Tall Ships America Conference Sponsorship in the New Economy

Presented by Harmony Marketing
January 2012
Overview

→ Important to fully understand the unique differences between Philanthropic Fundraising and Corporate Sponsorship

→ Presentation will outline the differences

→ Assist in guiding organizations to determine if they have the required benefits, both tangible and intangible, to offer corporate sponsors

→ Sample Sponsorship Sales Deck specific for Tall Ships events
Glossary of Terms

- **Sponsorship Marketing** - a cash and/or in-kind fee paid to a property (i.e., organization, event, facility) in return for access to the exploitable commercial potential associated with that property” (source: IEG, 2003).

- Sponsorship is used by corporations to drive sales of products/services, generate brand awareness and build brand loyalty among customers and stakeholders.

- Proposals are subject to intense scrutiny to confirm market value of the benefits being offered.

- Sponsorship marketing partners can bring cash, in-kind products and services, marketing and sales programs and other benefits to a property.
Glossary of Terms

→ **Tangible Assets** - benefits/deliverables that have an accepted marketplace value as defined by advertising or public relations agencies.

→ **Intangible Assets** - benefits/deliverables that have an unqualified value. These assets are ingredients such as: prestige of property, geographic reach, hosting and hospitality, leadership and innovation, etc.
Glossary of Terms

- **Donations/Philanthropic Gifts** - obtained from foundations, individuals, government agencies and corporations.
- Receive a tax receipt and some acknowledgment of their contribution.
- An organization must be a registered charity to qualify for these gifts, and Revenue Canada stipulates that no marketing value is to be provided in exchange for the dollars received.
- Restricted funds or general use.
- Company be positioned as being a good corporate citizen, and to be seen as giving back to the communities in which they operate.
- Corporate donations do not offer value in terms of marketing or sales extension programs for the sponsored property.
Sponsorship Marketing

- Sponsorship Marketing has become a highly competitive environment - Dramatic increase in the number of sponsorship opportunities available.
- Numerous corporations have dramatically reduced their advertising budgets - are reviewing sponsorship opportunities – choosing ones that provide most marketing value.
- The normal rate of return on sponsorships is 3:1 i.e. three times the value to the cost of the sponsorship. (Sponsorship costs $100,000+ corporation receives $300,000 of value in return).
- Valuation methods to determine the market value of each and every dividend offered.
- Corporations creating their own custom designed valuation processes.
Sponsorship Marketing

- In line with the corporation’s value and mission
- Corporations receive approximately 5,000 sponsorship requests per year - only focus on the ones that will meet their guidelines
- Ownership of property or significant recognition – minimum # of sponsors
- Understanding CSR much better: Cause related marketing opportunities
- Sponsorship packages must present a strong business case in order to justify their participation
- Not just a logo in a brochure or on a banner - the tangible benefits need to assist the sponsor to:
  - increase sales - acquire new customers - add true marketing value for existing customers
Philanthropy

- Corporations donating some of their profits, or their resources, to charities and non-profit organizations.
- Most commonly donate cash, but they also donate the use of their facilities, property, services, or advertising support.
- Receive a tax receipt and Revenue Canada restricts the amount of recognition they can receive.
- Demand for corporate funds from charitable organizations has increased at a high rate in recent years and will likely continue to increase, due to:
  - The increase in the number of grassroots charitable organizations;
  - The increase in service demands/stresses on charitable organizations;
  - The decrease in government support at all levels;
  - The perception that the private sector has a greater ability to give than consumers or government.
Philanthropy

- Donation Committees set criteria needing
- Must fit with the vision and mission of the corporation – same as sponsorships
- CEO of the corporation no longer influences the donations
- Line between philanthropy and sponsorship blurred
- The majority of corporate dollars going to non-profit groups have come from the marketing rather than philanthropic budgets
- Non-profit organization must provide marketing value for the corporation if in fact the funds are coming from their marketing budgets
- Corporate partnerships with non-profit organizations must be bi-directional
## Sponsorship vs. Philanthropy

From THE SPONSORSHIP REPORT:

<table>
<thead>
<tr>
<th></th>
<th>Sponsorship</th>
<th>Philanthropy</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Objective</strong></td>
<td>To sell more products/services; to increase positive awareness in markets and among distant stakeholders.</td>
<td>To be a good corporate citizen; to enhance the corporate image with closest stakeholders.</td>
</tr>
<tr>
<td><strong>Partner / Recipient</strong></td>
<td>Events/Festivals; teams; arts or cultural organizations; projects; programs.</td>
<td>Typically cause-related, but can also be cultural, artistic, or sports-related. Funding may be designated for a project, program or operating budgets.</td>
</tr>
<tr>
<td><strong>Funding Source</strong></td>
<td>Typically from marketing, advertising, or communications budgets.</td>
<td>From charitable donations or philanthropy budgets.</td>
</tr>
<tr>
<td><strong>Accounting</strong></td>
<td>A full business expense, like promotional printing or media placement expenses.</td>
<td>As a result of write-offs, limited to 75% of net income. Accounting/tax considerations less likely to influence the way a company designates funding.</td>
</tr>
<tr>
<td><strong>Publicity</strong></td>
<td>Highly public.</td>
<td>Generally, little widespread fanfare.</td>
</tr>
<tr>
<td><strong>Where the money goes...</strong></td>
<td>Sports get the lion’s share of the sponsorship dollars, likely more than 50%.</td>
<td>Education, social services, and health sectors get 75% of charitable donations.</td>
</tr>
</tbody>
</table>
### IEG Valuation

#### 2010 Toronto Waterfront Festival
**Parade of Sail Title Sponsorship - Asset Valuation**

<table>
<thead>
<tr>
<th>Element</th>
<th>Quantity</th>
<th>Impressions</th>
<th>Rate Card / Value</th>
<th>Multiplier</th>
<th>Value</th>
</tr>
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<tbody>
<tr>
<td><strong>Signage</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Signs throughout Festival</td>
<td>10</td>
<td>800,000</td>
<td>0.002</td>
<td>$</td>
<td>16,000.00</td>
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<tr>
<td>TTC Posters</td>
<td>200</td>
<td>31,000,000</td>
<td>0.002</td>
<td>$</td>
<td>62,000.00</td>
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<tr>
<td>Lakeshore Banner</td>
<td>1</td>
<td>20,000,000</td>
<td>0.002</td>
<td>$</td>
<td>40,000.00</td>
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<tr>
<td><strong>Sub Total</strong></td>
<td></td>
<td></td>
<td></td>
<td>$</td>
<td>118,000.00</td>
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<tr>
<td><strong>Internet</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Website Logo Exposure</td>
<td>1</td>
<td>2,000,000</td>
<td>0.02</td>
<td>$</td>
<td>40,000.00</td>
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<tr>
<td>Banner Ad</td>
<td>1</td>
<td>75,000</td>
<td>0.02</td>
<td>$</td>
<td>1,500.00</td>
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<tr>
<td>E-Newsletters</td>
<td>1</td>
<td>100,000</td>
<td>0.1</td>
<td>$</td>
<td>10,000.00</td>
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<tr>
<td><strong>Sub Total</strong></td>
<td></td>
<td></td>
<td></td>
<td>$</td>
<td>51,500.00</td>
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<tr>
<td><strong>Hospitality</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Complimentary Tickets: Captain's Reception</td>
<td>8</td>
<td>$</td>
<td>200.00</td>
<td>$</td>
<td>1,600.00</td>
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<tr>
<td>Boarding Passes</td>
<td>30</td>
<td></td>
<td>$20.00</td>
<td>$</td>
<td>600.00</td>
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<tr>
<td>VIP Reception on visiting Ship</td>
<td>50</td>
<td></td>
<td>$200.00</td>
<td>$</td>
<td>10,000.00</td>
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<tr>
<td><strong>Sub Total</strong></td>
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<td></td>
<td></td>
<td>$</td>
<td>12,200.00</td>
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<tr>
<td><strong>Event Marketing, Advertising &amp; Media</strong></td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Other Advertising: On-line, matrix, etc</td>
<td>$</td>
<td>75,000.00</td>
<td>0.15</td>
<td>$</td>
<td>11,250.00</td>
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<td>Television Advertising</td>
<td>$150,000.00</td>
<td>0.15</td>
<td>$</td>
<td>22,500.00</td>
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<tr>
<td>Radio Advertising</td>
<td>$50,000.00</td>
<td>0.15</td>
<td>$</td>
<td>7,500.00</td>
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<td>Print Advertising</td>
<td>$150,000.00</td>
<td>0.15</td>
<td>$</td>
<td>22,500.00</td>
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<td><strong>Sub Total</strong></td>
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<td>$</td>
<td>63,750.00</td>
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<tr>
<td><strong>Collateral Materials</strong></td>
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<tr>
<td>Postcards/Flyers/Brochures</td>
<td>200,000</td>
<td></td>
<td>0.035</td>
<td>$</td>
<td>7,000.00</td>
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<tr>
<td>Posters</td>
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<td>3,000,000</td>
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<td>$</td>
<td>30,000.00</td>
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<td><strong>Sub Total</strong></td>
<td></td>
<td></td>
<td></td>
<td>$</td>
<td>37,000.00</td>
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<tr>
<td><strong>Promotional Rights</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Opportunity to participate in promotions as desired</td>
<td>1</td>
<td>$</td>
<td>10,000.00</td>
<td>0.06</td>
<td>$</td>
</tr>
<tr>
<td><strong>Sub Total</strong></td>
<td></td>
<td></td>
<td></td>
<td>$</td>
<td>500.00</td>
</tr>
<tr>
<td><strong>Editorial PR Value</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Coverage in Press including Corporate ID</td>
<td>1</td>
<td>$</td>
<td>75,000.00</td>
<td>2.5</td>
<td>$</td>
</tr>
<tr>
<td><strong>Sub Total</strong></td>
<td></td>
<td></td>
<td></td>
<td>$</td>
<td>187,500.00</td>
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<tr>
<td><strong>TOTAL TANGIBLE VALUE</strong></td>
<td></td>
<td></td>
<td></td>
<td>$</td>
<td>470,450.00</td>
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</tbody>
</table>
IEG Valuation

### Total Value Summary

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value of Tangible Benefits</td>
<td>$470,450.00</td>
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<tr>
<td>Intangible Benefits</td>
<td>$399,882.50</td>
</tr>
<tr>
<td>Sub Total</td>
<td>$870,332.50</td>
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<tr>
<td>Cost/Benefit Ratio (1:3)</td>
<td>$290,110.83</td>
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<tr>
<td>On-site Activation Rental Fee</td>
<td>$50,000.00</td>
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<tr>
<td><strong>Total Value/Year</strong></td>
<td><strong>$340,110.83</strong></td>
</tr>
</tbody>
</table>

### Intangible Values

<table>
<thead>
<tr>
<th>Value</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prestige of property</td>
<td>9</td>
</tr>
<tr>
<td>Recognizability</td>
<td>8</td>
</tr>
<tr>
<td>Category Exclusive</td>
<td>9</td>
</tr>
<tr>
<td>Ambush Protection</td>
<td>9</td>
</tr>
<tr>
<td>Loyalty/passion of audience</td>
<td>8</td>
</tr>
<tr>
<td>Ability to activate</td>
<td>9</td>
</tr>
<tr>
<td>Limited number of sponsors</td>
<td>8</td>
</tr>
<tr>
<td>Networking opportunities</td>
<td>8</td>
</tr>
<tr>
<td>Track Record</td>
<td>8</td>
</tr>
<tr>
<td>Media Coverage</td>
<td>9</td>
</tr>
<tr>
<td><strong>Total /100</strong></td>
<td><strong>85</strong></td>
</tr>
</tbody>
</table>

Multiplier: 0.85
Potential Tangible Benefits

- On-Site
- Internet
- Marketing, Advertising, Media, PR
- Collateral Materials
- Hospitality
- Promotional Rights
- Editorial PR Value
Potential Intangible Benefits

- Target audience
- Natural fit
- Employee involvement and partner activation
- Prestige of property
- Category exclusivity
- Loyalty and passion of property
- Networking opportunities
- Track record
Regional/National Partnerships

- Work together as an organization on Regional/National opportunities

- Corporations are looking for Regional/National partnerships that include more than one location

- Clearly define who is responsible for what and how much of funds are going where

- By working together all parties benefit: National, Provincial, Local, and Corporate Partner

- It Can Be Done!
Redpath
TORONTO WATERFRONT FESTIVAL
2012
June 21 – 24
2013
June 20 - 23
PRESENTED BY
The Redpath Toronto Waterfront Festival (RTWF):

- is a unique, one of a kind Festival, positioning and promoting Toronto locally, nationally and internationally as a waterfront destination
- provides on water and on land heritage and cultural programming
- is an event proven to attract a large audience
- is a family oriented festival that also appeals to a wider demographic
- provides a strong economic impact for Toronto and Ontario
- builds strategic partnerships with local, national and international corporations, organizations, media and all levels of the government
Launched in 2008 by the Waterfront BIA, the inaugural Toronto Nautical Festival was created as an event to promote Toronto as a waterfront destination to both visitors and residents.

In 2010, the RTWF was the event that brought the Tall Ships back to Lake Ontario in 2010 as part of the Great Lakes United TALL SHIPS Challenge®.

Due to the tremendous success in 2010, Water’s Edge Festivals & Events, a Not For Profit corporation, has been created to take the RTWF forward.

With the long-term commitment of Redpath Sugar and the Waterfront BIA, the RTWF will return in 2012 and become an annual event with Tall Ships participation every 3 years (starting in 2013).
RTWF 2010: June 30 – July 4

2010 Festival Highlights

- Toronto was the first and only Canadian port of the Great Lakes TALL SHIPS Challenge®
- 15 Tall Ships in fleet
- Boarding Passes for visiting Tall Ships
- Numerous events over the 5 days
- Attendance 750,000 +
- 50/50 = male/female
- 69% attended with children
- 38.5% came from outside GTA
- 85% came specifically for the RTWF
- 50% had income over $100,000
- Economic Impact = $137 million
Parade of Sail

2010 Highlights

- Grand Finale held on Sunday, July 4, 2010
- Ontario Place VIP Viewing
- Live Commentary
- Custom Soundtrack
- Performances by Fort York Guard
Hydro Pole, Banners, Ads, TTC Posters
## 2010 Media & Public Relation Stats

<table>
<thead>
<tr>
<th>Media</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2010 Media Plan included:</strong></td>
<td><strong>Audience impressions:</strong></td>
</tr>
<tr>
<td>- CTV, CP24, CHFI, Toronto Star, NOW Magazine</td>
<td>- Feature print articles estimated at 13 million</td>
</tr>
<tr>
<td>- US Media: Fox 29, PBS (Buffalo), 5 Radio Stations</td>
<td>- TV and Radio in Canada at 10.5 million</td>
</tr>
<tr>
<td>- Hydro Pole Banners</td>
<td>- International estimated at 60 million</td>
</tr>
<tr>
<td>- TTC Posters</td>
<td>- On-line articles drove impressions at 5 million</td>
</tr>
<tr>
<td>- Flyers/Brochures</td>
<td>- Listing mentions in all media types at 4 million</td>
</tr>
</tbody>
</table>

**Over $1 million in donated media**
- Including 32 minutes on Canada AM

**Total 2010 Media Impressions:**
- 81.5 million

*This total does not include audience impressions from advertising, P.R. and media generated by the Great Lakes United TALL SHIPS Challenge® series campaign with Toronto as a featured port.*

The Redpath Toronto Waterfront Festival 2010 was the recipient of two American Sail Training Association awards presented at the ASTA Conference in Long Beach, California
- Best Economic Impact
- Best New Port/Port Organizers

**Total overall audience impressions**
*Canada and International:*
- 92.5 million**

**Total P.R. Impressions:** 92.5 million
**Total Media Impressions:** 81.5 million
**TOTAL IMPRESSIONS:** 174 Million

**results from editorial content alone in this Public Relations campaign**
ATLANTIC CANADA COMES TO TORONTO!

- RTWF is pleased to announce the 2012 partnership with ‘Saltscapes’ featuring the best of Atlantic Canada, who will bring the east coast lifestyle to Toronto (HTO Park East)
- The highly successful east coast ‘Saltscapes’ publication/event will offer the tastes and entertainment from Newfoundland & Labrador, Nova Scotia, PEI & New Brunswick
- Potential Celebrity Cook-Offs will provide fun competition between Atlantic Canada and Ontario Chefs
- Celtic music, dance and other entertainment
- Artists & Craftsmen will demonstrate and showcase their work
2012 Programming

CELEBRATING LIFE BY AND ON THE WATER!

- Programming concepts include live music, theatrical, art & multi-media productions that engage visitors in experiences that showcase the uniqueness of being on and by the water.

- **On a Ship or a Barge:** A unique staging area for a spectacular show that incorporates live performance – music and theatre themed to tell a vintage maritime story in a very modern way.

- **Youth Area:** An interactive area that engages & encourages young people to discover sail training and the working harbour vessels such as tugboats and cargo ships.

- **Heritage Trail:** An online virtual program and application for mobile devices. The Heritage Toronto initiative also coincides with the 2012 Festival dates. Toronto’s Waterfront represents ‘where it all began’ on the Heritage Trail with one of the major overarching themes being ‘Transportation- Ship to Rail & Road’. Strategic location activations will link the primary Festival Programming areas.

* Final programming TBC – variable with level of corporate partners & government funding

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* Final programming TBC – variable with level of corporate partners & government funding
2012 Programming

SUGAR BEACH: Assigned Sponsorship Opportunity

SWEET & SMOKIN’ SUMMER JAM
Sugar Beach is the destination for the ultimate outdoor BBQ that features an unusual take on outdoor eats. Toronto outdoor cooks & chefs are on hand to demo sweet and savory combinations and delectable treats including the new trend in cupcake/cake decorating techniques. Beach games and contests all weekend long!

Dockside Stage: Savor the sweet sounds of Folk, Blues and Roots artists like indie band The Great Lakes Swimmers, Maple Blues Vocalist of the Year Shakura S’aida and more.

* All programming TBC – variable with level of corporate partners & government funding
TORONTO PORT AUTHORITY: Assigned Sponsorship Opportunity

All Aboard from NOW to THEN – The Trillium! Thursday, June 21 / Launch Event

The Toronto Port Authority presents the Redpath Toronto Waterfront Festival Launch Event. Staged onboard Toronto’s Historic Ferry Trillium this early century ragtime ball will showcase 1912 trends in fashion/food/design and the dramatic news of that year - the sinking of the Titanic.

The evening is an engaging ‘dress to impress in your 1912 best ’ cocktail party affair. To further set the mood a live Ragtime piano player and Jazz band will perform while the décor will feature Toronto archival photographs, TPA films and other historic props and elements. A ticketed event with estimated attendance 500 – 1,000 variable with on water versus dockside access.

* All programming TBC – variable with level of corporate partners & government funding
2012 Programming

TORONTO PORT AUTHORITY: Assigned Sponsorship Opportunity

All Aboard – The H2O Shuttle Tour!
Friday, June 22 – Sunday, June 24

The Toronto Port Authority presents the H2O Shuttle & Tour – As the official on water shuttle of the Festival the H2O Shuttle will transport visitors from Sugar Beach to HTO Park, then take a special return tour out the Western Gap to showcase the TPA’s newest impressive initiative – the massive artist mural. Temporary outdoor vinyl printed graphics would embellish the vessel exterior. This element could also be featured as an additional element linked to the The Heritage Trail.

* All programming TBC – variable with level of corporate partners & government funding
2012 Festival Map
2013 Tall Ships Return

- RTWF will once again be part of the Great Lakes TALL SHIPS Challenge, featuring the Bicentennial Celebrations of the War of 1812, and building on the cultural story of each vessel, nautical and cultural productions will augment the Ships as attractions.

- The following international Ships have been invited to attend:
  - Blue Nose II
  - Pride of Baltimore
  - Lord Nelson (War of 1812)
  - Götheborg (Swedish Ship)
  - Tarangini (Indian roots in Canada)
  - More to be announced.
RTWF will be one of the province wide ports that will celebrate the War of 1812 throughout the summer of 2013.

Toronto will be the launch of a summer long, province wide event that will include six participating regions: (All Dates and Ports TBC)
- Southern Georgian Bay (including Midland, Penetang, Discovery Harbour, Owen Sound, Collingwood & Wasaga Beach)
- St. Lawrence (including Brockville & Kingston)
- Niagara (St. Catherines/Port Dalhousie)
- Western Corridor (Hamilton, Port Stanley)
- South Western (Windsor/Amherstburg, Leemington/Port Hope)
- Algoma (Sault Ste. Marie)

Throughout Ontario, each port will host locally produced events with major re-enactments including the Battle of Put-in-Bay, please see map on next slide for ports and regions.
Area festivals (August 30 – September 1) and Re-enactment of the BATTLE OF LAKE ERIE (September 2)
Potential Ontario Ports include: AMHERSTBURG, LEAMINGTON and KINGSVILLE.
Potential US Ports include: Put-in-Bay, Catawba Island, Port Clinton and Huron, OH and Monroe, MI.
Parade of Sail

- One of the most dramatic moments of the festival is the arrival and departure of our beautiful fleet of Tall Ships. Toronto's harbour and airport will come to a veritable standstill to salute from land, water and air, the arrival of the ships.

- The Parade of Sail title sponsor will headline our special festival print and online promotion to encourage visitors and the boating/sailing community to come out as “Toronto Greets the World”.

- The Festival “official” Parade of Sail will take place on Sunday, July 4th as the ships leave for Cleveland. The Festival will partner with Ontario Place to promote this event with VIP tents and public viewing from their lakeside stands.

- Potential for CTV to have their helicopter for either the arrival or departure of the ships and customized benefits could include sponsor’s contest winners sailing on one of the ships during the Parade of Sail.
Festival Programming & Kids Zone

- The Festival will include cultural programming and entertainment that represents Toronto and Canada's International and diverse community populations as well as the history of each attending Ship.

- Event Highlights include:
  - June 30  
    - Sail Pass - Ships arrivals/Opening Ceremony
    - Captain's Dinner (not open to public)
  - July 1, 2 & 3  
    - Family activities, Green Village & boarding of Vessels
    - Evening Ship and Dockside events including Ontario Place fireworks on July 1st & 3rd.
  - July 4  
    - Ships open to public
    - Parade of Sail – prime viewing at Ontario Place.

DAILY KIDS PROGRAMMING:
- Family designated area including outdoor/indoor activities and interactive programming
- Children security system set up for easily found “lost” children
- On-site activation including sales, product sampling, coupons
Tall Ships: Hospitality Receptions

- Companies may fully sponsor and “own” a specific TALL SHIP throughout the Festival or rent one for an evening reception.
- Companies, organizations or individuals can rent a TALL SHIP for an evening to host a client, customer, employee or wedding event on deck and/or dockside.
- All catering and event management fees will be extra. Event Management fees will be dependant on services required by corporation.
- Potential to add a harbour cruise to reception/event for lakeside viewing of the TALL SHIPS Fleet.
- Dates available for receptions: Wednesday, June 30th to Saturday, July 3rd inclusive (Potential for some ships to arrive on June 29th for corporate events) Please note there will be fireworks at Ontario Place on July 1st and July 3rd. Rental costs for TALL SHIPS will vary depending on night of booking, size and capacity.
- The use of Festival Official Suppliers (i.e. catering, beer, wine, etc.) will be mandatory.
Tall Ship: Europa

- Originally a German ship, in 1986, she was bought by a Dutchman who gutted and reconstructed the Barque Europa.
- The crew of 10 professional seafarers try to involve the guests or voyage crew as much as possible in running and sailing of the ship.
- With the motto “anything you may, nothing you must”, the ship is sailed with the help of the guests or voyage crew, many of whom have no seafaring experience. They stand watches, take turns steering or as lookout, make up or set sails, bake bread, scrub the decks and practice traditional seafaring/seamanship skills.
- For a few weeks each year, the ship sails as the training ship of the “Enkhuizer Nautical College” which trains people as mates and captains of coastal and ocean going sailing vessels.

<table>
<thead>
<tr>
<th>LENGTH: 185 Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>ON BOARD CAPACITY: max. 120 people +100 including dockside area</td>
</tr>
</tbody>
</table>
Tall Ship: Roald Amundsen

- Initially designed as a deep sea fish lugger, the hull was built in 1952 and directly equipped to service the military fleet of former East Germany.
- Discovered by a handful of enthusiasts in Wolgast in 1992, she was converted and rigged as a traditional brig - a TALL SHIP intended for sail training.
- Roald Amundsen has since been run by the LLaS e.V., a German non-profit organization.
- Offering Sail Training experiences for beginners as well as young and old salts, Roald Amundsen operates all year around with voyages lasting between 1 and 3 weeks, sailing the waters of North Sea, Baltic Sea and Channel in the summer and travels south to the Canary Islands in the winter through some of Europe's most famous seas as the Bay of Biscay and the Mediterranean.
- She is crewed and maintained by a large group of enthusiastic regular crew members, entirely on a honorary basis.
- Leaving about 13k nm per annum in her wake, the Roald Amundsen trains about 400-500 people and is kept running and shipshape through approx. 5000 man days of work donated by our regular crew members.

LENGTH: 164 Feet

ON BOARD CAPACITY: max. 100 people
+100 including dockside area
Tall Ship: Pride of Baltimore II

- Pride of Baltimore II is a topsail schooner built to the lines of an 1812-era Baltimore Clipper.
- She is Maryland’s working symbol of the great natural resources and spectacular beauty of the Chesapeake Bay region and a reminder of America’s rich Maritime heritage.
- Pride of Baltimore II’s mission is to educate the public on Maryland’s maritime history, tradition and commerce opportunities.
- Pride of Baltimore II maintains an international sailing schedule.
- She sails with 2 rotating professional captains and a crew of 11. Crew positions are open to qualified men and women sailors.
- She can accommodate up to 6 passengers as “working guest crew” between ports of call.

LENGTH: 154 Feet

ON BOARD CAPACITY: max. 75 – 100 people
+ 100 including dockside area (TBD)
Partnership Opportunities

- Festival Title Sponsor
- Parade of Sail Title Sponsor
- Kids Zone Presenting Sponsor
- Ship Sponsorships
- Event/Dockside Event Sponsorships
- Tourism Partners
- Media Partners
- On-site Consumer Promotional Partners
- Hospitality Receptions
Partnership Recognition

GENERAL OVERVIEW (all benefits dependent on level of sponsorship)

- Right to use Logo
- On-site recognition and activation including signage and sponsors’ designated area within assigned Festival real estate
- Recognition in media and advertising, proposed media plan includes:
  - CTV, CP24, Toronto Star, Radio (TBC), US TV & Radio, Hydro Pole Banners, TTC Posters, Flyers, Online
- Recognition in promotional materials including:
  - posters, flyers, media releases and press kits
- Hospitality opportunities include VIP Reception
- Limited customized sponsorships available, fees to be determined (dependent upon benefit package and Festival real-estate)
- 2-year commitment requested for 2012 and 2013
Benefits: “In Partnership” Level

GENERAL RIGHTS
- Category Exclusivity
- Right to use Logo (*Creative approvals required*)

ON SITE RECOGNITION
- Logo on produced signage during Festival (*minimum of 10 signs throughout area*)
- Expanded corporate signage allowed at sponsors’ designated area

MEDIA, ADVERTISING
- “In Partnership” recognition in all advertising including promotional print and online - positioned as follows: “Redpath Toronto Waterfront Festival, Presented by Waterfront BIA in partnership with XYZ..........” (limited number of partners for this category maximum of 4)
- “In Partnership” Logo recognition in all advertising including:
  - TTC Posters: Number Minimum of 150
  - Toronto Star ($100,000+)
  - Other print publications: location and number TBD
  - Online – RTWF logo linked to CTV, CP24 and numerous WBIA members websites
Benefits: “In Partnership” Level

ONLINE
- Linked Logo recognition on RTWF website
- Banner Ads on RTWF Website & Recognition in E-Newsletters

PROMOTION & P.R.
- Logo recognition in all promotional materials including: posters, flyers, brochures, programs
- Opportunity to distribute corporate information throughout Festival including display areas
- Recognition in all news releases, media relations and press kits
- Total Promotional & P.R. Impressions in addition to Media Brand Impressions

HOSPITALITY
- Invitations to attend VIP Reception (*number of invites TBD*)
- Tickets to VIP Dinners (*# TBD*)
- Dockside Reception on a Tall Ship in 2013 (*all catering and event costs to be covered by corporation*)

CORPORATE INVOLVEMENT
- Opportunity for Product Promotion & Sponsor Activation Program
- Representation on Festival Organizing Committee (*if desired*)
Benefits: Promotional Partner

ON SITE RECOGNITION
- Logo on produced signage during Festival (*10 signs throughout area*)
- Expanded Corporate Signage allowed at Promotional Partner’s designated on-site display area

MEDIA, ADVERTISING
- Logo Recognition in selection of advertising & promotion including:
  - Posters, brochures, Festival Program (*in 2013*)
  - Minimum of 150 TTC Posters
  - Selection of Toronto Star ads ($100,000+)
  - Festival Website

CORPORATE PROMOTION
- Opportunity to distribute corporate information throughout Festival at on-site display areas
- Potential Contests

HOSPITALITY
- Invitations to VIP Reception
- Boarding Passes in 2013 (# TBD)
## Partnership Fees

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Sponsorship Amount</th>
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</thead>
<tbody>
<tr>
<td>Parade of Sail Title Sponsor</td>
<td>$100,000</td>
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<tr>
<td><strong>Tourism Partners</strong> (one partner or three sharing)</td>
<td>$75,000</td>
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<tr>
<td>Kids Zone Presenting Sponsors</td>
<td>$50,000</td>
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<tr>
<td><strong>Event Sponsorships:</strong> including Family Breakfast; Captain’s Dinner; Red, White &amp; Nauti-COOL Dockside Party;</td>
<td>$25,000</td>
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<tr>
<td><strong>Product Promotional Partners</strong></td>
<td>$25,000 plus percentage of sales</td>
</tr>
<tr>
<td><strong>Ship Sponsorships &amp; Hospitality Receptions</strong></td>
<td>$7,500 - $50,000 + catering &amp; event charges</td>
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THANK YOU!