


# Sponsorship Opportunities





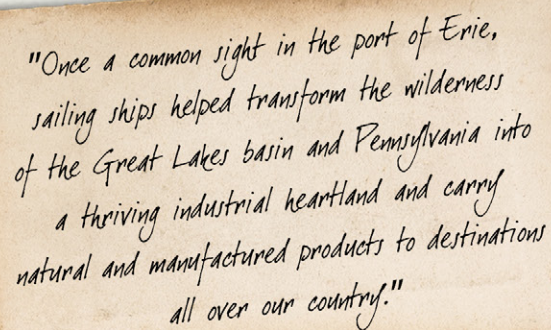
# What is Tall Ships® Erie?

Tall Ships® Erie is a four-day festival held every three years when magnificent ships race in the Tall Ships® Challenge to ports and destinations in the Great Lakes. These activities are under the auspices of Tall Ships® America, the foremost sail training organization in the United States, which represents hundreds of sail training programs and ships.

Summers in Erie can't be beat, and our event is held the 4th week in August as the last blast of fun before students head back to school. These great festivals began in the 1990s and have been a celebration of Erie's rich maritime history and the connection we hold with other ports and tall ships in the Great Lakes, nationally, and internationally! Situated in the heart of Erie's beautiful bayfront, the four-day event is a vibrant and festive celebration that attracts tens of thousands of visitors locally and from PA, NY, OH, and beyond.

For the community at large, the festival begins when the iconic ships enter Presque Isle Bay for the Parade of Sail, visible from points all along the peninsula, the bayfront, channel, and points east of the city along Lake Erie. Thursday night, the community can enjoy the celebratory fireworks display. The family-friendly daytime festival treats visitors to deck tours of the beautiful and historic tall ships, live musical entertainment, our Kids Zone and Maritime Marketplace, the best of Bayfront hospitality, and opportunities to enhance the experience by including a day sail.

Tall Ships® Erie has become one of the most popular local events. It showcases Erie's natural beauty, history, and the variety of year-round tourism opportunities available in our region. The event is curated to bring a unique experience to visitors that is full of memorable adventure and captivating sights, sounds, and learning about our maritime heritage.



*"Once a common sight in the port of Erie, sailing ships helped transform the wilderness of the Great Lakes basin and Pennsylvania into a thriving industrial heartland and carry natural and manufactured products to destinations all over our country."*



## **The Tall Ships are coming back to Erie!**

Tall Ships® Erie celebrates all that connects Northwest Pennsylvania to the Great Lakes. Erie is a maritime city steeped in nautical heritage from shipbuilding, people and cargo transported through the port, commercial giving way to recreational fishing, rowing, and sailing.

We're the same team that has been bringing this community Tall Ships® events since 2010. After winning the Tall Ships® America's Port of the Year award in both 2019 and 2022, Erie is ready to celebrate and earn that recognition again! Erie is the gateway for Pennsylvanians to connect to other Great Lakes and Canadian communities and cities. We are excited to tell you about our efforts to host these festivities in 2025.

In the months before and weeks following the festival, Tall Ships® Erie draws a huge and diversified audience of approximately 100,000. It has provided a positive effect to local companies with an economic impact reaching over \$8 million.

This booklet showcases the festival highlights and includes exclusive opportunities for you, as a sponsor, to host your guests and clients in private receptions aboard the ships. We invite you to be a sponsor for Erie's marquis event -Tall Ships® Erie 2025. This celebrates everything that has been good and positive about our lakefront region still to this day and for years to come.

For one special week every three years, Erie, Pennsylvania is the center of the Tall Ships® world. Be a part of it.

Help Tall Ships® Erie set full sail, and let's do something amazing together.

Wishing you fair winds,

Captain William Sabatini  
President and CEO  
Tall Ships® Erie



# Calendar of Events

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## Thursday, August 21

- Parade of Sail – 4:00 pm
- Captains Dinner – with sponsors, dignitaries and special guests

*over Dobbins Landing and Presque Isle Bay*

## Friday, August 22

### **Festival Hours 10:00 am – 6:00 pm**

- Day Sails in Presque Isle Bay
- Kid Zone and Maritime Marketplace
- Live Entertainment
- VIP Hospitality Suites
- Private and Corporate Receptions 7:00 – 10:00 pm

## Saturday, August 23

### **Festival Hours 10:00 am – 6:00 pm**

- Day Sails in Presque Isle Bay
- Kid Zone and Maritime Marketplace
- Live Entertainment
- VIP Hospitality Suites
- Private and Corporate Receptions 7:00 – 10:00 pm

## Sunday, August 24

### **Festival Hours 10:00 am – 6:00 pm**

- Day Sails in Presque Isle Bay
- Kid Zone and Maritime Marketplace
- Live Entertainment
- VIP Hospitality Suites
- Close of Festival 6:00 PM



# Economic Impact

The four-day event pumps over \$8 million into the local Northwest PA economy. With inflation high and families looking for one tank of gas destinations, the economic boost for the Erie tourism and service sectors could be even higher in 2025.

In a study conducted through Visit Erie in 2022, the data collected reflected visitor trends, including where they come from, how long they stayed, what they did during their stay, and what they spent their money on.

The data indicated a 41% increase in visitation to Erie County from 2019 to 2022, including a 7% increase in overnight visitors.

During the festival and the months leading up to the event, we boast and promote that Erie is a healthy and beautiful community along the NW coast of Pennsylvania with fantastic beaches, cultural amenities, sports, and entertainment year-round but also the beautiful communities along the coast with wineries, and fresh agricultural offerings.



# Demographics

The Visit Erie study noted that the top five origin markets from which visitors traveled to Erie County during the event were Pittsburgh, Cleveland, Buffalo, Youngstown, and the Johnstown- Altoona Pennsylvania area. Out-of-state visitors to Erie County increased by 13%.

The Tall Ships® Erie visitor represents our diverse population, from children to seniors, families, and young adults, as well as those wishing a VIP experience on their own or as a guest of a business associate, social gathering, or family event.

*"Full hotels are just one sign of the financial impact that the arrival of tens of thousands of visitors is likely to have regionally."*





Photo: Patrick Grab





# Presenting Sponsorship \$100,000

Tall Ships® Erie is a major event in our community and region. It brings visitors from hundreds of miles away. When becoming a Presenting Sponsor, not only do you promote your business, you help Erie become a vacation destination for many. Those visitors to Erie spend money and help a multitude of businesses – hotels, restaurants, and many more. You present your company as a leader in the community.

- **Name/Logo recognition on all promotional marketing materials and advertising** as “Tall Ships® Erie presented by “your name/logo” (posters, event tickets, event program, festival t-shirts, website, and 2025/2026 Tall Ships® Calendar).
- **Invitations for twenty (20) guests to attend the Captain's Dinner** to be held on Thursday, August 21, 2025.
- **Invitations for ten (10) guests to participate in the Parade of Sail**, scheduled for Thursday, August 21, 2025.
- **Evening reception on ship of choice** on Friday, August 22, 2025, or Saturday, August 23, 2025, from 7 to 9 PM. Catering is not provided.
- **One Hundred (100/day) general admission tickets with deck-tour wristbands** for each festival day – Friday, Saturday, and Sunday. (300 total admissions).
- **Fifty (50) One-Day VIP Festival Passes.** Complete access to the entire Festival, including access to the exclusive VIP Tent, where complimentary food and beverages will be served.
- **Opportunity to host and speak at a press conference** announcing your partnership with Tall Ships® Erie and other Festival-related events.
- **Opportunity to display your corporate signage** at each of the boarding gates of the vessels. Materials must be provided to Tall Ships® Erie from the sponsor by July 15, 2025.
- **Burgee flags with your name/logo flown on all vessels.** Burgees provided by Tall Ships® Erie.
- **Group sponsor signage** will be posted throughout the Festival footprint.



# Parade of Sail Title Sponsor \$75,000

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- **Name/Logo recognition on all promotional marketing materials and advertising** “XYZ Company Parade of Sail” (posters, event program, website, and 2025/2026 Tall Ships® Calendar).
- **Invitation for sixteen (16) guests to attend the Captain’s Dinner** to be held on Thursday, August 21, 2025.
- **Invitation for twelve (12) guests to participate in the Parade of Sail** scheduled for Thursday, August 21, 2025.
- **Evening reception on your ship of choice** on Friday, August 22, 2025, or Saturday, August 23, 2025, from 7 to 9 PM. Catering is not provided.
- **Seventy-five (75/day) general admission tickets with deck-tour wristbands** for each festival day – Friday, Saturday, and Sunday. (225 total admissions).
- **Forty (40) One-Day VIP Festival Passes.** Complete access to the entire Festival, including access to the exclusive VIP Tent, where complimentary food and beverages will be served.
- **Opportunity to host and speak at a press conference** announcing your partnership with Tall Ships® Erie and other Festival-related events.
- **Opportunity to display your corporate signage** at each of the boarding gates of the vessels. Materials must be provided to Tall Ships® Erie from the sponsor by July 15, 2025.
- **Burgee flags with your name/logo flown on all vessels.** Burgees provided by Tall Ships® Erie.
- **Group sponsor signage** will be posted throughout the Festival footprint.

# Admiral Sponsor \$50,000

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- **Name/Logo recognition on all promotional marketing materials and advertising** (posters, event program, website, and 2025/2026 Tall Ships® Calendar).
- **Invitation for twelve (12) guests to attend the Captain’s Dinner** to be held on Thursday, August 21, 2025.
- **Invitation for six (6) guests to participate in the Parade of Sail** on your sponsored vessel scheduled for Thursday, August 21, 2025, or another vessel if the sponsored vessel is not able to carry passengers.
- **Evening reception on your sponsored vessel** on Friday, August 22, 2025, or Saturday, August 23, 2025, from 7 to 9 PM. Catering is not provided.
- **Fifty (50/day) general admission tickets with deck-tour wristbands** for each festival day – Friday, Saturday, and Sunday. (150 total admissions).
- **Thirty (30) One-Day VIP Festival Passes.** Complete access to the entire Festival, including access to the exclusive VIP Tent, where complimentary food and beverages will be served.
- **Opportunity to host and speak at a press conference** announcing your partnership with Tall Ships® Erie and other Festival-related events.
- **Opportunity to display your corporate signage** at the boarding gate of the sponsored vessel. Materials must be provided to Tall Ships® Erie from the sponsor by July 15, 2025.
- **Burgee flags with your name/logo flown on the sponsored vessel.** Burgees provided by Tall Ships® Erie.
- **Group sponsor signage** will be posted throughout the Festival footprint.

## Commodore Sponsor \$25,000

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- **Name/Logo recognition on all promotional marketing materials** (posters, event program, website, and 2025/2026 Tall Ships® Calendar).
- **Invitation for eight (8) guests to attend the Captain's Dinner** to be held on Thursday, August 21, 2025.
- **Invitation for four (4) guests to participate in the Parade of Sail** on your sponsored vessel scheduled for Thursday, August 21, 2025, or another vessel if the sponsored vessel is not able to carry passengers.
- **Evening reception on your sponsored vessel** on Friday, August 22, 2025, or Saturday, August 23, 2025, from 7 to 9 PM. Catering is not provided.
- **Twenty-five (25/day) general admission tickets with deck-tour wristbands** for each festival day – Friday, Saturday, and Sunday. (75 total admissions).
- **Fifteen (15) One-Day VIP Festival Passes.** Complete access to the entire Festival, including access to the exclusive VIP Tent, where complimentary food and beverages will be served.
- **Opportunity to display your corporate signage** at the boarding gate of the sponsored vessel. Materials must be provided to Tall Ships® Erie from the sponsor by July 15, 2025.
- **Burgee flags with your name/logo flown on the sponsored vessel.** Burgees provided by Tall Ships® Erie.
- **Group sponsor signage** will be posted throughout the Festival footprint.

## Captain Sponsor \$15,000

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- **Name/Logo recognition on all promotional marketing materials** (posters, event program, website, and 2025/2026 Tall Ships® Calendar).
- **Invitation for six (6) guests to attend the Captain's Dinner** to be held on Thursday, August 21, 2025.
- **Invitation for two (2) guests to participate in the Parade of Sail** on your sponsored vessel scheduled for Thursday, August 21, 2025, or another vessel if the sponsored vessel is not able to carry passengers.
- **Evening reception on your sponsored vessel** on Friday, August 22, 2025, or Saturday, August 23, 2025, from 7 to 9 PM. Catering is not provided.
- **Fifteen (15/day) general admission tickets with deck-tour wristbands** for each festival day – Friday, Saturday, and Sunday. (45 total tickets).
- **Ten (10) One-Day VIP Festival Passes.** Complete access to the entire Festival, including access to the exclusive VIP Tent, where complimentary food and beverages will be served.
- **Opportunity to display your corporate signage** at the boarding gate of the sponsored vessel. Materials must be provided to Tall Ships® Erie from the sponsor by July 15, 2025.
- **Burgee flags with your name/logo flown on the sponsored vessel.** Burgees provided by Tall Ships® Erie.
- **Group sponsor signage** will be posted throughout the Festival footprint.

### *Advertising Opportunities*

*a la carte, pending availability*

*in the 16-month 2025/2026 Tall Ships® Festival Calendar and Festival Program*

- Full banner advertisement in Calendar/ Full page advertisement in Festival Program - **\$2,500**
- 1/2 banner advertisement in Calendar/ 1/2-page advertisement in Festival Program - **\$1,000**
- 1/3 banner advertisement in Calendar/ 1/3-page advertisement in Festival Program - **\$500**

Please contact Rebecca Sabatini at [rebecca@sailfnl.org](mailto:rebecca@sailfnl.org) or 814-826-8902 for details on advertising options.

# Chief Mate Sponsor \$10,000

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- **Name/Logo recognition on all promotional marketing materials** (posters, event program, website, and 2025/2026 Tall Ships® Calendar).
- **Invitation for four (4) guests to attend the Captain's Dinner** to be held on Thursday, August 21, 2025.
- **Invitation for two (2) guests to participate in the Parade of Sail** on your sponsored vessel scheduled for Thursday, August 21, 2025, or another vessel if the sponsored vessel is not able to carry passengers.
- **Evening reception on your sponsored vessel** on Friday, August 22, 2025, or Saturday, August 23, 2025, from 7 to 9 PM. Catering is not provided.
- **Ten (10/day) general admission tickets with deck-tour wristbands** for each festival day – Friday, Saturday, and Sunday. (30 total tickets).
- **Six (6) One-Day VIP Festival Passes.** Complete access to the entire Festival, including access to the exclusive VIP Tent, where complimentary food and beverages will be served.
- **Opportunity to display your corporate signage** at the boarding gate of the sponsored vessel. Materials must be provided to Tall Ships® Erie from the sponsor by July 15, 2025.
- **Burgee flags with your name/logo flown on the sponsored vessel.** Burgees provided by Tall Ships® Erie.
- **Group sponsor signage** will be posted throughout the Festival footprint.

# Bosun Sponsor \$7,500

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- **Name/Logo recognition on all promotional marketing materials** (posters, event program and website).
- **Invitation for two (2) guests to attend the Captain's Dinner** to be held on Thursday, August 21, 2025.
- **Six (6/day) general admission tickets with deck-tour wristbands** for each festival day – Friday, Saturday, and Sunday. (18 total tickets).
- **Six (6) One-Day VIP Festival Passes.** Complete access to the entire Festival, including access to the exclusive VIP Tent, where complimentary food and beverages will be served.
- **Group sponsor signage** will be posted throughout the Festival footprint.

# Seafarer Sponsor \$5,000

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- **Name/Logo recognition on all promotional marketing materials** (posters, event program, and website).
- **Invitation for two (2) guests to attend the Captain's Dinner** to be held on Thursday, August 21, 2025.
- **Four (4/day) general admission tickets with deck-tour wristbands** for each festival day – Friday, Saturday, and Sunday. (12 total tickets).
- **Four (4) One-Day VIP Festival Passes.** Complete access to the entire Festival, including access to the exclusive VIP Tent, where complimentary food and beverages will be served.
- **Group sponsor signage** will be posted throughout the Festival footprint.

*Additional Festival VIP Tickets  
and/or Captain's Dinner Tickets*

Additional Festival VIP tickets  
and/or tickets for the Captain's Dinner  
on Thursday, August 21, 2025,  
can be purchased pending availability

Based on photo by Patrick Grab



**Thank you for festival photography  
within this booklet.**

John Gaub  
Debra Gilmore  
Joe Grimaldi  
Patrick Grab  
Marcus Masternak

We are grateful for  
the creative services of Core Creative  
and printing by McCarty Printing.



**Tall Ships® Erie**

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tallshipserie.org**