



# SCOTTISH TRADITIONAL BOAT FESTIVAL

*Portsoy, Banff - 24<sup>th</sup> & 25<sup>th</sup> June 2017*

**Sponsorship Opportunities for the Festival,  
the Boatshed and the Salmon Bothy**



# SPONSORSHIP OPPORTUNITIES

The Scottish Traditional Boat Festival (STBF), now in its 24th year, attracts up to 16,000 people annually to the town of Portsoy. With a plethora of boats, music, crafts, food and drink, there's something for the whole family to enjoy over the actioned packed weekend of events. The Festival has benefitted from growing coverage over the years and now enjoys national and international acclaim. We warmly invite all businesses, large and small, to share the benefits of this exposure through a variety of sponsorship opportunities, with something to suit every budget.

We hope you can be persuaded of the benefits of sharing our success and look forward to welcoming you as a sponsor and supporter of the 2017 Scottish Traditional Boat Festival.

## WHY SPONSOR STBF?

- Develop brand association with an internationally recognised event
- Generate awareness, build reputation and enhance the profile of your business
- Reward clients/employees and impress potential/new clients
- Generate new leads and enquiries from event association and greater advertising
- Demonstrate direct support for rural coastal communities

## STBF INVESTMENT IN MARKETING & PR

- Multi-channel integrated marketing spend including online and press advertising
- International PR reach through press, publication and radio communications

- Direct marketing to subscribers of STBF via regular e-flyers and newsletters
- Prominent social media strategy, incorporating Facebook and Twitter campaigns
- Investment into new and improved website dedicated to STBF promotion
- Promotion of sponsors within event programme

## CHARITY GIFT AID

Portsoy Community Enterprise (PCE), the umbrella organisation which includes The Scottish Traditional Boat Festival (STBF), The Salmon Bothy, The Boatshed, Portsoy Links Caravan Park and The Sail Loft is registered for Gift Aid, which permits us to reclaim 25p of Gift Aid for every £1 donation made. Gift Aid is reclaimed by PCE from the tax you pay for the current tax year. In order to obtain Gift Aid, you must be a current UK taxpayer, provide your home address and you must be making a personal donation.

## CONTACT US:

**To discuss sponsorship packages opportunities, please contact:**

Co-Chairman: Roger Goodyear (E: [roger@portsoy.org](mailto:roger@portsoy.org))

or

Co-Chairman: Keith Newton (E: [keith@portsoy.org](mailto:keith@portsoy.org))

For all other sponsorship opportunities, please contact: Marketing

Coordinator, Vivien Rae (E: [marketing@portsoy.org](mailto:marketing@portsoy.org))



*“We will be delighted to discuss offers of general support to the Festival and how they might be acknowledged and utilised.”*

# FESTIVAL SPONSORSHIP OPPORTUNITIES

## GOLD SPONSORSHIP OPPORTUNITY

Entitles To:

- Title Sponsorship of the Festival (company name included on 2017 STBF logo)
- Ten adult weekend passes, including parking
- Full page advert on page 2 of the event programme
- Prominent table at the fundraising dinner (excluding drinks)
- Significant presence in all publicity materials
- On stage presence at opening ceremony of Festival
- Use of Cannon Bothy facility for a private reception during the year
- Discounted sole use of Sail Loft Bunkhouse facility for one week in low season
- Banner display around harbour area (six banners in total)
- Online presence highlighted as Gold Sponsor on STBF website

## SILVER SPONSORSHIP OPPORTUNITY: 1

Cost: £5,000

The theme of this year's event will reflect our Maritime Heritage. The Old Harbour is very much the centre of the maritime story with the presence of historic craft and it is also planned this year to have a wide range of maritime crafters and boat builders around the harbour. This sponsorship would include exclusive use and branding of the large marquee by the harbour and a major feature in the Festival souvenir programme, plus:

- Title sponsorship of one element of the Festival eg The Food Fayre, Music
- Six adult weekend passes, including parking
- Full page advert in event programme
- Table at fundraising dinner (excluding drinks)
- Presence in all publicity materials
- Banner display around harbour area (four banners in total)
- Online presence highlighted as Silver Sponsor on STBF website

## SILVER SPONSORSHIP OPPORTUNITY: PORTSOY OLD HARBOUR

Entitles To:

- Table at fundraising dinner (excluding drinks)
- Presence in all publicity materials
- Banner display around harbour area (four banners in total)
- Online presence highlighted as Silver Sponsor on STBF website

## BRONZE SPONSORSHIP OPPORTUNITIES

### • HARBOUR SIDE STAGE

Cost: £2,500 (inc full page colour advert in Festival programme and two adult weekend passes with free parking)

The Harbour Side Stage sits at the very heart of the Festival: the Opening Ceremony, the main entertainment programme and prizegiving all take place here. This major opportunity will allow dedication of the stage to your company with prominent signage on and around the stage and exposure in the programme.

### • FRIDAY AND SATURDAY NIGHT SHOWCASE MUSIC EVENTS

Cost: £1,500 for each event or £2,500 for both (inc two adult weekend passes with free parking and five concert passes)

The Friday and Saturday Night Music Events are hugely popular parts of the Festival's music programme with ticket demand exceeding supply. Two great bands will be performing this year: on Friday – the brilliant Urang Matang featuring Jim Paterson of Dexy's Midnight Runners fame – and on Saturday, lively Dutch band De Kinkels. Your sponsorship will be featured in the Festival programme and with banners and posters at the venue.



# FESTIVAL SPONSORSHIP OPPORTUNITIES

## OTHER FESTIVAL SPONSORSHIP OPPORTUNITIES:

### • HISTORIC CRAFT

Cost: £500 per vessel (inc two adult weekend passes with free parking)

Each vessel has to be chartered to attend, involving significant costs. Your sponsorship for an individual craft will be publicised in the programme and with a prominent sign by the vessel itself. The vessel's skipper and crew will be delighted to welcome you and your guests for a dedicated visit.

### • SAILING AND ROWING RACES

Cost: £250 per race (inc two adult weekend passes with free parking)

The sailing and rowing races provide exciting entertainment for the thousands of visitors. Your sponsorship will be publicised in the programme and in the racing commentary on the day. There are many races, so many opportunities to publicise your sponsorship.

### • WRISTBANDS

Cost: £1,500 (inc two adult weekend passes with free parking)

The Festival attracts up to 16,000 people and all of whom are issued with an entry wristband, to be worn for the duration of the Festival. Don't miss this opportunity to showcase your business name and logo for the full weekend to every attendee.

### • LOCH SOY ADVENTURE PARK

Cost: £1,000 (inc two adult weekend passes with free parking)

Aimed at families and our younger visitors, this popular area provides Active Aberdeenshire led activities including zorbing, climbing wall, sports unit and cycle obstacle track.

### • SKIPPERS RECEPTION

Cost: £1,000 (inc two adult weekend passes with free parking)

A warm welcome awaits the skippers of the many craft vessels and small boats attending the Festival at the annual Skippers Reception event. Why not take the opportunity to showcase your company at the event and join us to meet and greet those who are at the heart of the Festival.

### • FESTIVAL PROGRAMME ADVERTISING

Cost: £75 - £350

Our popular Festival Programme contains full details of the event and is issued to visitors prior to and during the Festival.

Full Page Cover	Colour	128.5mm x 190mm	£350
Full Page	Colour	128.5mm x 190mm	£300
Full Page	B&W	128.5mm x 190mm	£200
Half Page	Colour	128.5mm x 92.5mm	£175
Half Page	B&W	128.5mm x 92.5mm	£125
Quarter Page	Colour	61.5mm x 92.5mm	£125
Quarter Page	B&W	61.5mm x 92.5mm	£ 75

### • WEBSITE ADVERTISING

Cost: £50 for full year

Our website [www.stbfportsoy.org](http://www.stbfportsoy.org) attracts over 25,000 hits per year, presenting a great opportunity for you to gain significant exposure. A digital advert is an opportunity not to be missed.

### • SHOWCASE YOUR COMPANY AROUND THE FESTIVAL

Cost: £50 per banner

Advertise in and around the Festival areas with general signage and banners, capturing the attention of up to 16,000 people over Festival weekend.

### • DIRECTLY SUPPORT THE MUSIC INITIATIVES STARS OF TOMORROW

Cost: £800 (inc two adult weekend passes with free parking)

The Festival actively supports the education of children through music sessions. Sponsor the local Primary Schools' traditional music tutorials and Festival concert.



## SUPPORT THE BOATSHED ACTIVITIES

### BACKGROUND

The Portsoy Community Enterprise (PCE) has for over eight years been developing traditional boat building tuition with primary and secondary school children. This has proved to be highly successful with over 700 primary schoolchildren having passed through the course, constructing over 60 boats and the secondary activity now being a recognised part of the curriculum at Banff Academy. In order to develop the activity further, Portsoy Community Enterprise (PCE) raised the funds required to create the Boatshed: a purpose designed and built workshop for traditional boat building and repair, and skills teaching. The Boatshed is now fully operational.

The Boatshed was officially opened in 2015 and relates to all of PCE's boatbuilding, training and educational programmes, with particular current focus on boatbuilding work in local Primary and Secondary schools as part of the Curriculum for Excellence. We are offering the opportunity for you to show direct support for these activities to help them continue and grow beyond the current scope.

### PRINCIPAL SPONSOR

Cost: £3,000 per annum for five years

This Entitles To:

- Exclusive naming right to Boatshed, your company details will be prominently displayed in and around the Boatshed building and will have a significant presence in all marketing and publicity materials, including online and traditional marketing materials and media relations
- A presence at all Boatshed associated events, giving the opportunity for further publicity
- Sole use of the Boatshed for private reception/function on two occasions during the year
- Banner display on the Boatshed, inc during Festival weekend

## SUPPORT THE SALMON BOTHY

### BACKGROUND

Portsoy Community Enterprise has operated the Salmon Bothy for eight years and it is now well established as a successful museum, fully accredited by Museums and Galleries Scotland and Upstairs at The Bothy is a characterful and popular venue for local groups - The Bothy Knitters and weekly Pilates - for events including private parties, family celebrations and weddings - and for business sessions with its free Wifi and very reasonable hire charges.

Now in its fourth year, The Portsoy Book Festival is fast developing a reputation as an interesting and very enjoyable literary event.

The superb acoustics Upstairs has also made it the home of Folk at The Bothy, a very successful traditional music club which holds monthly events and its own annual festival, The HAAL.

The Salmon Bothy is entirely operated by volunteers: it receives no public funding, entry to the museum is free and hire charges for its use are kept as low as possible. Any financial help it can obtain will help to ensure its future.

Opportunities include:

- Hire of Upstairs at the Bothy.

Sponsorship of one of the events which takes place:

- A specific subject at the Museum with strong local links, (a previous example being Portsoy in the Great War, sponsored by the Heritage Lottery Fund)
- The Portsoy Book Festival.
- The latest development will be the addition of a lift to provide better access to Upstairs at the Bothy. Planning permission and Listed Building Consent has been obtained and funding is now being sought for this exciting development. Donations or sponsorship including dedicating the lift to a named sponsor
- General donations or endowments, all of which are subject to Gift Aid and which will make the long term future of the Salmon Bothy secure.

For more information about the Salmon Bothy, to discuss any of the above listed opportunities, or to find out ways in which you might be able to help, please contact Dr Anne McArthur at [contact@salmonbothy.org](mailto:contact@salmonbothy.org)



# SCOTTISH TRADITIONAL BOAT FESTIVAL



 **ACE Winches**



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