

# THE TALL SHIPS RACES ABERDEEN

19-22 July 2025

SPONSORSHIP INFORMATION PACK



Host Port Partners





# THE TALL SHIPS RACES

## SUPPORT ABERDEEN'S BIGGEST EVENT IN GENERATIONS

**The iconic Tall Ships Races return to Aberdeen for the first time in 28 years in July 2025, for four days of world-class events and free family fun for all ages.**

The event is expected to attract 400,000 visits and 45 Tall Ships from across the globe have already signed up, including 16 of the magnificent class A vessels.

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.



# TRAINEE PROGRAMME

LIFE-CHANGING OPPORTUNITIES FOR LOCAL YOUNG PEOPLE

**The Tall Ships Races Aberdeen 2025 will offer people aged 15 to 25 living in an AB post code sailing experiences that could change their life.**

Our aim is to provide 100 fully funded Sail Trainee places for young people from socially deprived backgrounds, who may never have thought of sailing or had the means to do it.

A further 150 places are available for individuals that can self-fund the trip.

The Sail Trainees will sail for 10 days from Dunkirk to Aberdeen or Aberdeen to Kristiansand on the adventure of a lifetime, having fun on the high seas and at the races, developing skills and making friends for life.

## Why Sponsor Trainees?

You can become a Trainee Sponsor, providing funding for 10 young people, or sponsor an individual. Your support will:

- Positively impact the lives of local young people and their communities
- Contribute to youth development and international understanding
- Align your brand with positive social impact
- Receive recognition and branding opportunities related to the Sail Trainee programme



**“I had the best two weeks of my life sailing across the North Sea for The Tall Ships Races. I only applied because my parents were nagging me. I just wanted to sit on the couch and do nothing but I’m so glad I did it.”**

**Colleen Grains, aged 19**



# VOLUNTEER PROGRAMME

SUPPORTING SAFE AND SMOOTH EVENT OPERATIONS

**Volunteers are essential to the safe and efficient delivery of every Tall Ships Races and will give the international crews a warm Aberdeen welcome.**

Our aim is to recruit 400 volunteers in a wide variety of roles, offering people of all ages and abilities the opportunity to show their civic pride and be part of something big.

From liaison officers to media assistants, volunteers will benefit from high quality training, skills development and exclusive clothing, while making memories that will last a lifetime.

## **Why Sponsor the Volunteer Programme?**

There are four volunteer sponsor packages available, and your support will:

- **Positively impact the lives of local people and their communities**
- **Contribute to skills development**
- **Align your brand with positive social impact**
- **Receive recognition and branding opportunities related to the volunteer programme**





# WORDS FROM OUR SPONSORS



“The Tall Ships event and ethos are a natural fit for us. Serica’s logo is based on the outlines of a tallship in full sail as the Company is named after a winning racing tea clipper, The Serica, our ethos of supporting communities and education to encourage young people to be all they can be is a good fit for us.”

**Mike Killeen**  
Chief Executive Officer,  
Serica Energy



“This is a once-in-a-generation event for Aberdeen, recognising our maritime heritage and embracing the opportunities of the future.”

**Chris Coull**  
Joint Managing Director UK,  
Peterson Energy Logistics



“We are proud to support an event that brings together people from all over the world to celebrate this maritime tradition.”

**Mike Pettigrew**  
CEO, ASCO



“We are an active champion for our local community and are delighted to be supporting the 2025 Races and showcasing the best of the north-east of Scotland.”

**University of Aberdeen**  
Vice-Principal Regional Engagement,  
Professor Pete Edwards

# WORDS FROM OUR SPONSORS



“The event gives young people the opportunity to grow their skills and build connections.”

**Camilla Salthe**

Senior Vice President Upstream,  
Equinor UK



“Seeing the ships in the harbour is an unforgettable sight and our long-standing close ties with Port of Aberdeen and the fact that the ships have sailed here from Dunkerque, the location of another major ArcelorMittal facility, makes this event even more special for us.”

**Dave Weston**

Chief Executive Officer,  
John Lawrie Metals



“We’re a company deeply rooted in Aberdeen’s history and recognise the significance of supporting this spectacular event.”

**Sir Jim Milne CBE**

Chairman & Managing Director,  
Balmoral Group

# SPONSORS

## ASSOCIATE SPONSORS



## AFFILIATE SPONSORS



## TRAINEE SPONSOR



## SUSTAINABILITY SPONSOR



## CAPTAINS DINNER SPONSOR



## CREW PARADE SPONSOR



## TRAINEE SUPPORTERS





# SPONSORS

SHIPPING  
SERVICES PARTNER



MEDIA PARTNER



VIDEO PARTNER



STRATEGIC  
COMMUNICATIONS SPONSOR



TOWAGE SERVICES  
PARTNER



REGENTS & BLAIKIES  
QUAY SPONSOR



ZONE SPONSOR  
- SHED 7



EVENT OPERATIONS  
SPONSOR



OFFICIAL TALL SHIPS  
WHISKY SPONSOR





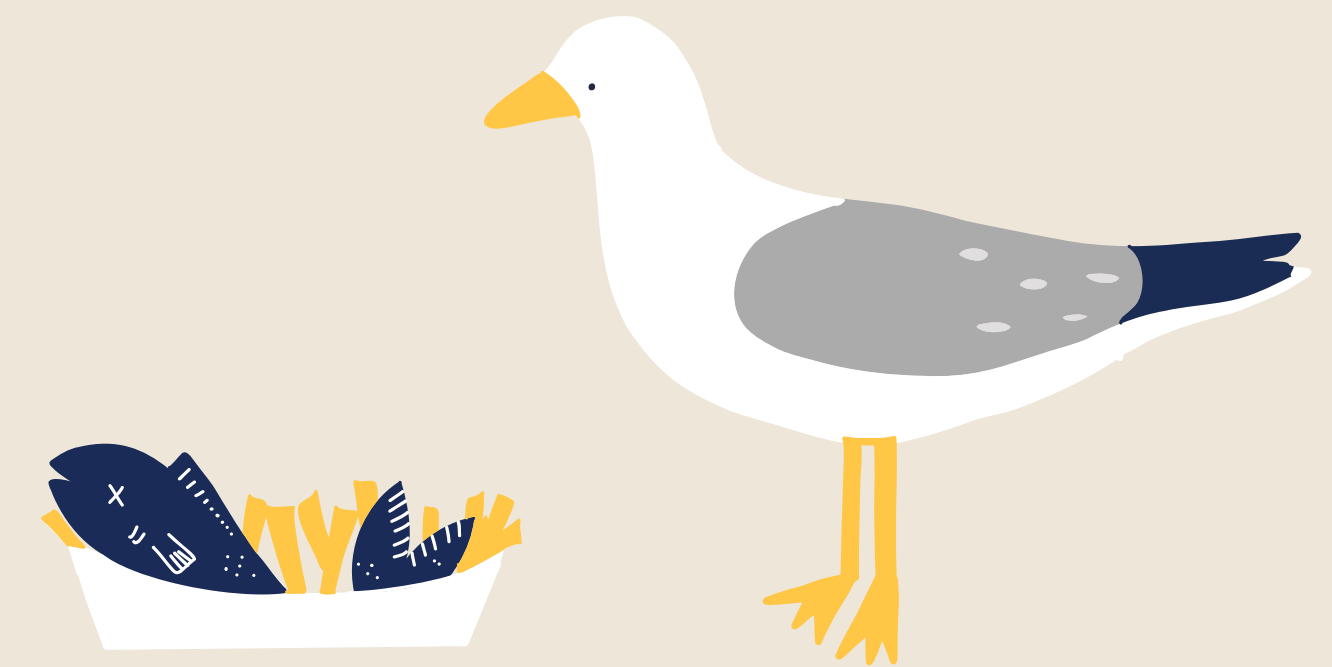
# EVENT OBJECTIVES

## 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



# SUMMARY

TIER 1		
Host Port Sponsor	1 package available	Please contact <a href="mailto:leanne.sinclair@mearns-gill.com">leanne.sinclair@mearns-gill.com</a>
Associate Sponsors	1 packages available	£50,000
Affiliate Sponsors	4 packages available	£30,000
Stage Sponsor	1 package available	£40,000
TIER 2		
Trainee Sponsors	8 packages available	£25,000
Volunteer Sponsors	4 packages available	£25,000
<b>SOLD</b> Sustainability Sponsor	<del>1 package available</del>	<del>£20,000</del>
TIER 3		
<b>SOLD</b> Crew Parade Sponsor	<del>1 package available</del>	<del>£10,000</del>
<b>SOLD</b> Captains' Dinner Sponsor	<del>1 package available</del>	<del>£10,000</del>
Trainee Supporters	Multiple packages available	£10,000
Exhibition Sponsor	1 package available	£10,000
Activation Zone Sponsors	Multiple packages available	£10,000
Culture Sponsor	1 package available	£10,000
Education Programme Sponsors	Multiple packages available	£5,000
Trainee Funders	Multiple packages available	£2,000



# TIER 1

## SPONSORSHIP PACKAGES

£30k - £150k



## TIER 1

# HOST PORT SPONSOR OPPORTUNITY

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## Limited to 1 Package

- Massive brand exposure to approx. 400,000 visits 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**

plus VAT

# 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 Opening Ceremony
    - 6 Invitations to Maritime Museum Launch
    - 20 Passes for Headline Events on night of choice (can be chosen once acts are announced)
  - **Range of negotiable options available**

**TIER 1**

**£30,000**

plus VAT

# 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 Opening Ceremony
    - 2 Invitations to Maritime Museum Launch
    - 12 Passes for Headline Events on night of choice (can be chosen once acts are announced)
  - **Range of negotiable options available**



TIER 2

£40,000

plus VAT

# STAGE SPONSOR

Limited to 1 Package

- **Named as Stage Sponsor for Quayside Concerts, Peterson Seabase**
  - **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 Opening Ceremony
    - 4 Invitations to Maritime Museum Launch
    - 6 Passes for Headline Events on night of choice (can be chosen once acts are announced)
  - **Negotiable Options for:**
    - Quayside or Event Site Stand
    - Staff volunteer programme

# TIER 2

## SPONSORSHIP PACKAGES

£20k - £25k





TIER 2

£25,000

plus VAT

# 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 Opening Ceremony
    - 4 Invitations to Maritime Museum Launch
    - 6 Passes for Headline Events on night of choice (can be chosen once acts are announced)
  - **Negotiable Options for:**
    - Quayside or Event Site Stand
    - Staff volunteer programme

TIER 2

£25,000

plus VAT

# 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 Opening Ceremony
    - 4 Invitations to Maritime Museum Launch
    - 6 Passes for Headline Events on night of choice (can be chosen once acts are announced)
  - **Negotiable Options for:**
    - Quayside or Event Site Stand
    - Staff volunteer programme



# TIER 3

## SPONSORSHIP PACKAGES

£2k - £10k



TIER 3

£10,000

plus VAT

# EXHIBITION SPONSOR

Limited to 1 Package

- **Named as Exhibition Sponsor**
  - **Package supports the Monsters of the Deep exhibition taking place at the Art Gallery from May – October 2025**
  - **Prominent branding at venue and on related collateral inc. online for duration of the exhibition**
  - **Corporate hire of the venue and a private exhibition viewing can be arranged**
  - **Inclusion of quotation in Monsters of the Deep and culture focused media and PR**
- **VIP Access**
    - 2 Invitations to Opening Ceremony
    - 4 Invitations to Maritime Museum Launch
    - 6 Passes for Headline Events on night of choice (can be chosen once acts are announced)
  - **Negotiable Options for:**
    - Quayside or Event Site Stand
    - Staff volunteer programme



TIER 3

£10,000

plus VAT

# 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 Opening Ceremony
    - 4 Invitations to Maritime Museum Launch
    - 6 Passes for Headline Events on night of choice (can be chosen once acts are announced)
  - **Negotiable Options for:**
    - Quayside or Event Site Stand
    - Staff volunteer programme

TIER 3

£10,000

plus VAT

# 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 Opening Ceremony
    - 4 Invitations to Maritime Museum Launch
    - 6 Passes for Headline Events on night of choice (can be chosen once acts are announced)
  - **Negotiable Options for:**
    - Quayside or Event Site Stand
    - Staff volunteer programme



TIER 3

£10,000

plus VAT

# CULTURE PROGRAMME SPONSOR

Limited to 1 Package

- **Named as Culture Programme Sponsor**
  - **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**
    - 2 Invitations to Opening Ceremony
    - 6 Invitations to Maritime Museum Launch
    - 6 Passes for Headline Events on night of choice (can be chosen once acts are announced)
  - **Negotiable Options for:**
    - Quayside or Event Site Stand
    - Staff volunteer programme

TIER 3

£5,000

plus VAT

# 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 on night of choice (can be chosen once acts are announced)
  - **Negotiable Options for:**
    - Quayside or Event Site Stand
    - Staff volunteer programme

TIER 3

£2,000

plus VAT

# 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
    - 2 Passes for Headline Events on night of choice (can be chosen once acts are announced)
  - **Negotiable Options for:**
    - Quayside or Event Site Stand
    - Staff volunteer programme



# THANK YOU TO ALL OF OUR TRAINEE FUNDERS

