



GLOUCESTER TALL SHIPS FESTIVAL



SPONSORSHIP OPPORTUNITIES

GLOUCESTERTALLSHIPS.CO.UK

ABOUT GLOUCESTER TALL SHIPS FESTIVAL

Founded in the wake of the 2007 floods that affected so much of Gloucester, as a symbol of resilience, celebration and connection, Gloucester Tall Ships Festival is the city's single biggest cultural event. It is a bi-annual celebration that takes place in the historic Gloucester Docks and celebrates the city's rich maritime history and its global connections.

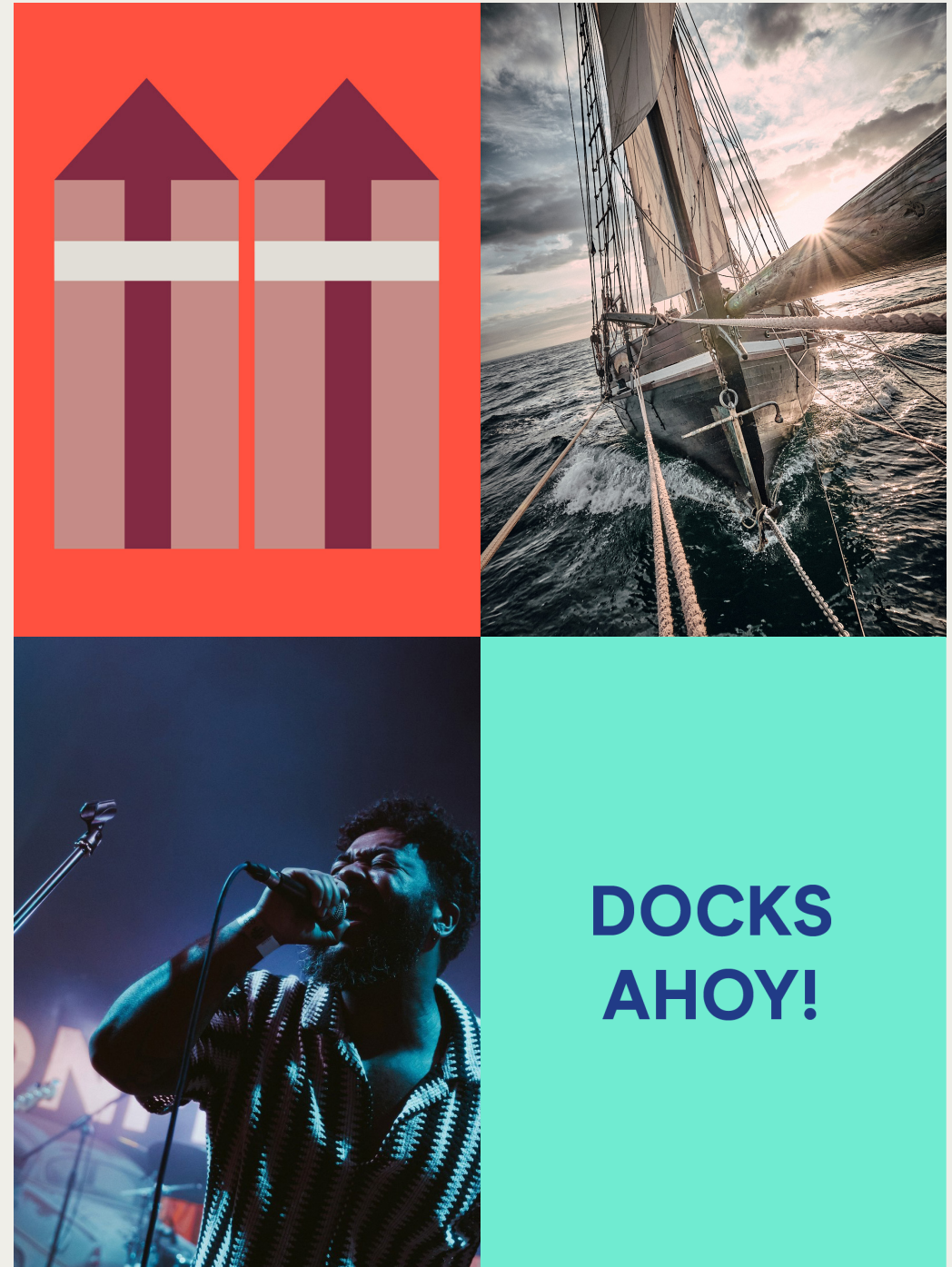
The three-day event is a vibrant spectacle that attracts tens of thousands of festival-goers who are treated to an extensive live music line up, immersive entertainment, sail cargo showcases, vintage fairground rides, family activities, and the Smugglers' Market of local food and drink producers.

The Festival not only welcomes home the majestic Tall Ships that once dominated Gloucester Docks, but also embraces the diverse cultures

and global connections fostered by the bustling inland port.

Alongside a new production team who've worked on huge events like Glastonbury Festival, this year's Festival's Creative Director is Robin Kemp, former Host City Creative Director for Eurovision in Liverpool, who will be producing an outstanding artistic line up with a focus on an incredible live music, and ushering a fresh new look and feel to the Festival.

2024 will be the ninth Gloucester Tall Ships Festival and the biggest one yet. It is also acting as a prelude to an even larger tenth festival in 2027, which will be the centrepiece of Docks200, the bicentenary celebrations of Gloucester Docks, so this year is the perfect time for you to get involved.



WHY SPONSOR?

With a renewed concept, and a pitch at broader audiences including regular festival-goers and families, Gloucester Tall Ships Festival is looking to further cement its position as Gloucester's largest cultural event long-term. We're rolling out the biggest-ever marketing and PR campaign mounted for Gloucester Tall Ships Festival, and alongside attracting sales, we have an amazing opportunity to tell the stories of our partners and sponsors.

Your sponsorship not only helps us ensure the financial sustainability of the Festival after this year, but also lays the foundation for 2027's bicentenary Festival.

Due to the sheer scale of the Festival, it will be visible across Gloucester, and much of the West region for a whole month. We can offer you the chance to connect with a huge audience, both via our national marketing, PR and digital campaign and in person with our tens of thousands of festival-goers,

as well as tens of thousands more people visiting the rest of Gloucester over April and May.

We want to create lasting meaningful relationships with our sponsors, and can offer additional opportunities across our other flagship events in Gloucester, including Gloucester Goes Retro and Bright Nights. Gloucester Tall Ships sponsors will be offered special sponsorship rates on these events. You'll also be the first in line for opportunities around Docks200.

Find out all about this year's Festival as well as the line up: GLOUCESTERTALLSHIPS.CO.UK



**ASSOCIATE
YOUR BRAND
WITH A HUGE
CULTURAL
EVENT**



**TALK
DIRECTLY TO
THREE BROAD
AUDIENCES**

OUR AUDIENCE

Gloucester Tall Ships Festival is a nationally-recognised event that attracts a wide audience from across the UK. It regularly attracts tens of thousands of people over the weekend, many who stay multiple nights in the city.

OUR THREE CORE AUDIENCES:

1. West of England families who love a day out.
2. Music-lovers and festival-goers aged 18-40 from across the West Midlands and South West.
3. Heritage lovers and maritime enthusiasts of all ages across the UK.

Our artist line up features festival favourites and a popular headliner to attract live music fans, and our entertainment offer has everything parents and kids would want out of an amazing day out. The Tall Ships are a huge draw for those who love everything epic and historic.

Our marketing and communications campaign is pitched primarily at our first two audiences, as they represent the greatest area of growth for us. We want a lasting relationship with our audiences, to lay a great foundation for 2027.

We expect the demographic make-up of attendees to the Festival to be:

- 35% Audience 1
- 30% Audience 2
- 35% Audience 3

So if you want to be able to reach significant numbers of families and young people, many of our opportunities will help you do just that.

OUR
AUDIENCES
ARE THOSE
WHO:

WANT EPIC
DAYS OUT
WITH THE
FAM

FEEL LIKE
SEAFARERS,
EXPLORERS
AND TIME
TRAVELLERS

JUST
CAN'T GET
ENOUGH
OF LIVE
MUSIC

POTENTIAL REACH

Take advantage of our national PR and digital ad campaign and reach millions across the UK in our target audiences.

ON-SITE

Our max capacity for the Festival is 14,000 people per day on the site. This is your chance to interact directly with (and sell to) our audience of up to 42,000 people.

ACROSS THE CITY

Gloucester Tall Ships Festival is taking over this summer with flags on the city's arterial roads, flags and banners on the city centre's catenary wires and more. According to Visit Gloucester footfall data, the city centre receives 1.7-2 million visits per month.

ACROSS THE REGION

We are running an intensive campaign focused on the West of England (90 min drive time), with potential brand alignment opportunities across Out of Home (OOH), transport, podcast, radio, digital and social available.

NATIONALLY

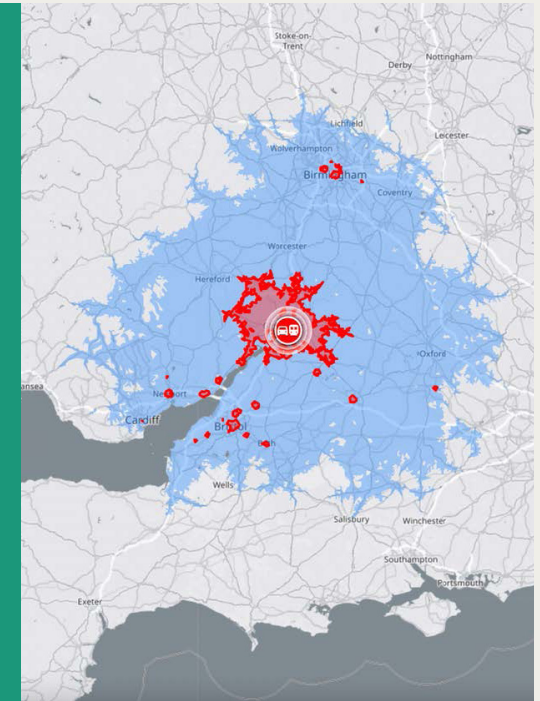
We are running a national PR and digital ad campaign for the Festival. The event has already been profiled nationally across the press as well as on BBC Radio, with many more opportunities for profile up to the weekend itself. Our national digital campaign is expected to gain upwards of 4 million impressions. The Tall Ships website and marketing partner Visit Gloucester receive up to 40k visits per month. Their social platforms have a combined followership of 54k.

OPPORTUNITIES

Each opportunity has different levels of potential reach, but at minimum every sponsor will be:

- Listed and linked on our Supporters web-page
- Granted a pair of complementary Land Lubber tickets so at no matter what scale you support, you can attend the Festival.

CLIMB
ABOARD
A HUGE
CAMPAIGN



REACH
MILLIONS
ACROSS THE
UK



**KEEP SCROLLING
FOR FAIR WINDS AND
FAIRER OPPORTUNITIES**

WAYS TO GET INVOLVED AT A GLANCE

SPONSOR THE FESTIVAL

£15K

PAGE 8

SPONSOR THE FLEET

£10K

PAGE 9

SPONSOR THE MAIN STAGE

£6K

PAGE 10

SPONSOR THE CRANE STAGE

£4K

PAGE 11

SPONSOR THE TALL SHIPS TALKS

£5K

PAGE 12

EXCLUSIVE SUPPLIERS

BESPOKE PRICES

PAGE 13

ADVERTISE WITH US

STARTING FROM £100

PAGE 14

FESTIVAL TITLE SPONSOR

Ahoy there! The biggest and best opportunity. Become our First Mate - align your brand with Gloucester Tall Ships Festival as the Festival Sponsor and take advantage of the full potential reach of the event. Your ensign will fly atop our mast (so to speak), and everyone will be aware that you are a big part of the show.

THE FESTIVAL WEBSITE

- Designated as Festival Sponsor.
- Your logo on every page of website (footer).
- A paragraph about your brand on the Supporters page alongside your prominent logo.

AT THE FESTIVAL AND ACROSS THE CITY

- Prominent 'sponsored by' logos visible across the Festival site.
- Your logo on all Festival wristbands and maps.
- Prominent 'sponsored by' logos on flags on arterial roads.
- Your logo on catenary banners across the city centre.

ANNOUNCEMENTS

- Announcement of sponsor on socials and through newsletter.
- Press announcement of sponsorship.
- Blog written about your brand.

'SPONSORED BY' INCLUSIONS

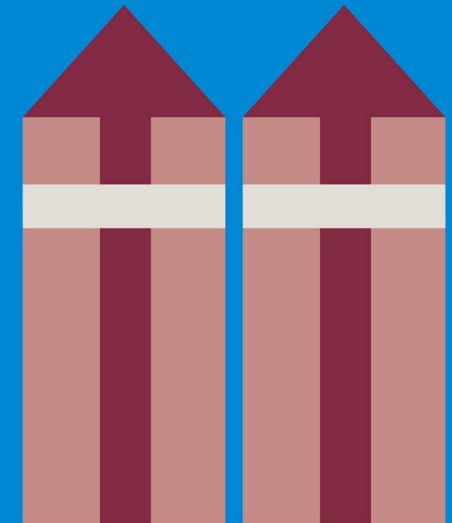
- On all social channel bios.
- Relevant social ads to all our audiences.
- In the footer of all newsletters from the Festival.
- Mentions in radio and podcast ads.

OTHER BENEFITS

- 4x tickets for on-site VIP Reception.
- 12x (4x per day) Sea Legs tickets for the Festival.
- Promo code for your staff worth 15% off (up to 100 redemptions).

**A STEAL AT
JUST £15K**

**ABOUT 300
PIECES OF EIGHT**



**[YOUR LOGO
HERE - AND
EVERYWHERE
ELSE TOO]**

THE FLEET SPONSOR

This one's a little different. This is your chance to have a money-can't-buy (although it absolutely can) experience at Gloucester Tall Ships Festival. Not only will your brand be associated with our fleet of mighty ships, but we'll also throw a special party in your honour.

EXCLUSIVE DRINKS RECEPTION ON BOARD A FLAGSHIP

- A reception like no other.
- Have drinks, canapes and entertainment on board.
- Bring up to thirty guests.
- An evening event, after the crowds have gone.
- Perfect for entertaining business guests.

FLEET SPONSOR CREDIT

- Exclusive credit when the Fleet appears in marketing materials: 'The Fleet, sponsored by...YOU!'

THE FESTIVAL WEBSITE

- Designated as Fleet Sponsor.
- Your logo on the Fleet page of the website.
- A short paragraph about your brand on the Supporters page alongside your logo.

AT THE FESTIVAL

- Your logo on Festival maps, in relation to the ships.

ANNOUNCEMENTS

- Announcement of sponsor on socials and through newsletter.

OTHER BENEFITS

- 4x tickets for on-site VIP Reception (different to above).
- 12x (4x per day) Sea Legs tickets for the Festival.
- Promo code for your staff worth 15% off (up to 50 redemptions).



**A UNIQUE
EXPERIENCE
FOR £10K**

**200 WELL-SPENT
PIECES OF EIGHT**

**A VIP
PARTY LIKE
NO OTHER**



MAIN STAGE SPONSOR

Get ready to shanty! Gloucester Tall Ships Festival is all about the incredible artists we get to perform on our stages. With up to 48,000 people watching our Main Stage over the weekend, and a huge headliner, this is your chance for your brand to be associated with three days of brilliant acts.

NAMING RIGHTS

- Exclusive rights to name the Main Stage after your brand.

THE FESTIVAL WEBSITE

- Designated as Main Stage Sponsor.
- Your logo on the line-up page of the website.
- A short paragraph about your brand on the Supporters page alongside your logo.

AT THE FESTIVAL

- Your logo featuring on the Main Stage design.
- Your logo on Festival maps, highlighting the Main Stage.

ANNOUNCEMENTS

- Announcement of sponsor on socials and through newsletter.
- Blog written about your brand.

OTHER BENEFITS

- 4x tickets for on-site VIP Reception.
- 12x (4x per day) Sea Legs tickets for the Festival.
- Promo code for your staff worth 15% off (up to 50 redemptions).

YOURS FOR ONLY £6K

JUST UNDER 1 DOUBLOON

FEEL PART OF OUR AMAZING LINE UP

CRANE STAGE SPONSOR

Our second stage, the Crane Stage, is all about local talent. Working with local organisations, the Crane Stage will host emerging acts with growing audiences. If you want your brand to be associated with the next big thing, and reach thousands of young festival-goers, this is the opportunity for you.

NAMING RIGHTS

- Exclusive rights to name the Crane Stage after your brand.

THE FESTIVAL WEBSITE

- Designated as Crane Stage Sponsor.
- Your logo on the line-up page of the website.
- A short paragraph about your brand on the Supporters page alongside your logo.

AT THE FESTIVAL

- Your logo featuring on the Crane Stage design.
- Your logo on Festival maps, highlighting the Crane Stage.

ANNOUNCEMENTS

- Announcement of sponsor on socials and through newsletter.
- Blog written about your brand.

OTHER BENEFITS

- 4x tickets for on-site VIP Reception.
- 12x (4x per day) Sea Legs tickets for the Festival.
- Promo code for your staff worth 15% off (up to 50 redemptions).

**YOUR NAME
IN LIGHTS
FOR £4K**

**A SMALL CHEST OF
80 GOLDEN REALES**



**SUPPORT
INCREDIBLE
EMERGING
TALENT**

TALL SHIPS TALKS SPONSOR

Gloucester Docks, and our ships, have an incredible heritage and story. To celebrate this, we are launching Tall Ships Talks for the first time, with some very exciting speakers from the world of sailing, broadcasting and history. Help us fund this new series and associate your brand with names of renown.

A NEW SERIES OF TALKS

- Your brand will be at the centre of this series of talks.
- An opportunity to host a talk or Q&A with one of our speakers.
- Opportunities to meet our speakers.

NAMING RIGHTS

- Exclusive rights to name the talks series after your brand.

THE FESTIVAL WEBSITE

- Designated as Talks Sponsor.
- Your logo on the Talks page of the website.
- A short paragraph about your brand on the Supporters page alongside your logo.

AT THE FESTIVAL

- Your logo on Festival maps, in relation to the talks venues.

ANNOUNCEMENTS

- Announcement of sponsor on socials and through newsletter.

OTHER BENEFITS

- 4x tickets for on-site VIP Reception.
- 12x (4x per day) Sea Legs tickets for the Festival.
- Promo code for your staff worth 15% off (up to 50 redemptions).

TELL A GREAT
STORY FOR
£5K

25 GOLD
DOLLARS



FUND AN
ALL-NEW
PART OF THE
FESTIVAL

EXCLUSIVE SUPPLIERS

We will have thousands of folks joining us at the Festival and you can connect your products directly with them. We're looking for supplier partners to work with us to give our audiences an amazing experience, so we're making available exclusive supplier contracts on key products.

PRODUCT AREAS AVAILABLE

- Official Lager & Ale Supplier
- Official Cider Supplier
- Official Spirits Supplier
- ~~Official Ice Cream Supplier (SOLD)~~
- Official Print Sponsor
- Site Build Partner (Construction Industry Only)

BENEFITS

- Supply your product exclusively at the Festival.
- Your brand designated as Official Supplier of product area.
- Your product logo on the relevant pages of the website.
- A short paragraph about your brand on the Supporters page alongside your brand logo.

AT THE FESTIVAL

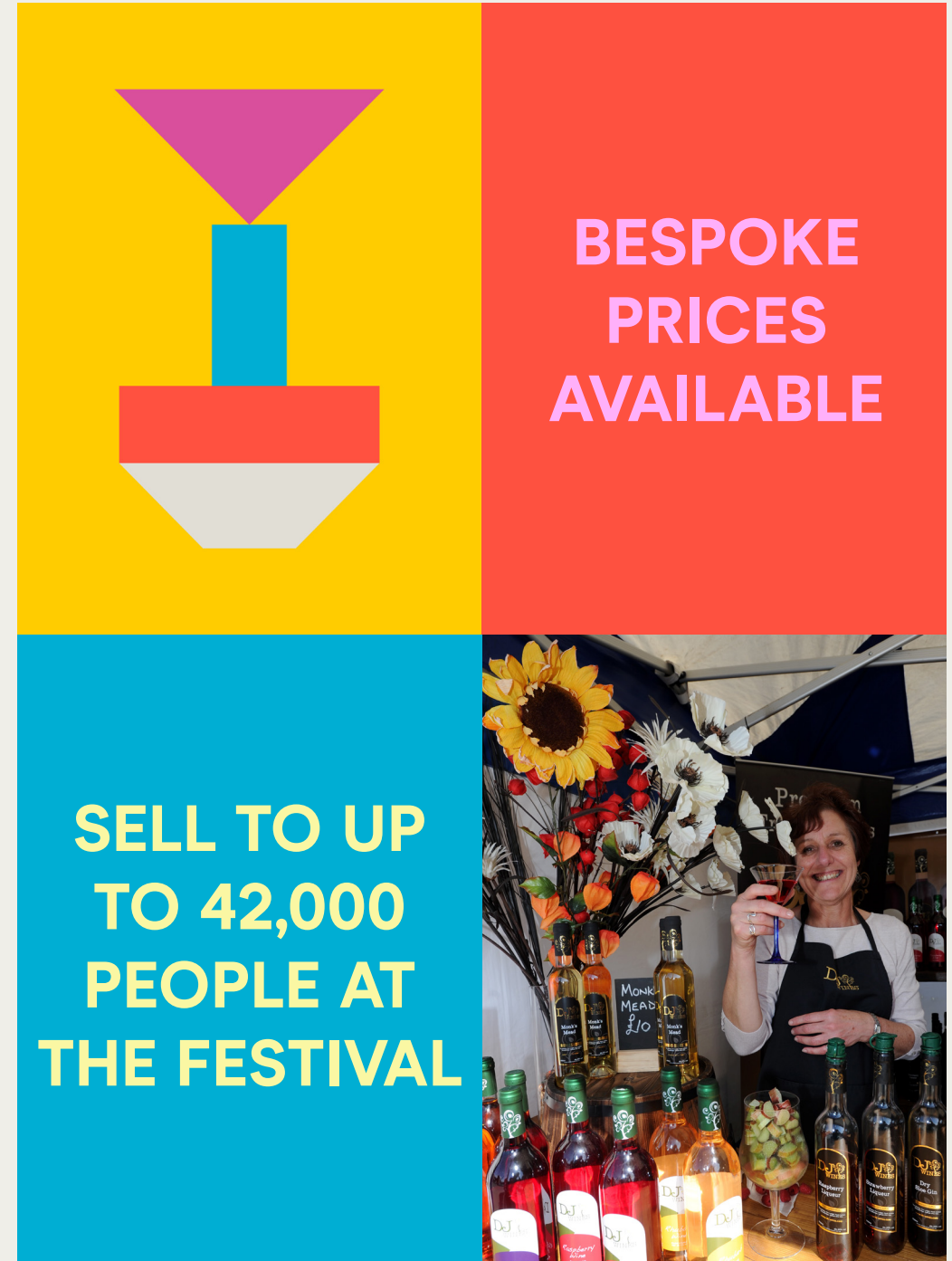
- Your product logos and brand on relevant sites (e.g. bars).

ANNOUNCEMENTS

- Announcement of sponsor on socials and through newsletter.

OTHER BENEFITS

- 4x tickets for on-site VIP Reception.
- 12x (4x per day) Sea Legs tickets for the Festival.
- Promo code for your staff worth 15% off (up to 50 redemptions).



**BESPOKE
PRICES
AVAILABLE**

**SELL TO UP
TO 42,000
PEOPLE AT
THE FESTIVAL**

DIGITAL OPPORTUNITIES

We are going out there to put the Festival and our sponsors in front of hundreds of thousands of people. We'd like to offer you the chance to benefit from this big story, with some additional opportunities to position your brand alongside the Festival, whether across social ads, online or email.

ADVERTISE ON THE GLOUCESTER TALL SHIPS WEBSITE

- 10k visits per month, rising to approx. 25k in April/May.
- Ad tile on homepage - £250 per week.
- Banner ad carousel on homepage - £100 per week (10 seconds in each minute).

ADVERTISE ON NEWSLETTERS

- 1k subscribers to Tall Ships mailing list.
- 4k subscribers to Visit Gloucester events mailing list.
- Banner ad - £300 to be included in one newsletter to each list.

PARTNER META ADS

- Associate your name with the Festival across Meta.
- From £250, you can get involved in our national Meta ad campaign (across Facebook, Instagram and Messenger).
- We will add you as a Meta Business Partner and ads will run baring both brands.

FESTIVAL MAP - FEATURED BUSINESS

- Exclusively for Gloucester Docks-based businesses.
- Choose to be highlighted in the printed Festival maps.
- At least 5k to be printed and given to festival-goers.
- Your chance to show our audience clearly where you are, and what you do.
- Your business would appear as a featured pin on printed maps, and an interactive pin on our digital map.
- Highlight your business for just £1,200.

**CONTACT
MARKETING
TO BOOK**

**SPONSORSHIP@
GLOUCESTER.GOV.UK**



**BE PART OF
THE FESTIVAL
FROM JUST
£100**



GLOUCESTER TALL SHIPS FESTIVAL

TALK TO US
gloucestertallships.co.uk
sponsorship@gloucester.gov.uk