



SPONSORSHIP OPPORTUNITIES 2024

ukfsc.org.uk



ABOUT UKFSC

The UKFSC is the National Sailing Championships for the Firefighters of the United Kingdom. Open to all emergency services, with regular entries from Police, Ambulance and RNLI crews, the event is held every spring in The Solent and raises much-needed funds for many charities.- A staggering £130,000 to date!

WHY BE A SPONSOR?

Sponsorship is a mutually beneficial relationship; it creates positive messages and provides an extremely cost-effective way for you to reach and engage with thousands of people, as well as creating customer loyalty and goodwill; all while helping us continue our mission.

UK Firefighters Championship has been raising funds for charity since 2003 and to date has raised over £130,000. 25% has been donated to the Firefighters Charity, 25% has been donated to the RNLI, and the remaining 50% gets donated to a nominated charity of the winning team and guest speakers.

"74% of customers are more likely to buy products after exposure to a branded event experience."

Event Marketing Institute

THE CHAMPIONSHIPS



Four days sailing in the Solent



Up to 35 competing teams sailing in spinnaker, asymmetric and white sail yacht classes



Equating to 250 competitors



Three days of exciting racing



Three social events including the highlight gala dinner and prizegiving



Investing in your community gives customers a greater incentive to support your business.

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Sponsorship Overview	Platinum SOLD	Gold (x2 available)	Silver (x3 available)	Bronze (x5 available)	Bespoke
Cost	£10,000	£5,000	£2,500	£1,000	POA
Brand Promotion – Pre-event Your company name (and logo where space) in all pre-event publicity material	✓	✓	✓	✓	On negotiation
Brand Promotion – UKFSC Website Your company name and logo on the UKFSC website with a link to your company website.	✓	✓	✓	✓	On negotiation
Brand Promotion – Advertising* Your company advert in the event Sailing Instructions	Full Page	Full Page	Half Page	Quarter Page	Size to be negotiated
Brand Promotion – UKFSC social media An event sponsors highlight post with your company name and logo a short bio with a link to your company website.	✓	✓	✓	✓	On negotiation
Brand Promotion - Press Your company name (and logo where space) mentioned in UKFSC press activities	✓	✓	✓	✓	On negotiation
Brand Promotion – Photo Board Your company logo displayed on the team photo board used at the Gala Dinner.	✓	✓	✓	✓	On negotiation
Brand Promotion – Yacht Your company logo will be displayed on the hull of a yacht.**	✓	✓	✓		On negotiation
Brand Promotion – Images Unlimited use of UKFSC photographs (containing the yacht with your logo) for your publicity usage.	✓	✓	✓		On negotiation
Brand Promotion – Event Polo Shirts Your logo printed onto the sleeve of the competitor polo shirts.	✓	✓			On negotiation
Brand Promotion – Gala Dinner Your company name and logo prominently displayed at the Gala Dinner.	✓	✓			On negotiation
Brand Promotion – Yacht Banners*** Your company name and logo displayed on flags while all yachts are in the harbour.	✓				On negotiation
Brand Promotion- General Marketing Your company logo is displayed in a primary position on all marketing material	✓				On negotiation
Sailing**** The opportunity to enter a yacht to compete for the Sponsors Trophy	✓	✓	✓	✓	✓

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The sponsorship opportunities aim to create partnerships, as well as provide easy, cost-effective ways to increase your company's visibility and ensure maximum impact.

Other Special Sponsorship Opportunities	Cost
<p>Sole sponsorship of the celebratory sparkling wine awarded to the winning teams in each class for each race. (approx. 42 bottles)</p> <p>In return, you will receive:</p> <ul style="list-style-type: none"> Your company name and logo displayed during the prize giving on a banner showing your generous commitment. Your company name (and logo where space) in all pre-event publicity material Your company name and logo on the UKFSC website with a link to your company website. Quarter page advert in the event Sailing Instructions A sponsor highlight post with your company name and logo a short bio with a link to your company website across our social media channels. Your company name (and logo where space) mentioned in UKFSC press activities Your company logo displayed on the team photo board used at the Gala Dinner. 	£1,000
<p>Sole sponsorship of the prize winners' glassware awarded at the Gala Dinner to the top three teams in each class and overall, along with other special awards including the endeavour. (approx. 80 glass prizes)</p> <ul style="list-style-type: none"> Your company name and logo displayed during the Gala Dinner on a banner showing your generous commitment. Your company name (and logo where space) in all pre-event publicity material Your company name and logo on the UKFSC website with a link to your company website. Quarter page advert in the event Sailing Instructions A sponsor highlight post with your company name and logo a short bio with a link to your company website across our social media channels. Your company name (and logo where space) mentioned in UKFSC press activities Your company logo displayed on the team photo board used at the Gala Dinner. 	£1,000
<p>Sole sponsorship of the wine on the tables at the Gala Dinner (approx. 150 bottles)</p> <p>Your company name and logo displayed on each table at the Gala Dinner showing your generous commitment.</p> <ul style="list-style-type: none"> Your company name (and logo where space) in all pre-event publicity material Your company name and logo on the UKFSC website with a link to your company website. Quarter page advert in the event Sailing Instructions A sponsor highlight post with your company name and logo a short bio with a link to your company website across our social media channels. Your company name (and logo where space) mentioned in UKFSC press activities Your company logo displayed on the team photo board used at the Gala Dinner. 	£1,500

* Sponsor is responsible for supplying all artwork necessary

** Sponsor is responsible for supplying all graphics for the yacht hull

*** Sponsor is responsible for supplying all yacht banners

**** Sponsor is responsible for paying the event entry fee and chartering their own yacht, if available.

United Kingdom Firefighters Sailing Championship

Print Advertising in the Race Sailing Instructions (A4, Full Colour)	Dimensions (plus 3mm bleed)	Cost (each)
Back cover: Full Page	297 x 210	£300
Inside front cover: Full Page *SOLD OUT *	297 x 210	£300
Inside back cover: Full Page	297 x 210	£200
Inside: Full Page	297 x 210	£175
Inside: Half Page	148 x 210	£100
Inside: Quarter Page	105 x 148	£75

All print sponsors also receive recognition for their generous support on our website and your company logo will be displayed on the team photo board used at the Gala Dinner.



GET IN TOUCH

To discuss sponsorship opportunities for 2024 or for further information please contact Hannah Wilcox - UKFSC Director and Head of Fundraising on 07743830013 or email hannah.wilcox@ukfsc.org.uk