Scottish Traditional Boat Festival
Sponsorship Opportunities
We celebrate the 27th Scottish Traditional Boat Festival in Portsoy, Aberdeenshire on 20th & 21st June 2020.

Up to 16,000 people visit Portsoy for the Boat Festival each year to celebrate the north east’s rich maritime and cultural heritage through a unique programme of boats, music, crafts, food and drink.

Plans are already underway for 2020. Following the resounding success of the 2019 Viking Torch-Lit Procession, the Lerwick Up Helly Aa Jarl Squad will return in 2020. Acclaimed Scottish Celtic rock band, Skerryvore, will headline our Friday Night Gig.

Supported by the Year of Coasts and Waters 2020 events fund, managed by EventScotland, we will be enhancing the event programme. This will include more maritime and water related activities; local seafood and cookery demonstrations; highlighting the importance of protecting our marine environments; and bringing together friends from coastal communities around Europe.

Our focus across all activities will be on promoting safe enjoyment of our waters, protecting our coastal environments and promoting sustainability.

We are delighted to have been named as the Best Cultural Event / Festival at the Aberdeen City & Shire Tourism Awards 2019. This accolade is testament to the dedication and commitment of our volunteer team who work hard to organise the Festival each year.

What did you enjoy most about the Festival?

“Atmosphere. Beautiful scenery”

“Love the different food and arts and crafts”

“Brilliant organisation. Child friendly and excellent for kids. Two outstanding days”

“Music, ambience, weather”

“I enjoyed the variety of events on offer. My personal favourite being wooden boats and traditional music. The film on the building of the boat was very good. The young people busking gave an additional boost to an already vibrant music offering.”

“Arts, boats, weather, food”

“Great festival plenty to see and do for all ages”

*Survey conducted by Aberdeen & Grampian Chamber of Commerce, 2018
How can we work with you as a sponsor or supporter?

Why sponsor the Scottish Traditional Boat Festival (STBF)?
• Promote your brand at an internationally recognised event
• Build your business awareness and reputation
• Generate new leads and enquiries
• Reward clients/employees
• Demonstrate direct support for rural coastal communities
  …and most importantly, have a fun time taking part!

What do we do?
• Multi-channel integrated marketing including online and press advertising
• International PR reach through press, publication and radio communications
• Direct marketing to STBF subscribers, including newsletters
• Prominent social media strategy, incorporating Facebook and Twitter campaigns
• Promotion of sponsors within the event programme and via live commentary throughout the Festival.
We would be delighted to discuss any sponsorship proposal you may have to meet your company’s budget and aims. Here are some suggested options:

**Title Sponsorship of the 2020 Festival**

*Cost: £10,000*

*Entitles You To:*
- Company name included on 2020 STBF logo.
- Ten adult weekend passes, including parking
- Full page advert on page 2 of the event programme
- Significant presence in all publicity materials
- On stage presence at opening ceremony of Festival
- Use of Salmon Bothy facility for a private reception during the year
- Banner display around harbour area (six banners in total)
- Online presence highlighted as Title Sponsor on STBF website

**The Vikings**

*Cost: £5,000*

Sponsor the attendance of our Viking squad at the Festival. It will feature your company in all associated promotional materials regarding the Vikings presence in the lead up to and during the Festival, including press coverage, advertising, website listing, souvenir programme inclusion and acknowledgement by the Festival commentator over the weekend.

You will receive 6 torches to carry as part of the Viking torch light parade on Saturday evening and 6 tickets to the ceilidh hosted by the Vikings.

**Sponsor an Area of the Festival**

*Cost: £5,000*

- Title sponsorship of one element of the Festival eg Food Fayre, Maritime Programme, Music Programme
- Six adult weekend passes, including parking
- Full page advert in the event programme
- Presence in all publicity materials
- Mention in all PR relating to selected Festival area
- Banner display around chosen area and by harbour (four banners in total)
- Online presence highlighted as selected area sponsor on STBF website

**Friday Night Gig at the Green – Skerryvore**

*Cost: £2,000*

*Entitles You To:*
- Display of banners at the Gig
- ¼ page advert in souvenir programme
- Two adult weekend passes and six entry tickets for Gig

**Saturday Night Gig at the Green – Act TBC**

*Cost: £2,000*

*Entitles You To:*
- Display of banners at the Gig
- ¼ page advert in souvenir programme
- Two adult weekend passes and six entry tickets for Gig

**Main Stage Sponsor**

*Cost £1,500 (inc four adult weekend passes)*

Dedication of the high profile Harbour Stage which sits at the very heart of the Festival. Feature your company with prominent signage on and around the stage.

**Wristbands**

*Cost: £1,500 (inc four adult weekend passes)*

The Festival attracts up to 16,000 people all of whom are issued with an entry wristband to be worn for the duration of the Festival. Showcase your business name and logo to every attendee.
Festival sponsorship opportunities

**Festival Sponsorship Opportunities**

- **The Raft Race**
  Cost: £1,000 (inc four adult weekend passes)
  Relaunched in 2019 by popular demand, and set to return in 2020, this fun packed event is a huge crowd puller. Your sponsorship will be featured in the programme, on the website and at the event.

- **Skippers’ Lounge & Showcase Event**
  Cost: £1,000 (inc four adult weekend passes)
  Hospitality lounge for skippers and crews of the many craft vessels and small boats attending the Festival to use as a meeting point, complemented by an evening social event dedicated to them to enjoy. Why not take the opportunity to showcase your company in the lounge and at the event, and join us to welcome those who are at the heart of the Festival?

- **Sponsor the Children’s Activities throughout the Festival and Loch Soy**
  Cost £1000 (incl two weekend family passes)
  Enhance the programme of fun activities, hands on learning and educational opportunities for our younger visitors. Your sponsorship will be publicised in the programme and on the website, and you may display banners at Loch Soy during the Festival.

- **Support the Music Stars of Tomorrow**
  Cost: £800 (inc two adult weekend passes)
  The Festival actively supports the education of children through music sessions. Sponsor the local Primary Schools’ traditional music tutorials and Festival concert Your sponsorship will be featured in the concert programme and at the event.

- **Historic Craft**
  Cost: £500 per vessel (inc two adult weekend passes)
  Each historic vessel is chartered to attend to support their 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 Races**
  Cost: £250 per race (inc two adult weekend passes)
  The sailing 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.

- **Festival Programme Advertising**
  Cost: £75 - £350
  Our popular full colour Festival Programme contains full details of the event and is issued to visitors prior to and during the Festival.

- **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.

- **Website Advertising**
  Cost: £50 for full year
  Our website www.stbfportsoy.org attracts over 50,000 hits per year, presenting a great opportunity for you to gain significant exposure. An advert 9cm x 5cm (approx. business card size) is an opportunity not to be missed.

* Adverts to be supplied, or can be created at additional cost