



TallShips®LA!

How to get your business or group involved...

The Tall Ships Challenge® of 2005 will visit our port Aug 11 - 14. The Los Angeles Maritime Institute and the Port of Los Angeles will host this exciting event. More than a dozen Tall Ships and over 200,000 visitors are expected. We hope your organization will be able to participate as well.

Involvement by your organization could include one or more of the following:

- **Cross-Promote** Treat your customers to nautical cross-promotion offers. Anything "salty" will do Maybe "The Tall Shrimp are coming"... Consider special menus, discounts or coupons. Contact us regarding distribution and promotions to visitors and crew.
- **Crew Tours** Provide tours of your facility perhaps including transportation and refreshments. This is very effective for organizations connected to the maritime world or those that are unique to Southern California.
- **Dockside Reception** Host your customers or your staff at a dockside reception. This can be catered and may include exclusive access to the deck of one of the ships during your event.
- **Build a Team** Organize a team of volunteers to take on a specific activity (ie: crowd control in a specific area). Your organization could be recognized by shirts with your name or logo.
- **Promote** Publicize the event by making flyers available to your customers/visitors in the weeks prior to the event.
- **Adopt a ship.** The ships from distant ports will need local information, transportation and services such as internet access, shopping, laundry and leisure activities. As a host group you could recruit and organize volunteers to help with many of these needs. This level of involvement provides exciting contacts with ships officers and crew for your volunteers. Many ships will provide activities or ships tours specifically for the adopting organization. Dockside acknowledgement of your sponsorship visible to the thousands of visitors can be arranged.

We are eager to talk with you ! Please contact us at:

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