

# BUSINESS GUIDE



19-22 JULY 2025

**TALLSHIPSABERDEEN.COM**

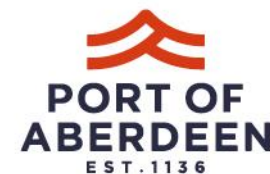


**THE TALL SHIPS RACES**  
**Aberdeen 2025**

organised by Sail Training International

## Getting ready for The Tall Ships Races

### HOST PARTNERS



SUPPORTED BY  
EventScotland



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## ABOUT THIS GUIDE

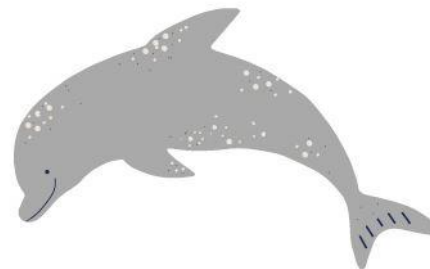
This guide, created by the host partners, offers businesses in and around the city a wealth of information about The Tall Ships Races 2025, including key details, useful contacts, potential opportunities, and areas for planning.

We have organised this into user-friendly sections, making it easy to find specific information.

*The information was accurate and up-to-date at the time of publication (May 2025) Please check [tallshipsaberdeen.com](https://tallshipsaberdeen.com) for most up-to-date information and feel free to use the contact details at the end of the guide to get in touch with any questions.*

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## WELCOME FROM HOST PARTNERS

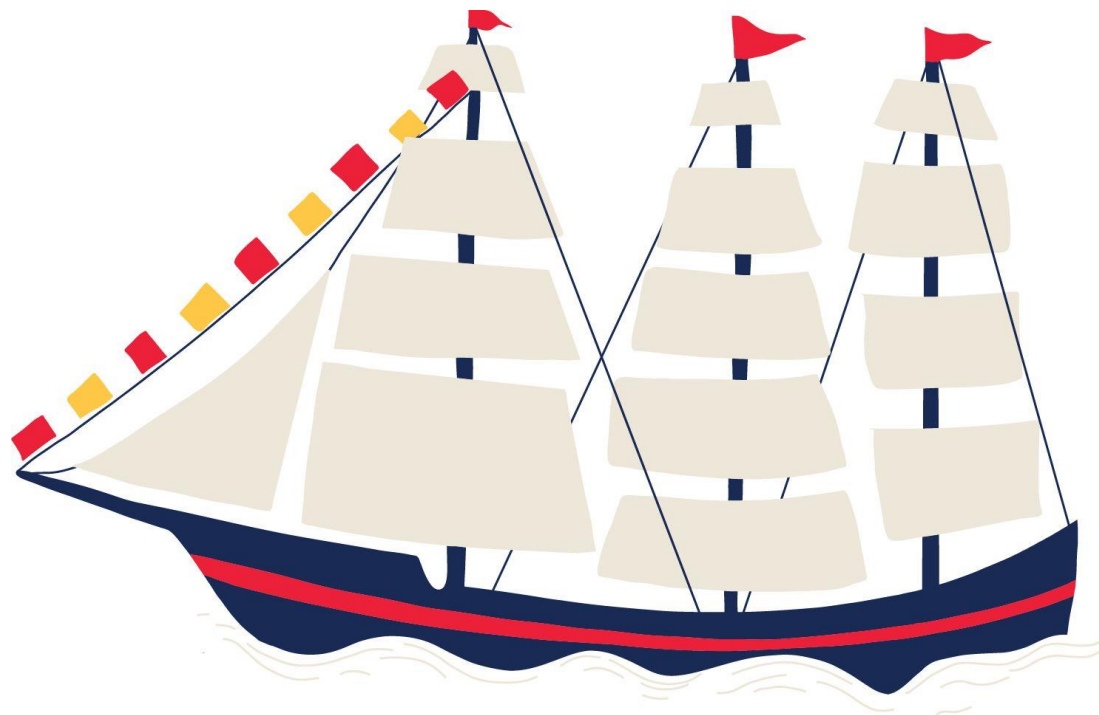
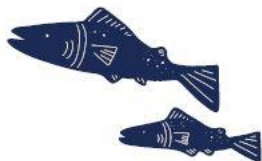
Business support for the Tall Ships Races has been strong and very much appreciated. Sponsors and supporters have been generous in contributing to make this international festival a success for the city and region. The event will be a massive celebration and the private sector is demonstrating a huge level of commitment. Their involvement has been crucial in ensuring that this will be a quality experience where all can take part.

I am very grateful for the cooperation and support from the business sector. Thanks to their input more people in the community can enjoy the wonderful opportunities for entertainment and learning that the races bring. The economic benefits will be very considerable and widespread. The investment in the Tall Ships Races 2025 and the amazing help given by industry will give our area a major boost.

**Councillor Martin Greig, Chair of the Organising Committee**

The Aberdeen business community will be firmly in the spotlight this summer, as locals visitors and international crews descend on the city for the return of The Tall Ships Races. This guide will help businesses of all sizes and interests understand how they can benefit from this once in a generation opportunity.

**Bob Sanguinetti, CEO, Port of Aberdeen**



The Tall Ships arrive in Aberdeen this July bringing an astonishing tide of opportunity in their wake, one that could and should leave a lasting legacy for the business community of the Granite City.

As any good seafaring captain will tell you, preparation and making sure you are ship shape and ready to catch the tide is the key to success – and that's what this business toolkit aims to do. It is your map to discovering what the arrival of the Tall Ships might mean for your business and how you can maximise the benefits and exposure it will bring, building on the expertise and experience of some of the most talented people in their fields.

Welcome to Team Tall Ships.

**Adrian Watson, CEO, Aberdeen Inspired**



As the Project Manager for The Tall Ships Races Aberdeen 2025 it has been my absolute honour and privilege to help bring the event back to the Granite City for the first time since 1997. A huge fleet of magnificent vessels and their marvellous crews from all over the world will make this maritime festival the biggest event Aberdeen has seen in decades.

Bringing spectacles like the Tall Ships to fruition is a massive challenge but it is also hugely rewarding. The sheer enthusiasm of the partners, organisations, businesses and individuals across the city for making the festival a success has been inspiring. I really hope that you join us in this celebration and enjoy each and every moment.

**Emma Wadee, Tall Ships Project Manager  
Aberdeen City Council**

All the host ports will offer incredible experiences for the fleet, but three months out, it's clear that many will converge in Aberdeen. The city's rich maritime heritage and warm hospitality make it the perfect destination for these spectacular ships and their crews!

**Vanessa Mori, Deputy CEO of Sail Training International**

# SEA YOU THERE





# THE TALL SHIPS RACES

## RETURN TO ABERDEEN AFTER 28 YEARS!



Aberdeen's biggest event in a generation





## ABOUT THE TALL SHIPS RACES ABERDEEN 2025

Aberdeen City Council, Port of Aberdeen, and Aberdeen Inspired have successfully secured the return of the Tall Ships Races to the city for the first time in nearly 30 years. Aberdeen last hosted the event in 1997 (pictured right) and before that in 1991. The event will form part of the largest free family event in Europe for 2025 so to have this taking place in the heart of Aberdeen City is extremely exciting and provides a fantastic opportunity for our city and region.

The vibrant four-day programme will run from 19 July to 22 July, with an additional opening night evening concert on 18 July, and is expected to attract national media attention and more than 400,000 visits, with 1,500 international crew members onboard over 50 tall ships, including 19 magnificent Class A vessels.



Port of Aberdeen, the country's oldest working port, will be transformed into a world-class event venue. An action-packed schedule of events is planned, transforming the North Harbour into a bustling centre of activity. The must-attend event programme will cater to all ages, tapping into the city's rich maritime heritage - including the bicentenary of the Aberdeen Shipping Line - and looking to the future with its key role in the energy transition.

The event includes opportunities to visit the ships, enjoy live music at the quayside concerts series, watch performances, and participate in a range of family activities - all with food and drink stalls, crew parades, welcoming ceremonies, prize-giving, and a programme packed with cultural activities. The free programme concludes with the must-see majestic parade of sail as all of the Tall Ships sail north along the Beach Esplanade. For more detail on the programme of events, please see pages 7-11.

The host partners aim to maximise this unique opportunity for the area, boosting the local economy with a multi-million-pound influx and achieving long-lasting legacy benefits for the city, the wider north-east, and Scotland as a whole. The event provides a

significant opportunity for restaurants, bars, shops, tourist attractions, and all other local businesses to benefit and we want businesses to feel informed, enthused, and excited about playing a part in the successful delivery of this once-in-a-generation event. The Tall Ships Races Aberdeen will also reinforce the city's demonstrable credentials of delivering successful events such as the Tour of Britain and Spectra - Scotland's Festival of Light with the goal to attract more large-scale events to the city in the future.

## THE TALL SHIP RACES ROUTE 2025

[Sail Training International](#) is a global charity delivering experiential learning through sail training, as well as being the organiser of the world-famous event The Tall Ships Races.

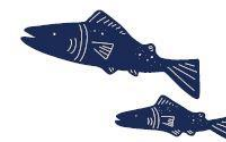
Aberdeen will be the third stop on the month-long 2025 Tall Ships Race tour. The race will begin in Le Havre on the west coast of France on 4 July 2025, then pass through Dunkirk before over 50 tall ships cross the English Channel sail over the North Sea.



After celebrating in Aberdeen for four days, the ships will journey across the North Sea to reach Kristiansand in the south of Norway before setting sail for the final stop in Esbjerg, Denmark, on 9 August 2025.

Each of these five Host Ports has a fantastic history of hosting world-class maritime events.

The Tall Ships Races provide the perfect opportunity to participate in great sailing and embark on the adventure of a lifetime at sea. They bring together people of different nationalities, religions, and cultures, visiting a range of international ports and promoting international friendship and understanding.



## EVENT PROGRAMME OVERVIEW

The action-packed schedule includes opportunities to visit the ships, listen to live music with both free and ticketed programmes, watch performances, and participate in a range of family activities. There will be food and drink stalls, crew parades, welcoming ceremonies, prize-giving, a fun fair, a crafts market, a thrilling Red Arrows display, a military village and a programme packed with cultural and STEM activities. The free programme concludes with a majestic parade of sail along the Beach Esplanade.



### Quayside Concerts

The Quayside Concert series of ticketed headline evening concerts will be held at Peterson Seabase, Regent Quay, generously supported by Tall Ships sponsor Peterson. This festival arena will have capacity for 7,000 people and house a main stage, bar, merchandise and food traders. Tickets for the concerts went on sale in early March, with 2 already sold out! An additional free concert is also scheduled, with entry on a ‘first come’ basis. Full details, links for any remaining tickets, along with FAQs can be found [here](#). Please note the opening concert runs on **Friday 18<sup>th</sup> July**, the night before the Tall Ship Races main event begins.

### Cultural Programme

The wider cultural programme for the Tall Ships Races Aberdeen 2025 is packed with exciting events and activities. Highlights include the Festival of the Sea, celebrating Aberdeen’s maritime heritage and future with activities from 15-28 July 2025, the Tall Ships [Bookbench Trail](#) in association with Clan Cancer Support, featuring nautically themed BookBench sculptures in key city centre and coastal locations around Aberdeen, and the Monsters of the Deep exhibition at Aberdeen Art Gallery, programmed to coincide with the event.

The aim of these cultural events is to encourage extended stays either side of the main event dates to add further boost to the local economy.

More detail on the wider free programme will be announced in the coming weeks, please visit [tallshipsaberdeen.com](https://tallshipsaberdeen.com) for the most up to date information.



## EVENT VENUES, LOCATIONS AND OPENING TIMES

### North Harbour, Port of Aberdeen

#### Quayside Opening Hours (including Curated at the Quayside)

Saturday 19<sup>th</sup> – Monday 21<sup>st</sup> July: 9am – 8pm

Tuesday 22<sup>nd</sup> July: 9am – 3.30pm

#### Regent Quay Street Market & Bars Opening Hours

Saturday 19<sup>th</sup> – Monday 21<sup>st</sup> July: 9am – 11pm

Tuesday 22<sup>nd</sup> July: 9am – 3.30pm

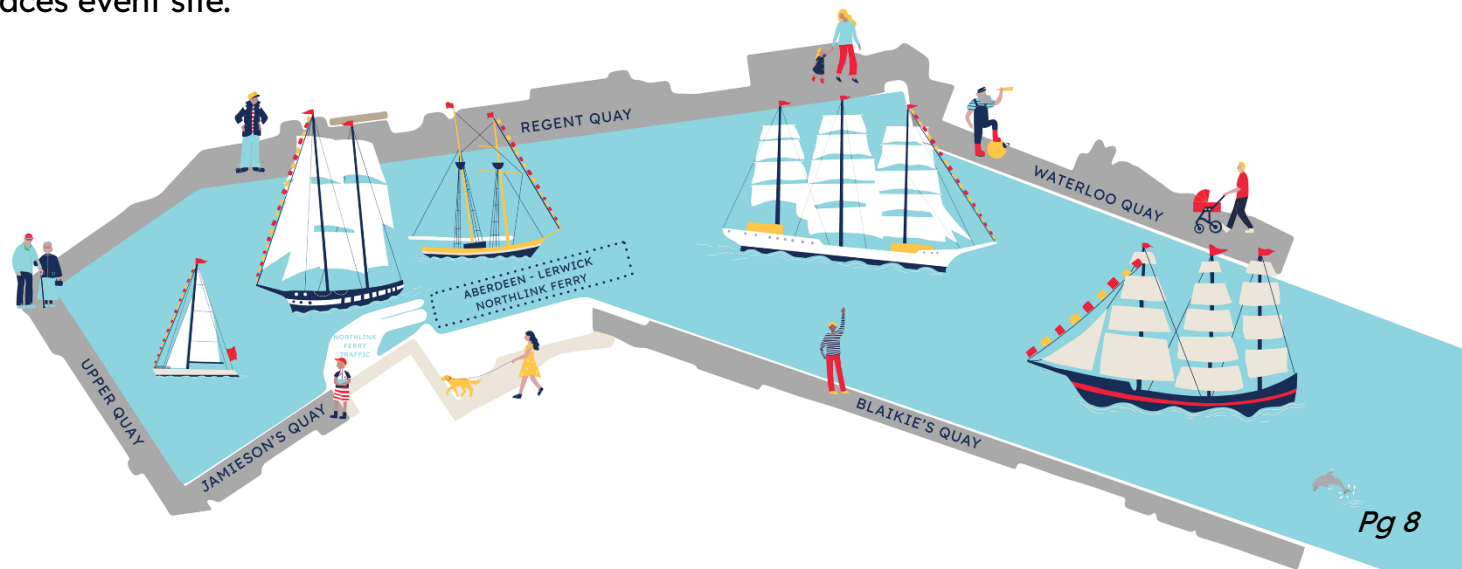
The Port of Aberdeen, North Harbour will host the visiting fleet of Tall Ships, international crews and visitors. Set against the iconic backdrop of the city of Aberdeen and close to main transport hubs, the event site is perfectly placed in the heart of Aberdeen. Ships will be open to the public to step aboard at various times during each day.



A clearly marked and animated walking route from main transport hubs will lead visitors through Shiprow towards the Tall Ships Discovery Zone at Castle Gate and accompanying fun fair on King Street. From here, visitors will be directed down Marischal Street to the main entry and exit for the Tall Ships Races event site.



Curated at the Quayside, a vibrant crafts market featuring 60 stalls and coordinated by local charity Charlie House will be on offer for visitors to purchase a range of high quality, locally produced items. A street food market and several bars will also operate for extended hours to allow visitors to grab something to eat or a drink to enjoy whilst taking in the event.



## Peterson Seabase



### Free Daytime Programme Opening Hours

Saturday 19<sup>th</sup> – Monday 21<sup>st</sup> July: 9.15am – 4.30pm

Tuesday 22<sup>nd</sup> July: 9.15am – 3.30pm

### Quayside Concerts Evening Ticketed Shows Opening Hours

Friday 18<sup>th</sup>, Saturday 19<sup>th</sup> & Monday 21<sup>st</sup> July: 6.30pm-11pm

**FREE EVENING CONCERT:** Sunday 20<sup>th</sup> July - 6.30pm-11pm

Peterson Seabase will have a capacity of 7,000 and will house a main stage, bar, merchandise area, and food traders. Programming will feature local acts performing during the day with completely free access for visitors along with a mix of free and ticketed headline concerts each evening. The evening concert series will run from Friday 18<sup>th</sup> July to open the event with a bang and run until Monday 21<sup>st</sup> July. Please see full details on pg. 7.



## Marischal Street

The key connection from the city centre to the event site, Marischal Street will be the main pedestrian route for visitors to and from the harbour.

## Castlegate

### Castlegate Discovery Zone Opening Hours

Saturday 19<sup>th</sup> – Monday 21<sup>st</sup> July: 9am – 6pm / Tuesday 22<sup>nd</sup> July: 9am – 3.30pm

The Castlegate will host the fantastic Discovery Zone, a fully packed event space with STEM activities and 'come and try' stands. Aimed at families, this area aims to extend the Tall Ships event space further into the city centre and give visitors the opportunity to try out some interesting maritime themed activities. For more information on what visitors can find in this area, please see [here](#).

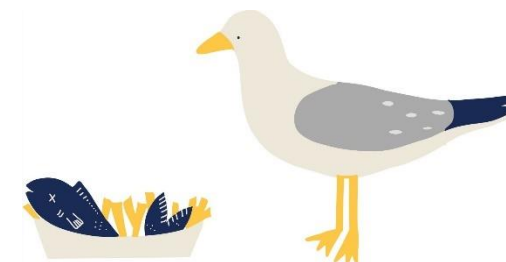


## King Street

### King Street Fun Fair Opening Hours

Saturday 19<sup>th</sup> – Monday 21<sup>st</sup> July: 9am – 11pm

Tuesday 22<sup>nd</sup> July: 9am – 3.30pm



King Street (running from WN Street to Castle Street) will host an action-packed funfair, enhancing the event offering by providing exciting entertainment for all ages for the duration of the event.

## Union Terrace

The Crew Parade will take place **from 4pm on Sunday 20<sup>th</sup> July** and will see thousands of crew and trainees proudly march through the centre of Aberdeen. The parade will form on Union Terrace, before making its way to Peterson Seabase via Schoolhill, Broad Street and Regent Quay (see route map to right). A sight not to be missed with large numbers of spectators expected around the city centre.

## Union Terrace Gardens

### UTG Opening Hours *(subject to change)*

Saturday 19<sup>th</sup> – Tuesday 22<sup>nd</sup> July: 9am – 5pm

During the Tall Ships Races, Union Terrace Gardens will transform into a vibrant Military Village. This unique attraction will showcase various military services and replica equipment. Visitors can enjoy a variety of free activities, making it an engaging and educational experience for all ages. More details will be announced soon.





## Beach Esplanade

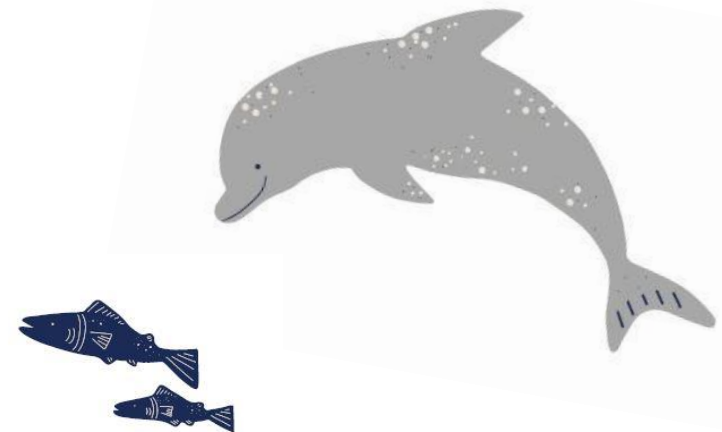
**Red Arrows Display** – Monday 21<sup>st</sup> July: 5.30pm (22 minutes)

The world-famous Royal Air Force Aerobatic Team will stage a thrilling aerial display of precision teamwork, close-formations and dynamic flying.



**Parade of Sail** - Tuesday 22<sup>nd</sup> July: 10am-3pm

The Parade of Sail brings to life the era of sail and serves as a fond farewell and spectacular finale to the 4-day event. The parade will take place once the ships have departed the harbour and prior to them making their way to the race start out at sea. Visitors can celebrate the ships and enjoy watching the fleet parade from the Quayside, Beach Esplanade or from other key vantage points around the city.



## PRACTICAL INFORMATION – TRANSPORT, ROAD CLOSURES AND PARKING

### Traffic & Transport

Aberdeen City Council and its delivery partners have extensive experience in transport planning and coordination for major events. Hosting an event of this scale will have an impact on the day to day running of the city and as we progress with planning for the event, we aim to keep businesses and residents informed and up-to-date every step of the way. Event partners are communicating directly with businesses in the impacted areas to ensure that concerns are addressed and issues resolved well in advance of the event.

### Transport Planning

We aim to ensure that the city's transport network supports the needs of this major event while keeping Aberdeen and its people moving. To achieve this, partners have begun work on a bespoke transport plan. Several bodies, companies, and organisations with transport powers or responsibilities, including Aberdeen City Council, neighbouring local authorities, Transport Scotland, Police Scotland, and public transport operators, will assist in preparing and implementing the overall transport plan. The public's support and cooperation will also be crucial in ensuring Aberdeen's travel network runs smoothly in the lead-up to and during the event. The public will be informed about transport arrangements before and during the event and will be provided with information detailing any alterations to the network.

During the event, businesses may wish to think about:

- how you, your staff and customers are going to travel
- estimated journey times
- the most appropriate mode of transport for your journey
- deliveries and collections including waste



Visitors, commuters, and residents will be encouraged to use public transport and active travel methods during the event. Information on public transport and active travel routes during the event can be found on the Tall Ships Aberdeen website [here](#).

### Road Closures

To safely accommodate the expected audience, a number of parking restrictions and road closures will be in place throughout the City Centre. These will be enforced by Aberdeen City Council and Police Scotland in order to minimise disruption to local residents and businesses, assist traffic flow and increase safety and security for all road users.

For businesses and residents, disruption around the event site will be kept to an absolute minimum while ensuring the safety of visitors, members of the public, event staff and crew. Visitors will be encouraged to use public transport, with additional resource including a network of park and ride sites and shuttle buses developed to further reduce the need for visitors to drive into the city centre.

The following maps below provide details of the closures, restrictions and traffic management plans.



### Road Closures:

- |                               |   |
|-------------------------------|---|
| 06:00 14 July - 06:00 25 July | 18:00 18 July - 06:00 23 July                     |
| 00:01 16 July - 06:00 25 July | NCP Car Park Access 00:01 16 July - 06:00 25 July |
| 22:00 18 July - 06:00 23 July | <b>Business and Resident Access Only:</b>         |
| 22:00 17 July - 06:00 24 July | 06:00 19 July - 06:00 23 July                     |

**No waiting:**

- Except pre-booked accessible parking:**  
06:00 19 July - 06:00 23 July
- 06:00 11 July - 23:59 28 July
- 09:00 17 July - 06:00 23 July

\*Some roads will close overnight for a short period in the lead up to and after the event. Diversions will operate during these periods, please follow the signage and any instructions.



## Additional events 21 and 22 July - road restrictions

There are additional events linked to the Tall Ships event in Aberdeen that will require road restrictions. These events will take place on 21 and 22 July and details of the restrictions are outlined below.



- █ **Road closure:** 09:00 - 17:00 18 July & 15:00 21 July - 18:00 22 July
- █ **Road closure:** 15:30 - 20:00 21 July & 09:30 - 18:00 22 July
- █ **Road Closure:** 15:30 - 20:00 21 July & 09:30 - 18:00 22 July  
(In place once parking full on Esplanade)
- █ **Road closure:** Business and Resident Access Only: 06:00 19 July - 06:00 23 July
- █ **Resident/business access:** 15:30 - 20:00 21 July & 09:30 - 18:00 22 July
- █ **Road closure and no waiting:** 23:59 20 July - 12noon 23 July  
No overnight parking 10 July - 20 July 22:00 - 08:00 daily

## Park & Ride

There will be limited on street parking in Aberdeen city centre during the event and with hundreds of thousands of spectators expected, attendees are being advised to utilise public transport, event Park & Ride sites or active travel (walking or cycling). Park & Ride tickets will be available to be purchased online in advance of the event. Due to limited capacity and expected demand, it is recommended that tickets are bought in good time to avoid disappointment. Please note overnight parking is not permitted in the Park & Rides sites.

The following Park & Ride services will be implemented:

- Bridge of Don P&R – City Centre – Bridge of Don P&R
- Craibstone P&R – City Centre – Craibstone P&R
- P&J Live P&R – City Centre – P&J Live P&R
- Kingswells P&R – City Centre – Kingswells P&R

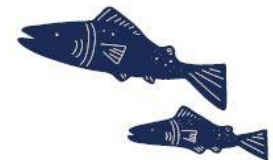
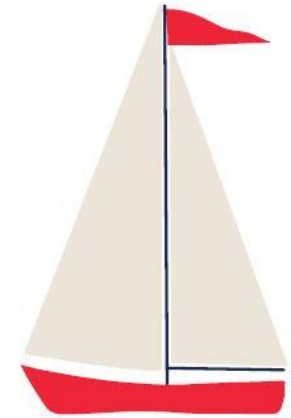
Further detail on these Park & Ride services including detailed location and navigation information can be found on the Tall Ships website [here](#). Blue badge parking and an accessible shuttle from Pittodrie will also be in place. Parking will also be available in the usual city centre car parks including those at [Trinity Centre](#), [Union Square](#) and [Bon Accord Centre](#).

## PLANNING AHEAD – GET READY!

As the host city for this event, it is essential that we create a vibrant and positive environment and experience for international crew, residents, and visitors alike. It is equally essential that we continue to function as a city during this time, with minimal disruption to our citizens and local businesses. All of this requires the commitment of the people who live and work in this city. Planning is a key step in maintaining business operations over the period and ensuring your ability to serve existing customers while possibly targeting new ones.

You may want to think about:

- Whether you need to increase, decrease or amend product/service requirements
- If you should consider extending trading hours
- Which areas of your business might be impacted during the event, especially if you are located in the city centre or near the North Harbour
- How staff may be impacted and whether temporary or modified working arrangements would be appropriate



## Licensing Extensions

The Aberdeen City Licensing Board considered the dates for a general extension of licences for 2025 and included the Tall Ships Races event to support the visitor experience and night-time economy during the event. If a premises' regular daily hours are no more than 15 hours then an additional hour could be added on 19, 20, 21 & 22 July 2025. Further details available [here](#).

## Customer Communication

Once you have identified the likely impact of the Tall Ships Races on your business, it is advisable to communicate this to your existing customers. Customers access your business in various ways, and event activities may limit certain means of contact and your ability to meet existing customers' needs. It can be as simple as placing a notice in your shop window or providing social media updates for your customers about how they can continue to do business with you during this time. Consideration should be given to the fact that alternative arrangements may have to be put in place, such as asking customers to contact you at certain times or asking customers to collect if you are unable to deliver to them.

Thinking about the following questions may help you identify the plans you need to make:

- Is your business near the event site?
- Do you know when the site will be in use?
- Are there event-related transport arrangements in your local area?
- Would it be advantageous to extend your trading hours?
- Will you have adequate resources to cope with existing and new business during this time?
- How do your staff, customers and clients usually access your business? If they access it physically, will they still be able to do this easily? Can they drive to it/park close by?
- Do you need to identify alternative areas to park? How will you communicate that to customers?



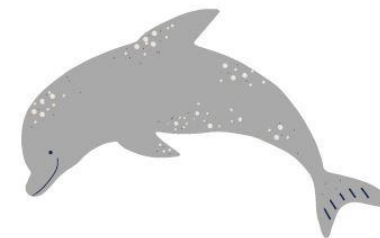
## Employee Engagement

The Tall Ships Races Aberdeen 2025 present an excellent opportunity to engage your staff in new and exciting ways, building enthusiasm for this world-class event. Examples for employee engagement include:

- Tall Ships Races-related competitions and workplace events
- Group outings to free events like the Parade of Sail
- Encouraging team members to share their event experiences in the workplace
- Encouraging different departments or teams to adopt a Tall Ship to support in the lead-up to and during the event
- Tall Ships official gifts or apparel for staff, visit [shop.tallshipsaberdeen.com](https://shop.tallshipsaberdeen.com) - all products are sustainably printed on demand
- Book a Day Sail – the opportunity to sail onboard a Tall Ship and meet the crews during the event (tickets will be on sale in advance of the event)



## BUSINESS OPPORTUNITIES – OVERVIEW



Now is the time to evaluate the opportunities that the Tall Ships Races Aberdeen 2025 presents for your business and how best to capitalise on them. It is also important to determine how your business is likely to be impacted by the event and what this means for your operations, staff, and customers.

An engaged and supportive business community, invested in the success of the event, will help the city thrive during our moment in the international spotlight. Our goal is to assist your business to access the information you need to be prepared for this major event and to make the most of every opportunity.

Aberdeen City Council will maintain public areas and land under its responsibility, working together with organisations such as Our Union Street to enhance the city's appearance and boost its image and reputation. Work is already underway to dress the city with banners, bunting, signs and street art.

As we prepare to welcome thousands of visitors in July, we know that stakeholders, businesses, and organisations are eager to show support for the event and Aberdeen as a proud host. These benefits highlight the significant opportunities for businesses to thrive and make the most of the Tall Ships Races Aberdeen 2025.

1. **Economic Boost:** The event is expected to deliver an economic boost worth tens of millions of pounds, providing significant opportunities for restaurants, bars, tourist attractions, and local businesses to benefit from the influx of visitors.
2. **Increased Visibility:** With over 400,000 visits expected during the four-day event, businesses will have the chance to showcase their products and services to a large and diverse audience.
3. **Enhanced City Image:** Businesses can contribute to enhancing the city's appearance, boosting its image and reputation among visitors by ensuring their premises and surrounding areas are in top condition encouraging them to stay, extend their visit and return!
4. **Community Engagement:** The event presents an excellent opportunity to engage our community in new and exciting ways.
5. **Marketing Opportunities:** There are a number of fantastic opportunities for businesses of all kinds to promote your own business to the event visitors.

### Business Webinar

A Tall Ships 2025 Aberdeen webinar for business ran back in February which included speakers from the Tall Ships Aberdeen project team, Visit Aberdeenshire, VisitScotland, Aberdeen Inspired and EventScotland. The webinar gave an overview of the event, details about our marketing plans, a summary of opportunities for businesses to get involved and lots of other useful information – you can view the recording and download the presentations [here](#).

## BUSINESS OPPORTUNITIES

### Curated on the Quayside - Trade and Charity Opportunity



Applications for traders and charities to get involved 'Curated on the Quayside' are now open! Join this four-day outdoor market in the Port of Aberdeen, showcase your products to the thousands of visitors expected to be part of this truly historic Aberdeen event. Curated on the Quayside will feature stalls around the harbour quaysides. Priority will be given to local businesses and organisations, including nautical organisations, that reflect the event's strong connection to Aberdeen's maritime heritage. Traders will participate on all four days, while charities will join for one day each.

For all the details, costs and application forms, please visit the [Charlie House website](#). The application process will be open until **5pm on Friday 28 March**, with successful traders and charities notified the week of 21st April 2025.

### Welcome the International Crew

We are anticipating 1,500 international crew members descending on Aberdeen for the Tall Ships Races 2025. To provide an extraordinary Scottish welcome, we are planning a range of activities including a mini-Highland Games, a multi-sports festival, behind-the-scenes tours, an exceptional crew parade route, a welcoming and fun crew centre, and a memorable Scottish-themed crew party.

We are seeking support from businesses to enhance these VIP's experience further by offering crew discounts, freebies, and additional organised activities to ensure a warm welcome for the international crews of the visiting Tall Ships. Please get in touch with our team with ideas of your support by emailing [TallShipsAberdeen@aberdeencity.gov.uk](mailto:TallShipsAberdeen@aberdeencity.gov.uk).



## Submit your Special Promotion - What are you doing for Tall Ships?



We are delighted to offer businesses the chance to advertise your special activity, offer, promotion or event to the Tall Ship Races audience!

Can you offer customers something special during event - this could be a themed menu or special cocktail, a themed product, a deal or discount, an exciting event or extra entertainment at your venue – what you do is completely up to each individual business. We would love to hear what you have planned to tie in with the event! This is your chance for an extra boost of publicity - showcase your business and help welcome visitors to the city for the event!

We will list appropriate promotions on our website and may feature you on our official or partner social media channels. **Deadline for submission has been extended to 21st May 2025** but we encourage businesses to let us know as soon as possible so we can consider featuring you in the build up to the event. Please submit your offers using our online form [here](#).

## Apply for a Business Activation Kit

The project team have created a high-quality branded activation pack for businesses for use in the lead-up to and during the event. These materials will help dress the city centre, along with spreading awareness and anticipation for the event.

The pack features A1 and A3 posters, window stickers and bunting and can be used to decorate your window area or be incorporated into a more elaborate window display for the event. Please complete our short form [here](#) to apply for a pack.

Packs will be allocated on a first come, first served basis. Additional materials can be purchased from our supplier, please contact Kate at [kate.timperley@aberdeeninspired.com](mailto:kate.timperley@aberdeeninspired.com) for more details.





## Advertise in Official Souvenir Programme

We are delighted to offer an opportunity to place an advert in the Official Souvenir Programme for the event which offers a great opportunity to showcase your business to a captive audience in a high-quality format.

This A4 glossy programme of around 120 pages will include lots of event information, ship & crew profiles and feature articles on the city and region. A minimum of 8K copies will be printed along with a digital version available to view for free on official event website, meaning excellent exposure for your business.

Prices start from £750 for a quarter page advert and we have secured a discount of 10% for anyone quoting 'Aberdeen Inspired'. You can view the media pack [here](#) for more information or contact Iain at [iain@internationalmediasales.com](mailto:iain@internationalmediasales.com). **Deadline for booking is 05/05/25 and artwork deadline is 19/05/25.**



## Sponsorship Opportunities



Joining the event's commercial programme offers fantastic opportunities for businesses of all kinds. The Tall Ships Races Aberdeen team is collaborating with a wide range of companies to create tailored sponsorship packages that meet the objectives of all types of partners, from lead sponsors to official suppliers, at both global and local levels. The event is thrilled to engage brands in celebrating the return of the Tall Ships Races to Aberdeen. Opportunities include supporting the youth sail trainee and volunteer programmes, live music stages, and the creative programme, as well as crucial event logistics and supply chain needs.

Benefits on offer include site and collateral branding, VIP event access, gig tickets, priority for deck hires and more. Most importantly, commercial partnerships ensure a great experience for youth sail trainees, international crew and visitors to the event.

Want to get involved? Reach out to Leanne Sinclair at Mearns and Gill for more information at [leanne.sinclair@mearns-gill.com](mailto:leanne.sinclair@mearns-gill.com) or 01224 646311. You can also view the sponsorship information pack [here](#).

As well as the success of the Tall Ships Races Aberdeen 2025, commercial support is essential for building the city's reputation as the perfect stage for future international events. We are grateful to all our sponsors for stepping up to support this vision.

## Tall Ships Merchandise and Retail Opportunities

The official Tall Ships Aberdeen online [shop](#) is now live with a great range of merchandise using the distinctive colours and characters of Aberdeen's Host Port brand and even a touch of Doric. Products, including clothing, are printed on demand and shipped directly to you with the profit from every item sold helping to fund the event. Prices start at just £4.99.

Retail partners in the city and Aberdeenshire can also request to stock the product range at a wholesale discount creating a profit share between your business and the event. You can create an attractive range for your customers with a distinctive local flavour. Minimum order quantities and values are low and supply turnaround is quick for replenishment.

Retail businesses from high street to garden centres and visitor attractions are encouraged to apply, but other businesses such as coffee shops or gyms might want to consider a small stock of mugs or water bottles. Unsure if this is right for you – let's talk about it! Please contact Matthew Williams at [matwilliams@aberdeencity.gov.uk](mailto:matwilliams@aberdeencity.gov.uk) to discuss.

Retail partner places will be limited to ensure an optimal geographic and sector spread across the local area.

Additional suggestions for Tall Ships Aberdeen Merchandise:

- Customer prizes and competitions – a great way to reward customers and clients, or capture data for future promotions
- Corporate gifts – add some distinctive local colour alongside your brand
- Office decor – spruce up your space with a Tall Ships Aberdeen print, options include retro travel posters and a branded landscape featuring a cast of colourful characters
- Office essentials – magnets, mugs, coasters, water bottles, tea towels – if you need to replace or upgrade please consider these distinctive designs

Smaller orders can be placed directly through the website. Bulk orders worth over £400 can be placed at a discount by emailing [aagmretail@aberdeencity.gov.uk](mailto:aagmretail@aberdeencity.gov.uk).



## MARKETING TALL SHIPS RACES

Concerted efforts are being made to profile The Tall Ships Aberdeen 2025 across a wide range of media, including local, Scottish national and UK national. This is being supported by targeted marketing campaigns including a DC Thomson content partnership and paid ads on Meta (Facebook and Instagram). We are also delighted to present our event mascot 'Dorry the Dolphin' who will be making appearances across the city in the lead up to and during the event!



## MARKETING YOUR BUSINESS DURING TALL SHIPS

The Tall Ship Races Aberdeen 2025 represent a fantastic opportunity to present your business to the huge number of visitors expected, both from the local area and further afield. This will give you opportunity for extra sales over the event but also to gain potential new repeat customers who have come to Aberdeen especially for the event and maybe haven't come across you before. We hope every business in Aberdeen will see the benefit, but here are some ideas to help you stand out!

### Top Tips for Business

- Make sure your website is up to date and user friendly – is it easy for people to find the information they need? It is clear what services or products you offer? Do you have a user-friendly booking system?
- Update/claim your google, VisitAberdeenshire and VisitScotland listing (see pg. 24 for more info) to maximise visibility for your business
- Submit your special promotion or event to be included in the listings on the official website (see pg. 19 for details)
- Are your social media pages up to date and have you posted relevant content recently?
- Utilising our event hashtags (noted below) in anything relevant will help make you more findable or allow us to share your content on our channels. Please also tag us using the social details at the end of this document.
- Creating engaging content on your social media, ensuring this is varied and interesting and not all sales message based (see pg. 25 for examples).
- Can you work with other local businesses to share their content out and they may do the same for you.

### Official Hashtags for Tall Ships Aberdeen 2025!

#TSR2025 #tallshipsaberdn #AberdeenInspired  
#AberdeenCity #VisitABDN #VisitScotland







### Digital Marketing Webinar with Business Gateway

We are delighted to have partnered with [Business Gateway](#) for an expert-led webinar: Navigating Success: Digital Marketing Masterclass for Tall Ships Aberdeen.

Taking place 21<sup>st</sup> May 2025, this free 2-hour webinar will help businesses create a winning digital marketing strategy and maximise visibility during The Tall Ship Races Aberdeen and beyond.

Learn how to craft an impactful online presence that attracts visitors and drives engagement. For more information on the webinar and to book your space visit [here](#).



### Tall Ships Aberdeen Branding and Social Media Assets for Business Use

We have developed a range of branded social graphics for business, along with a gallery of images you can utilise on your social channels during Tall Ships to promote both the event itself and what you have planned during the event dates. You can view and download these [here](#).

You are also welcome to utilise the official Ships Races Aberdeen 2025 logo and other branding at no cost to connect your business to the event. Please ensure you follow the brand guidelines to maintain a consistent, professional representation of the Aberdeen Tall Ships 2025. You can download branded assets along with the brand guidelines at [tallshipsaberdeen.com/media-centre](https://tallshipsaberdeen.com/media-centre).

If you have any questions or require additional resources, don't hesitate to reach out to our team at [TallShipsAberdeen@aberdeencity.gov.uk](mailto:TallShipsAberdeen@aberdeencity.gov.uk).



## Online Profiles to Promote Your Business

### Claim your Google Business Profile

Google Business Profile is a free tool that lets you manage how your business appears across Google Search and Maps, increasing your business visibility online. For more details, please visit [here](#).

### Create your business listing on VisitAberdeenshire and VisitScotland websites

VisitAberdeenshire has a free business listing function, that allows you to get your business in front of new potential customers. You can submit your details about your business [here](#), and once approved by the VisitAberdeenshire team, is your tool to edit as you see fit with appropriate imagery, copy and web links. Similarly, you can also list your business on the VisitScotland website. Please see details on this [here](#).

You can also list your events on VisitAberdeenshire's website and others via Data Thistle. For more information and to list your event, see [here](#). Events submitted via this link will be prioritised for publication by Data Thistle and should be submitted a minimum of 14 days prior to the event taking place.



### Promoting the local area

[VisitAberdeenshire](#), the destination organisation and lead body for tourism in Aberdeen and Aberdeenshire have a large content library of fantastic images of the city and shire which are free to use for your marketing materials and social media. You can find this [here](#). They also have a useful 'phrasebook', a tool that businesses can use to help them pinpoint the region's best bits with various words and phrases – this can be found [here](#).

VisitAberdeenshire have provided the content examples below to help inspire businesses on how they might want to talk about Tall Ship Races Aberdeen 2025 and the local area to generate buzz and excitement among their followers and customers.



Here's an example of how businesses might post about Tall Ships Aberdeen 2025:

*Set sail for Tall Ships Aberdeen!*

*With a fascinating maritime history, we're the perfect host for one of Scotland's largest events this summer. The event features a packed schedule of events and magnificent ships in port from around the globe, get set for the biggest party we've seen since we hosted the event back in 1990s.*

*Our region is the ultimate seafaring destination, with 165 miles of stunning coastline, quirky fishing villages and towns and the freshest produce caught right here, now is the time to get involved.*

*Sea you there!*

*@tallshipsaberdeen @visitscotland @visitabdn @abdninspired #TSR2025 #tallshipsaberdeen #AberdeenInspired #AberdeenCity #VisitABDN #VisitScotland*

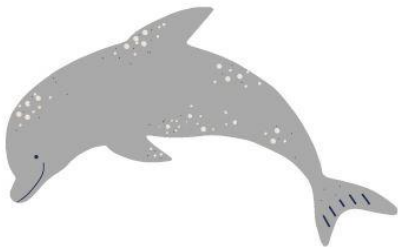
Here's a short blurb that highlights just some of the destination's best bits:

*The Aberdeen and Aberdeenshire region is famous for its dramatic coastlines, 263 castles and rolling landscapes of Royal Deeside. But that's just the beginning.*

*Awash with a fascinating history, Aberdeen and Aberdeenshire is currently enjoying a renewed interest in arts and culture. Award-winning museums and galleries, world-class entertainment venues and maritime heritage, the region packs a punch. Vibrant street art colours the city streets, with the renowned Nuart Aberdeen festival drawing visitors and locals to see incredible artists.*

*The region has also inspired literary classics and hosted Hollywood blockbusters and Netflix series. From Bram Stoker to Walt Disney, Aberdeen and Aberdeenshire has helped creative movie magic.*

*Aberdeen and Aberdeenshire's food and drink offering boasts five Michelin Guide restaurants, traditional whisky and modern gin distilleries and is the home of BrewDog – leaders of the craft beer revolution. From the freshest seafood to the world-renowned Aberdeen Angus, the region tastes better than ever. Step outside and experience the wild open spaces of Aberdeenshire. Whether Munro bagging, paddleboarding or exploring Aberdeenshire's cycling climbs are more your thing, Aberdeen and Aberdeenshire's adventure appeals to all.*





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## SUSTAINABILITY SPONSOR



## CAPTAINS DINNER SPONSOR



## CREW PARADE SPONSOR



## TRAINEE SUPPORTERS



# SPONSORS

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OFFICIAL TALL SHIPS  
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EVENT OPERATIONS  
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# THANK YOU TO ALL OF OUR TRAINEE FUNDERS





## CONTACT US

Tall Ships Project Team at Aberdeen City Council

[TallShipsAberdeen@aberdeencity.gov.uk](mailto:TallShipsAberdeen@aberdeencity.gov.uk)

[www.tallshipsaberdeen.com](http://www.tallshipsaberdeen.com)

[www.aberdeencity.gov.uk](http://www.aberdeencity.gov.uk)

Aberdeen Inspired

[info@aberdeeninspired.com](mailto:info@aberdeeninspired.com)

[www.aberdeeninspired.com](http://www.aberdeeninspired.com)

Visit Aberdeenshire

[info@visitabdn.com](mailto:info@visitabdn.com)

[www.visitabdn.com](http://www.visitabdn.com)

VisitScotland

[customer.services@visitscotland.com](mailto:customer.services@visitscotland.com)

[www.visitscotland.com](http://www.visitscotland.com)

Follow and tag our socials!

- [instagram.com/tallshipsaberdeen](https://www.instagram.com/tallshipsaberdeen)
- [facebook.com/tallshipsaberdeen](https://www.facebook.com/tallshipsaberdeen)
- [x.com/tallshipsabdn](https://x.com/tallshipsabdn)
- [tiktok.com/@tallshipsaberdeen](https://www.tiktok.com/@tallshipsaberdeen)
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- [youtube.com/@TallShipsAberdeen](https://www.youtube.com/@TallShipsAberdeen)

