPS CHALLENGE® please fill-in the attached form or contact;

Rob Harwood
 Director, Parks and Recreation
 City of Sarnia
 Phone: 519-332-0527 Ext. 3200
 Email: rob.harwood@sarnia.ca

Vicky Prail
 Special Events & Sports Marketing Co-ordinator
 Tourism Sarnia Lambton
 Phone: 519-336-3232 ext 104
 Email: vprail@tourismsarnialambton.com



Company Name _____

Contact Name _____

Address _____ City _____ Province _____ Postal Code _____

Phone _____ Email _____

We sincerely thank you for your sponsorship and look forward to working with you on the 2019 Sarnia-Lambton TALL SHIPS CHALLENGE®

Sponsorship Category - Please mark with an "X"

Title Sponsor, \$35,000 <input type="checkbox"/>	Presenting Sponsor, \$25,000 <input type="checkbox"/>	Gold Sponsor, \$10,000 <input type="checkbox"/>
Silver Sponsor, \$5,000 <input type="checkbox"/>	Bronze Sponsor, \$2,500 <input type="checkbox"/>	Community Partner, \$1,000 <input type="checkbox"/>

Payment

Please Invoice <input type="checkbox"/>	Payment Included with Form <input type="checkbox"/>	
Cheque <input type="checkbox"/>	Cash <input type="checkbox"/>	Credit Card <input type="checkbox"/>

Please remove this form and forward to: Rob Harwood, rob.harwood@sarnia.ca, or mail to the Corporation of the City of Sarnia, 255 Christina Street North, Sarnia, ON N7T 2W2. Please make cheques out to the Corporation of the City of Sarnia c/o Sarnia TALL SHIPS CHALLENGE®