



TALL SHIPS®Hamilton - June 28 to June 30, 2013

Sponsor Engagement Guide



City of Hamilton, Tourism and Culture Division
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TALL SHIPS® Hamilton Event Overview

Majestic tall ships are coming to Hamilton's waterfront Pier 8 as part of the War of 1812 Bicentennial Commemorations. Taking place Friday, June 28 to Sunday, June 30, the Event:

- is part of the TALL SHIPS® 1812 Tour, a pan-provincial initiative with 16 participating ports on Lake Ontario this summer
- visitors can go aboard the ships and sail on selected ships (for a fee); crew members include youth from around the world
- provides free on-land heritage and cultural programming at Pier 8, including music each evening at the Waterfront Stage
- is a unique, one of a kind event, positioning and promoting Hamilton locally and provincially as a waterfront destination
- is a family oriented event that also appeals to a wider demographic
- 50,000+ visitors projected to come to the Event over the Canada Day long weekend
- builds strategic partnerships with corporations, organizations, media and all levels of the government
- will provide a calculated economic impact for Hamilton



Visiting Tall Ships SORLANDET

Sponsored by the Hamilton Port Authority

Homeport: Kristiansand, Norway

Length: 210 feet

The Sorlandet is the oldest full rigged ship in the world still in operation. Built in 1927 as a merchant marine training ship, Sorlandet now offers students learning experiences aboard the ship through the Canadian sail training institution Class Afloat. Visit www.classafloat.com for more information about the school and its programs.



U.S. BRIG NIAGARA

Homeport: Erie, Pennsylvania

Length: 198 feet

The Flagship Niagara was built as a reconstruction of the warship aboard which Commander Oliver Hazard Perry won the Battle of Lake Erie during the War of 1812. Part of her mission is to preserve the skills of square-rig seafaring. Each summer she sails with professional crewmembers, teaching live-aboard trainees the way of the ship at sea and square-rig sea fairing skills.



FAIR JEANNE

Homeport: Ottawa, Ontario
Length: 110 feet

Fair Jeanne is a 34 meter traditionally-rigged brigantine. The ship is operated by Bytown Brigantine which provides young people with sailing skills, leadership training, challenges, and memories to last the rest of their lives.



ST. LAWRENCE II

Homeport: Kingston, Ontario

Length: 72 feet

Built at Kingston Shipyards, St. Lawrence II was designed for youth sail training. The Brigantine Incorporated operates the ship and runs a sail training program created with the intent of teaching young people the fundamental skills of sailing.



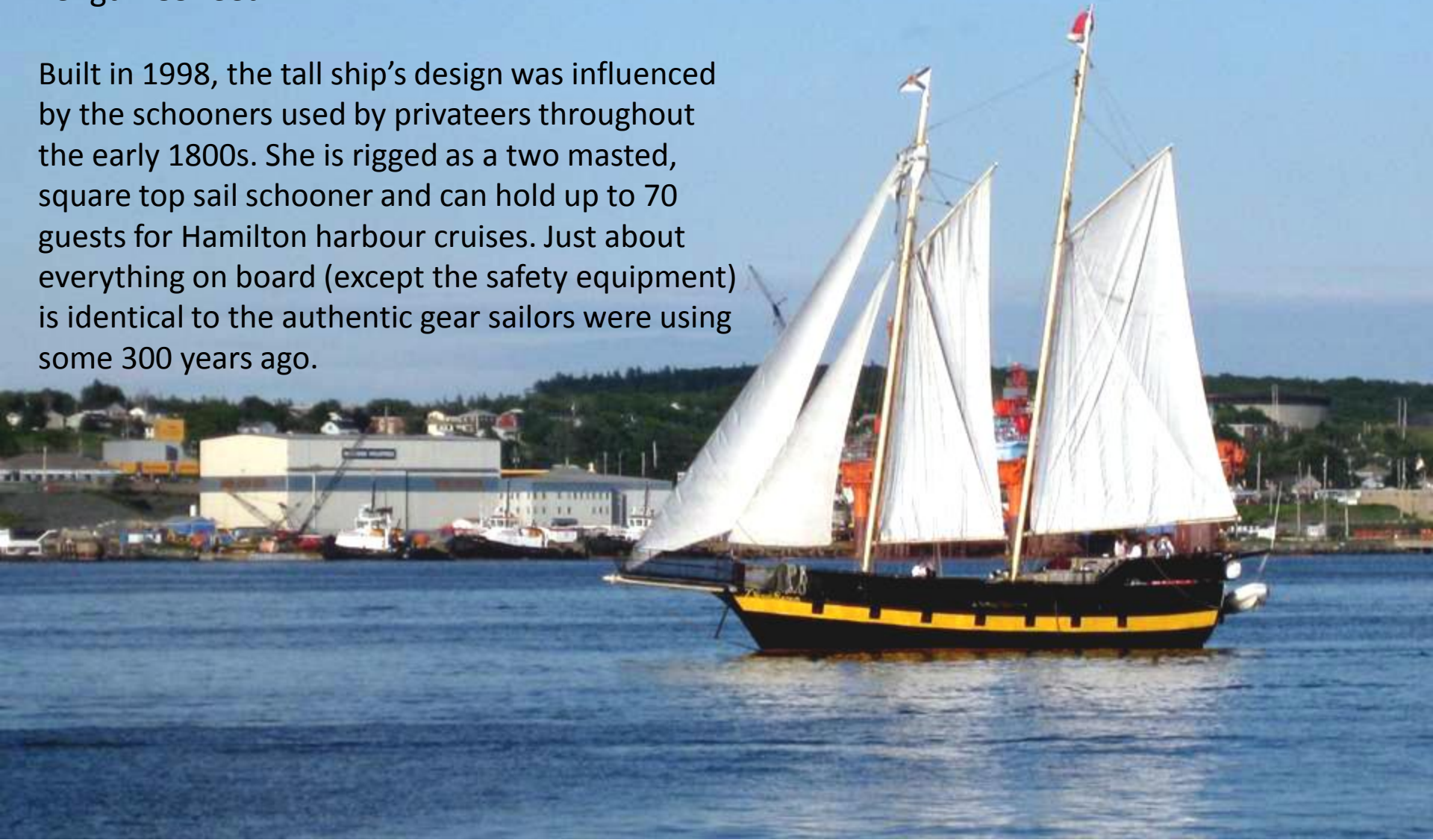
LIANA'S RANSOM

Sponsored by Parrish and Heimbecker, Limited

Homeport: Halifax, Nova Scotia

Length: 85 feet

Built in 1998, the tall ship's design was influenced by the schooners used by privateers throughout the early 1800s. She is rigged as a two masted, square top sail schooner and can hold up to 70 guests for Hamilton harbour cruises. Just about everything on board (except the safety equipment) is identical to the authentic gear sailors were using some 300 years ago.



Event Programming & Entertainment

TALL SHIPS® Hamilton will feature a variety of programming & official Events that will engage visitors and invited guests.

Parade of Sail: The dramatic afternoon arrival as the tall ships arrive in Hamilton Harbour as part of an on-water parade.

Opening Ceremonies: A salute to our visiting tall ship captains & crew at the official launch of TALL SHIPS® Hamilton at the Waterfront Stage, Pier 8

Captains' Reception and Dinner on the waterfront: Private Events to welcome and entertain our international visitors. June 28 beginning at 6:30pm at Sarcoa Restaurant , Pier 8

Tall Ship Deck Tours & Evening Receptions: Public & private access to experience this majestic fleet of ships up close. Public deck tours - \$10 per person. Evenings receptions or dockside dinners with deck tours reserved for sponsors. **Harbour Cruises** aboard the tall ship Liana's Ransom on Lake Ontario for \$30 per person.

Free on-land activities at Pier 8 June 29 & 30 10am to 11pm: Be transported back to 1812 and explore naval history and the traditions and trades of the time. Interactive theatre experiences where historical fiction meets performance; children's activities, buskers; free music at the Waterfront Stage. Return for spectacular **Canada Day Fireworks** on July 1st at nearby Bayfront & Pier 4 Parks.



Hospitality Receptions and Dinners

Hospitality Receptions and Dinners

Companies may fully sponsor Fair Jeanne, St. Lawrence II or U.S. Brig Niagara for the entire 3-day Event.

Sponsorship (dependent on level) includes access to a tall ship for an evening to host a client, customer or employee event on deck and/or dockside.

The use of one of the official Event caterers will be mandatory for receptions and dinners. All catering fees will be extra.



Target Geographic Markets & Audience

Primary Geographic Markets

- Greater Hamilton Region
- Burlington
- Southern Western Ontario: London, Windsor, Kitchener, Cambridge, Guelph
- Niagara Region

Target Market Audience

Attendance 50,000 + over 3 days
50/50 = male/female
70% attend with children
40% from outside Hamilton
50% household income over \$100,000

Local Media Sponsors



Event Media & PR

MARKEITNG AND MEDIA PLAN

Province wide media plan including Hamilton's Event on CTV will compliment extensive local coverage.

Local Coverage: CHCH Television, Hamilton Community News, Hamilton Spectator, Attractions Ontario Culture and Heritage, Globe and Mail, Toronto Star, VIEW Magazine, Niagara Review, Kitchener Record, Tourism Hamilton Experience Guide, Hamilton Halton Brant RTO map.

Social Media:

Website = www.1812hamilton.com

Facebook = www.facebook.com/1812hamilton

Twitter = www.twitter.com/1812hamilton





2013 Sponsorship Opportunities

Sponsorship Fees

| | |
|--|-------------------|
| Presenting Sponsor (1 available) | \$20,000 |
| Waterfront Stage Sponsor (1 available) | \$10,000 |
| Ship Sponsor (3 available) | \$5,000 per ship |
| Main Mast Sponsor | \$1,000 |
| Helm Sponsor | \$500 |
| Compass Sponsor | \$250 |
| Anchor Supporter | in-kind component |

TALL SHIPS® Hamilton is proud to be supported by the following:



ONTARIO CULTURAL ATTRACTIONS FUND
LE FONDS POUR LES MANIFESTATIONS
CULTURELLES DE L'ONTARIO



Presenting Sponsor - \$20,000 (1 only)

As the Presenting Sponsor, your company will receive exclusive presenting status rights associated with TALL SHIPS® Hamilton. Sponsorship benefits will include the following:

- ‘Presenting’ naming recognition on paid advertising and all Event print materials including:
 - Event Program to be distributed on site and in the Hamilton Spectator (110,000 impressions)
 - Ships Ticket Passport (15,000 impressions)
 - Deck Tour e-ticket (approx. 7,500 impressions)
 - Lanyards – sponsors, staff and volunteers (300)
 - Event t-shirt worn by staff and volunteers (250)
- Prominent Pier 8 on-site signage recognizing support at Event
- Name or logo on corporate on-site booth presence at Event with opportunity to launch new product or brand campaign at Event
- Acknowledgement and participation at all Event announcements including on-site Opening Ceremonies
- Acknowledgement in Public Service Announcements, e-newsletters and social media, logo with link on Event website 1812hamilton.com



Presenting Sponsor Continued...

- **Hospitality opportunities:**
 - 20 tickets to June 28th Captains' Reception and 4 tickets to Captains' Dinner
 - Client hosting at dockside reception or dinner on the tall ship Sorlandet Sunday, June 30 (use of TALL SHIPS® Hamilton approved list of caterers required).
 - 50 complimentary deck tour boarding passes allowing access to all ships for both June 29 and 30
- The rights to use presenting sponsorship in your own corporate marketing and branding
- Corporate keepsake for corporate legacy
- Detailed social media plan to include reach through Facebook and Twitter.
- Customized benefits available



Waterfront Stage Sponsor - \$10,000 (1 only)

- 'Waterfront Stage Sponsor' recognition on select paid advertising and Event print materials including
 - Event Program to be distributed on site and in the Hamilton Spectator (110,000 impressions)
 - Ships Ticket Passport (15,000 impressions)
 - Event t-shirt worn by staff and volunteers (250)
- Prominent Waterfront Stage on-site signage recognizing company's sponsorship
- Name or logo on corporate on-site booth presence at Event with opportunity to launch new product or brand campaign at Event
- Acknowledgement at Event including on-site Opening Ceremonies and at Waterfront Stage (free public performances June 28 to 30, 7pm to 11pm)
- Acknowledgement in social media, logo and link on Event website 1812hamilton.com
- **Hospitality opportunities:**
 - 10 tickets to June 28th Captains' Reception and 2 tickets to Captains' Dinner
 - 25 complimentary deck tour boarding passes for both June 29 and 30
- Corporate keepsake for corporate legacy
- Customized benefits available



Ship Sponsor - \$5,000 per ship

Become the Exclusive Sponsor of the tall ship **Fair Jeanne**, **St. Lawrence II** or **U.S. Brig Niagara**

Opportunity to host dockside or onboard reception (use of TALL SHIPS® Hamilton approved list of caterers required). *Note: Sponsor of the U.S. Brig Niagara will have the opportunity for a reception or dockside event with the Sorlandet on Sunday, June 30

Additional hospitality opportunities:

- 4 tickets to June 28th Captains' Reception and 2 tickets to Captains' Dinner at Sarcoa
- 20 complimentary deck tour boarding passes for both June 29 and 30.

Acknowledgement at Opening Ceremonies and through Event social media

Logo and link on Event website and logo placement on your ship gangway entrance during Event

Ship Sponsor logo recognition on print materials:

- Event Program to be distributed on site and in the Hamilton Spectator (110,000 impressions)
- Ships Ticket Passport (15,000 impressions)
- Event t-shirt worn by volunteers (250)



Main Mast Sponsor - \$1,000

- Event Hospitality Opportunities:
 - 4 tickets to June 28th Captains' Reception
 - 10 complimentary deck tour boarding passes.
- 'Main Mast Sponsor' recognition on Event print materials including
 - Event Program to be distributed on site and in the Hamilton Spectator (110,000 impressions)
 - Ships Ticket Passport (15,000 impressions)
 - Event t-shirt worn by staff and volunteers (250)
- Company recognition at the Event through on-site signage
- Acknowledgement at Opening Ceremonies
- Acknowledgement of sponsorship through Event social media
- Logo with hyperlink on Event website 1812hamilton.com



Helm Sponsor - \$500

- 2 tickets to June 28th Captains' Reception
- 'Helm Sponsor' recognition in Event Program to be distributed on site and in the Hamilton Spectator (110,000 impressions)
- Company recognition at the Event through on-site signage
- Acknowledgement of sponsorship through Event social media
- Company name and hyperlink on Event website 1812hamilton.com

Compass Sponsor - \$250

- 'Compass Sponsor' recognition in Event Program to be distributed on site and in the Hamilton Spectator (110,000 impressions)
- Company name and hyperlink on Event website 1812hamilton.com



Anchor Supporter In-Kind Donations

As with any major event of this magnitude, there is always a need for various goods and services over and above cash. This can include things such as products and services related to both hospitality for our visiting crew and trainees (180 people) and the production of the Event.

Should your company wish to support TALL SHIPS® Hamilton with in-kind donations, please speak with one of our corporate contact people listed on the following page.

We welcome any and all in-kind donations that you can provide.

Recognition of In-Kind Donors will be related to the value of service or product.

Thank You!



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