Sponsorship Opportunities

50TH Annual Conference

Sail Tall Ships! Directory

Connecting people with experiences that transform lives

The mission of **Tall Ships America** is to encourage character building through sail training, promote sail training to the North American public, and to support Adventure and Education Under Sail®.

Sail training is not just learning to sail.

It is learning from sailing. Experience on board and under sail develops future leaders, trains skilled and qualified mariners, creates high functioning teams and supports individuals as they discover and realize their own potential. Sail training teaches skills for life on board traditionally rigged tall ships.

Tall Ships America is dedicated to sail training, preparing the youth of today to be tomorrow's leaders

Since 1980, our member vessels and programs have carried 4.7 million trainees and more than 75,000 working crew . . .

providing more than 1.5 million participant days at sea each year

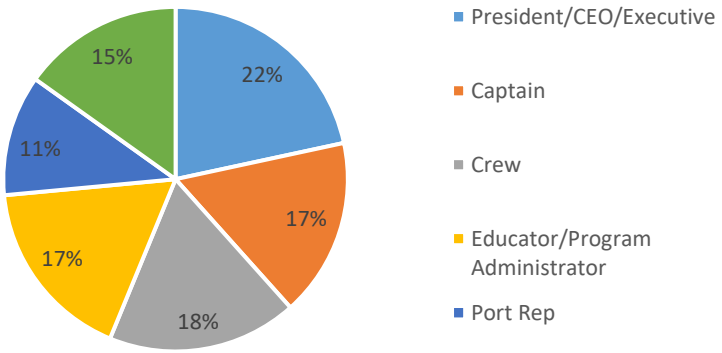
Photo Credit: Downtown Cleveland Alliance

What is the Annual Conference?

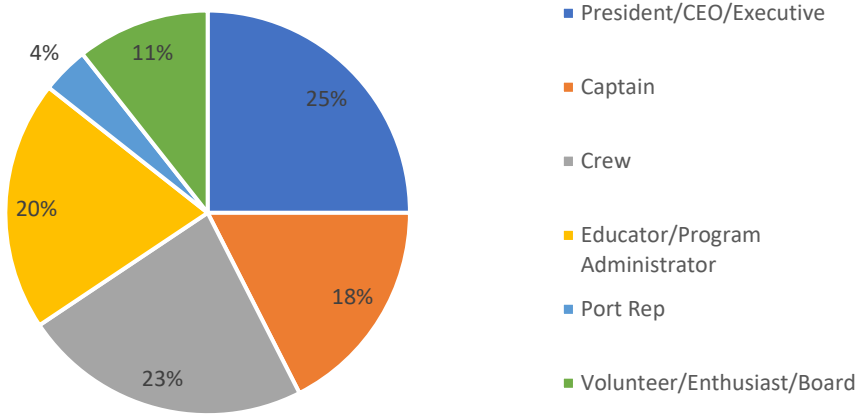
- Every year we bring the community of sail training and tall ship professionals together for a robust exchange of ideas and resources through presentations, panel discussions, workshops, networking and celebration.
- In February 2023, we return to our birthplace in Newport, Rhode Island for the 50th Annual Conference on Sail Training and Tall Ships.
- We are committed to providing the highest quality and most relevant professional development opportunities for mariners, educators and organizational leaders.
- Over the years, we have welcomed more than 3,100 delegates to our Annual Conference on Sail Training and Tall Ships where we work together to build a stronger and safer industry.

Who Attends?

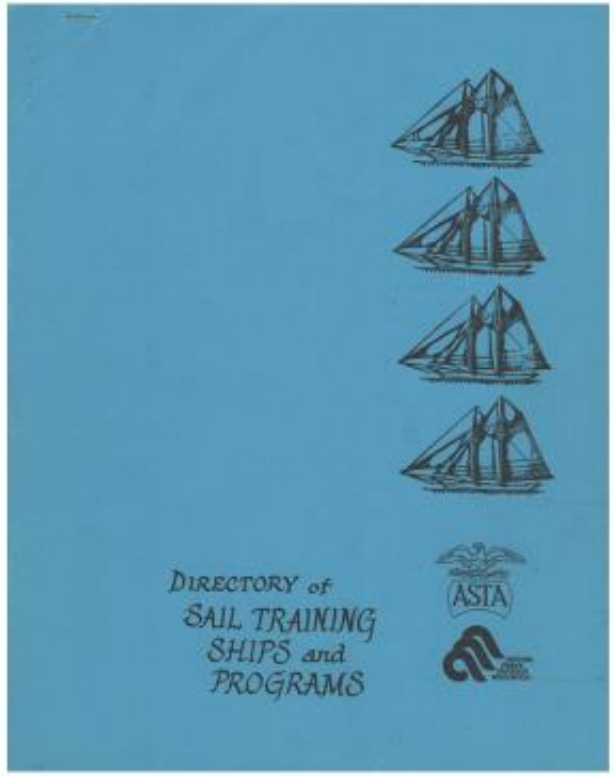
2019 Annual Conference Attendees
San Pedro, CA



2020 Annual Conference Attendees
St. Pete Beach

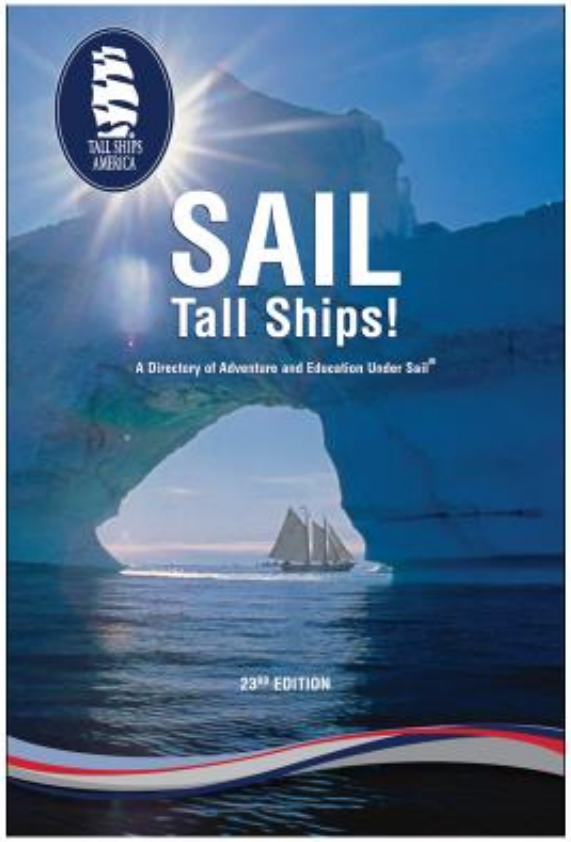


- Skilled and Qualified Captains, Crew and Aspiring Mariners
- Shoreside, Onboard and Museum Educators
- Chief Executives, Executive Directors and Board Members
- Port Representatives
- Marketing and Social Media Professionals
- Maritime Industry Regulators
- Historians
- Tall Ships Enthusiasts



Published 1980

Published 2020



What is the Sail Tall Ships! Directory?

- Started in 1980 as a hand-written and photocopied guide to 25 tall ships, Sail Tall Ships! 24th Edition showcases more than 145 US and foreign-flagged vessels in a full-color, bound directory
- Distributed through our member network to crew, sail trainees, maritime schools and academies, port visitors and enthusiasts across North America
- Print and online editions reach ~ 2,000 people each year

Sponsorship and Exhibitor Benefits

Aligns your products, programs and services with the missions of Tall Ships America and member vessels and programs

Places your brand in front of the most active group of sail training and tall ship operators in the world – organizational members comprise more than 85% of the tall ships fleet in the USA

Networking opportunities with decision makers, employers, maritime industry professionals and aspiring mariners

Creates multiple connections with all attendees across in-person and virtual platforms

Why Sponsor?

Your participation is an investment in the future of sail training and tall ships by supporting the ships, programs and people of traditional sail.

50th Annual Conference Sponsor Packages

Awards Sponsor $15,000

- Three full, comped conference registrations
- Category exclusion and premium location for Exhibit Booth
- Banner with live web link on Virtual Platform and in Conference Program
- Pre-recorded or live presentation at awards ceremony and dinner
- Recognition/logo link on website
- Reserved session time for presentation or workshop
- One year complimentary Corporate or Affiliate Membership

Bag or T-Shirt Sponsor $7,500

- Two full, comped conference registrations
- Logo and name on conference t-shirt or bag given to all attendees
- Banner with live web link on Virtual Platform and in Conference Program
- Pre-recorded or live presentation before General Session
- Recognition/logo link on website
- Exhibit Booth
- One year complimentary Corporate or Affiliate Membership

Social Sponsor $4,500

- One full, comped conference registration
- Banner with live web link on Virtual Platform and in Conference Program
- Pre-recorded or live presentation at lunch, coffee break or social activity
- Recognition/logo link on website
- Exhibit Booth

Exhibitor $1,500

- One full, comped conference registration
- Banner with live web link on Virtual Platform and in Conference Program
- Exhibit Booth

50th Annual Conference Additional Promotional Opportunities

Live or Silent Auction Donations

- Get your brand/product in front of the entire membership while raising funds for our non-profit mission
- Can include:
  - Gear any mariner might need for ship- or shore-side programming – provide actual item or gift card/online code that includes shipping
  - Training or sailing opportunity
  - Customized services like fundraising, marketing, public relations/media, strategic planning, executive coaching, consulting

In-kind Services

- Program and/or badge design and/or printing, website design, marketing and PR, postage and shipping, transportation
- Contact Tall Ships America for more information

Hospitality Suite

- Open or special invite receptions or meetings of alumni groups, clients and potential clients, committees or special interest groups
- Can include snacks and/or beverages
- Arranged through Tall Ships America

Crew Sponsor

- Pay it forward to support entry level and aspiring crew to fully participate in conference
- Earn name recognition in conference materials and throughout job fair

23rd Edition - 50th Anniversary Edition
Sail Tall Ships! Directory Sponsor Opportunities

Sponsors Gain:

- Visibility in print edition and online – distribution ~2,000 around the world
- Presence on website as sponsor
- Mention at podium at conference when directory distributed

Sponsorship	Cost	Number Available
Back Cover, Full Page	$5,000	1
Inside Back or Front Cover, Full Page	$3,000	2
Opposite Inside Back or Front Cover, Full Page	$2,800	2
Full Page	$2,500	10
½ Page	$1,500	10
¼ Page	$1,000	16

Package Sponsorship of Annual Conference and Directory Earns 10% discount on Both