

# Falmouth International Sea Shanty Festival

16th - 18th June 2023

## Sponsorship Information



# About the Falmouth International Sea Shanty Festival

Welcome to the largest free nautical music and song festival in Europe!

Falmouth has a proud and long history as a first safe port of call for deep-water sailing ships. It was here that sailors filled our waterside alehouses with their songs and it is here that those shanties and stories are kept alive to this day. If you listen very carefully as you walk along our seventeenth-century quays you can still hear them singing!

The festival is now in its 21st year and goes from strength to strength. Each year, Falmouth welcomes in excess of 40,000 people to the Festival as they come to enjoy this wonderful event, steeped in maritime history.

With over seventy groups, twenty plus venues and three large main, outdoor stages, this notable Festival is spread across Falmouth bringing enormous economic and social value to the town, local businesses and the community.

It has international appeal, with bands historically travelling from France, the USA, Canada, The Netherlands and of course, from right across the UK!

In recent years, the Festival has also seen an upsurge in the number of younger performers and female-only shanty groups. It continues to enjoy growth in the mainstream music industry with bands such as The Longest Johns bringing this style of music into the spotlight. This has given the Festival an increase in more national media coverage, as well as through our more local channels.

The Festival is a much-loved staple in the Cornish events calendar and is proud to offer continued support to the RNLI through fundraising undertaken at the festival.





## Why engage with the Falmouth International Sea Shanty Festival

- Increase brand awareness and raise your profile in an exciting and innovative way
- A unique platform to showcase your business and enhance company image and reputation whilst generating new contacts and future potential business
- Shape customer attitudes by demonstrating engagement and commitment to your local community
- Drive sales with access to two main stage bars across three days with attendance figures in excess of 40,000 people
- Generate media exposure for your brand through national press releases, social media posts and with a presence on our dedicated website.



# Benefits of Sponsoring the Falmouth International Sea Shanty Festival

- Your brand associated with largest Sea Shanty Festival in Europe
- Reach 25,000 number of people via our website [www.falmouthseashanty.co.uk](http://www.falmouthseashanty.co.uk) with a dedicated page for your brand including copy, images and a direct link to your website.
- Your logo added as a Sponsor and an advert placed on the website.
- Branding opportunities on the main stages and bars at Events Square and The Waterfront at Church Street Car Park.
- Your product available to Festival visitors at our dedicated, main stage bars and sold in venues across Falmouth
- Your logo added to the re-usable, beautifully designed Festival cups. A keep-sake item sold throughout the town and at all the main venues.
- Branding opportunities on the Festival merchandise which includes t-shirts, polo-shirts and sweatshirts, sold at our dedicated merchandise tents at the Festival, on-line through the website and via The Cornish Store, Falmouth
- Dedicated sponsor 'thank you's' via our Sea Shanty and Falmouth Town social media channels with a combined reach of 87,942 followers.



# Sponsorship Package Costs

## Gold £5000

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- Your logo added as a Gold Sponsor and an advert placed on the website and in the printed programme.
- Branding opportunities on the main stages and bars at Events Square and The Waterfront at Church Street Car Park.
- Your product available to Festival visitors at our dedicated, main stage bars and sold in venues across Falmouth.
- Branding opportunities on the Festival merchandise which includes t-shirts, polo-shirts and sweatshirts, sold at our dedicated merchandise tents at the Festival, on-line through the website and via The Cornish Store, Falmouth.
- Dedicated sponsor 'thank yous' via our Sea Shanty and Falmouth Town social media channels with a combined reach of 87,942 followers.

## Silver £2500

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- Your logo added as a Silver Sponsor and an advert placed on the website and in the printed programme.
- Your product available to Festival visitors at our dedicated, main stage bars and sold in venues across Falmouth.
- Dedicated sponsor 'thank yous' via our Sea Shanty and Falmouth Town social media channels with a combined reach of 87,942 followers.

## Bronze £1500

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- Reach 25,000 number of people via our website [www.falmouthseashanty.co.uk](http://www.falmouthseashanty.co.uk) with a dedicated page for your brand including copy, images and a direct link to your website.
- Your logo added as a Bronze Sponsor and an advert placed on the website and in the printed programme.
- Dedicated sponsor 'thank yous' via our Sea Shanty and Falmouth Town social media channels with a combined reach of 87,942 followers.

# Advertising Opportunities

Please refer to the details below for advertising opportunities in the A5 Sea Shanty Festival Programme and Group Guide.

## FULL PAGE AD

£500

210MM H x 148MM W

## 1/2 PAGE AD

£300

92MM H x 148MM W

ARTWORK SHOULD BE SUBMITTED  
IN HIGH RESOLUTION, PRINT-READY  
PDF FORMAT, NO JPGS.

CMYK COLOUR

ALL ARTWORK SHOULD BE  
SUBMITTED BY MONDAY 3RD APRIL

# Contact Information

For more information and to discuss sponsorship packages, please contact:

**Jack Blackler**

South West Bars & Events / Mission Code

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**SOUTHWEST**  
BARS & EVENTS

