

**Become a
SPONSOR**

the 2005

TALLSHIPS LA!

August 11 – 14, 2005

Prospective Sponsors,

From August 11, 2005, the excitement and pageantry of international Tall Ships comes to the Port of Los Angeles for four days of maritime festivities under the banner of *TallShips LA!* This gathering of local, regional and international tall ships is coming to the San Pedro waterfront as part of the American Sail Training Association's Tall Ships Challenge 2005. In 2002, the first Tall Ships Challenge in the Pacific brought over 250,000 visitors to the San Pedro waterfront making it the single largest spectator event in the ports history.

The Tall Ships Challenge is a three-year cycle of tall ship races and port festivals held along the Atlantic, Great lakes and Pacific coasts of North America designed to celebrate the rich maritime heritage, nautical traditions, the marine environment, international goodwill and character building adventure under sail.

Starting in Victoria, British Columbia in June, the fleet of ships will be racing down the Pacific West Coast making port stops in various cities while on their way to Los Angeles where the Tall Ships Challenge Race will finish just outside the Port of Los Angeles. Midday on August 11, the fleet will launch *TallShipsLA!* with a grand parade of sail down the Port of Los Angeles' main channel, bringing four days of exciting maritime events to the San Pedro waterfront.

We would like to offer you an opportunity to be part of the festivities by becoming a sponsor of *TallShipsLA!* and to join being part of this unique and original sponsorship event with the Los Angeles Maritime Institute and our partners, the City and Port of Los Angeles. Please contact me so we may discuss all the possibilities as detailed in the following information package.

Best Regards,

**Captain James L. Gladson
President
Los Angeles Maritime Institute**

TallShipsLA!

SPONSORSHIP OPPORTUNITY

THE EVENT

In 2002, over two hundred thousand visitors lined the waterfront in San Pedro over a 4-day period to view dozens tall ships. While dockside, thousands of spectators had the opportunity to walk the decks and meet the crews of many of these tall ships. These same spectators and crews pumped hundreds of thousands of dollars into the local economies. Hotels, restaurants, gift stores and other merchants all saw a significant increase in their business due to the impact these tallships have when they came into port.

In the summer of 2005, tall ships will once again grace Los Angeles Harbor. The Port and City of Los Angeles and the Los Angeles Maritime Institute would like to invite you to become a sponsor in the second triennial *TallShipsLA!* featuring international, regional and local tall ships. The ships slated to be here are historic and new, local to Los Angeles and from as far away as New Zealand, Ecuador and Mexico.

“Tall Ships” are defined in two ways: by ‘class’ and by their ‘lofty purposes.’ Although tall ships are classified by size and rig, it is the mission of character building and adventure education under sail that adds value and impact to the Tall Ships in the international sail training movement.

- *Class A: All vessels regardless of rig over 150 feet.*
Most Class A vessels are government owned and operated by the countries’ Navies (or as in the United States case, the Coast Guard) and act not only for sail training purposes but also more importantly as goodwill Ambassadors.
- *Class B: Fore and Aft rigged vessels between 100 to 150 feet.*
A majority of these vessels are owned and operated by non-profit and/or sail training organizations.
- *Class C: All other fore-and-aft rigged vessels over 30 feet at the waterline. Most are privately owned and operated.*

A HISTORICAL PERSPECTIVE

The supposed ‘last gathering of tall ships was in 1956 in Europe, with some two dozen of this ‘endangered’ square-riggers in a race and port festival that instead marked the renaissance of square-riggers. The 40 year legacy of tallship festivals in the United States began with one simple idea: why not bring all the worlds growing fleet of tall ships together in New York Harbor? This gathering of tallships complimented the 1964 New York World’s Fair and for the first time introduced America to the international tallship fleet.

Recognizing the values of sail training, cultural exchange and goodwill among nations, tallship festival organizers continued to develop “historic-event-based’ tall ship celebrations. These tall ships spectaculars tied in with the United States Bicentennial celebration, the 100th anniversary of the Statue of Liberty and honored the 500th anniversary of Christopher Columbus’s first voyage and the beginning of the new millennium. Many tall ship festivities are planned every year in Europe and the United States due to public enthusiasm and the positive economic impact these ship visits have on the local economy.

In 1992, the Los Angeles Maritime Museum and the Los Angeles Maritime Institute (LAMI) began an innovative education-based tall ship program in the Port of Los Angeles. The programs mission is first, use sail training to provide youth with real-life challenges that develop knowledge, skills, and attitudes needed to live healthy productive lives. Second, to promote public awareness of the spirit of sail training and the public’s interest in tallships. Since 1992, LAMI has seen thousands of students from all backgrounds participate in its character-building adventure under sail educational programs. The innovative education programs aboard the LAMI tallships have been successful in merging the interest of the public with the support of corporate and private sponsorship. The success of the program has now led LAMI to build two new tall ships, the *Exy Johnson* and *Irving Johnson*, named after the husband and wife sailors who were pioneers in sharing their experiences at sea through seven world voyages with youth crew.

EVENT SCHEDULE

Thursday, August 11

- **11:00 a.m. – 12:00 p.m. Grand Parade of Sail into Los Angeles Harbor (with sponsor sailing aboard selected tall ships)**
- **3:00 – 6:00 p.m. - Ships open dockside free to public**
- **4:00 – 7:00 p.m. - Public sails aboard selected tall ships**
- **7:30 – 10:00 p.m. – Sponsor receptions aboard selected tall ships**

Friday, August 12

- **10:00 a.m. – 2:00 p.m. - Ships open dockside free to public**
- **3:00 – 6:00 public sail aboard selected tall ships**
- **6:00p.m. – 9:00 p.m. – Sponsor receptions aboard selected tall ships**

Saturday, August 13

- **10:00 a.m. – 6:00 p.m. - Ships open dockside free to public**
- **3:00 – 6:00 p.m. - Public sail aboard select tall ships**
- **6:00 – 9:00 p.m. – Sponsor receptions aboard select tall ships**
- **7:30 – 10:00 p.m. – crew/sponsor reception hosted by Port of L.A.**

Sunday – August 14

- **10:00 a.m. – 6:00 p.m. - Ships open dockside free to public**
- **3:00 – 6:00 - Public sails aboard selected tall ships**
- **6:00 – 9:00 p.m. – Sponsor receptions dockside/aboard selected tall ships**

Monday, August 15

- **10:00 a.m. – 2:00 p.m. – sponsor sails aboard selected tall ship**
- **Ships depart**

ORGANIZER

The Port and City of Los Angeles and the Los Angeles Maritime Institute is the official host for the *TallShipsLA!* All sponsorship fees are to be paid to the Los Angeles Maritime Institute, a registered 501 (C-3) non-profit organization.

ESTIMATED ATTENDANCE

200,000 people over 4-day period

WEBSITE ATTENTION

10,000 hits per day for 1 month leading up to event

DEMOGRAPHICS

Typical Tallships event demographics

- **60% Age 25 – 54**
- **55% College Educated**
- **65% Home owners**
- **10% earn \$100,000 or more a year**
- **29% Families with children between ages 6 & 17**
- **61% earn more than \$50,000 per year**

PARTICIPATING SHIP PROFILES

The following ships have given a verbal or written commitment to attend the activities in Los Angeles during the August *TallShips LA!* festival.

1. *CUAHTEMOC* – Barque, Mexican Navy.....296 feet
2. *GUAYAS* – Barque, Ecuadorian Navy.....257 feet
3. *R. TUCKER THOMPSON* – Topsail Schooner, New Zealand.....118 feet
4. *TOLE MOUR* – Square Topsail Schooner.....156 feet
5. *SPIRIT OF DANA POINT* – Gaff Topsail Schooner.....118 feet
6. *SWIFT OF IPSWICH* – Square Topsail Schooner 90 feet
7. *EXY JOHNSON* – Brigantine 110 feet
8. *IRVING JOHNSON* – Brigantine.....110 feet
9. *LYNX* – Square Topsail Schooner.....122 feet
10. *KAISEI* – Brigantine, Antigua.....151 feet
11. *BILL OF RIGHTS* – Gaff Topsail Schooner.....136 feet

(visit our web site, www.TallShipsLA.com, for updated information)

SPONSORSHIP OPPORTUNITIES & FEES

TallShipsLA! is a viable marketing opportunity for appropriate corporations and organizations. Elements of the marketing opportunities include:

- Proven large public response
- Various opportunities for product and service tie-ins
- On-site signage
- On & off-sight merchandising
- Employee participation opportunity
- Governmental relations
- Client hospitality opportunities
- Non-profit tie-ins
- Demographics to meet the goals of various targeted sponsors

The following sponsorship opportunities, benefits and fees are provided for your consideration.

TITLE SPONSOR (1) \$25,000

- Four color, full page ad in official program
- Name on all media releases and public information
- Signage in front of Los Angeles Maritime Museum
- Name on each ship's dockside information signage
- Use of tallship for three, 4-hour hour sail for up to 40 guests each (dates TBD).
- Night time private reception for up to 100 guests aboard ship (food & drink not included)
- 10 x 20 onsite display booth

PRESENTING SPONSORS (2) \$15,000

- Use of tall ship for one, 4-hour hour sail for up to 40 guests each (dates TBD).
- Night time private reception for up to 100 guests aboard ship (food & drink not included)
- 10 x 10 onsite display booth

INDIVIDUAL YOUTH GROUP SPONSOR - \$9,000

- Middle School or youth group (up to 40 students) chosen by sponsor to participate in multi-day tall ship program.