**Role:** Provider of sponsorship services for The Tall Ships Races Sunderland 2018

**Period:** December 17 – July 18

**Reporting to:** The Tall Ships Races Project Director

**Purpose**

Sunderland City Council, as lead organiser of The Tall Ships Races Sunderland 2018, seeks to appoint a contractor to generate sponsorship income to contribute towards the running costs of this large scale event.

Sunderland City Council has committed a sizeable sum to contribute towards the running costs of the event. However, to augment this contribution and to complete the funding package, we seek a contractor with the expertise to develop and implement a strategy for securing significant levels of sponsorship income.

This framework will be issued on a non-exclusive basis.

**Background - The Tall Ships Races 2018**

The Tall Ships Races are an internationally acclaimed annual competition organised by Sail Training International and held every summer in European waters. Each year between 70 and 100 vessels from 15-20 countries, crewed by some 5-6,000 young people from over 30 countries worldwide take part in this unique event that combines four days of activities in each port with racing or cruising-in-company between ports.

The main aim of the event is to provide an opportunity for young people to develop their personal skills in a challenging and memorable sail-training environment and hence at least 50% of a Tall Ship’s crew must be aged 15-25.

For Sunderland, The Tall Ships Races 2018 is an opportunity to strengthen its position in the North East as a visitor destination, generate significant economic impact and pride for the City, and a superb opportunity to bring Sunderland’s physical and cultural regeneration to an international audience.  Building on the previous successes of the Sunderland Airshow and Sunderland Illuminations, the Council will continue to celebrate its maritime heritage and showcase the natural

assets of the coastline and river, and physical assets such as Roker Pier, Keel Square, Sunderland Museum and Winter Gardens, National Glass Centre. Moreover, The Tall Ships Races Sunderland 2018 will be a keystone in the City’s ambition to become UK City of Culture in 2021.

Our mission is,

***“To deliver a safe, spectacular, 4 day event that showcases Sunderland as a welcoming, forward-looking, innovative City and enhances our reputation as an “Events City” on an international stage.   The event will celebrate our maritime heritage and will invigorate our cultural offer, creating a legacy for all to enjoy.”***

The Tall Ships Races 2018 will start in Sunderland, racing on to Esbjerg (Denmark), cruising to Stavanger (Norway) and race on to the finish line in Harlingen (The Netherlands).

The 4 day festival event in Sunderland will take place between Wednesday 11th and Saturday 14th July 2018. A fleet of over 80 vessels is expected and an audience of 1.5m visitors.



**Progress to date on sponsorship**

Several sponsors have been secured by Sunderland City Council to date and several key business partners, who are potential sponsorship clients, have been identified.

Sponsorship packages have been drafted at Headline, Platinum, Gold and Silver levels and a range of ad hoc offers for entry level event sponsors are also available.

**Expected outcomes from the contract**

The successful individual/company will provide the following outcomes for the event:-

1. Work with Sunderland City Council on the development of a sponsorship strategy indicating investors and organisations to be targeted for sponsorship for each event following research into their business objectives and activities.

1. Development of a list of “warm” contacts to be approached for sponsorship, to add to Sunderland City Council’s existing contact list.
2. Work with Sunderland City Council on the development of appropriate marketing and presentation materials.
3. Work with Sunderland City Council to finalise draft sponsorship packages.
4. The successful implementation of the sponsorship strategy culminating in securing a minimum of £350,000 sponsorship for The Tall Ships Races 2018 successfully contracted.
5. Presence at The Tall Ships Races Sunderland 2018 event, and any other event deemed appropriate, to support Sunderland City Council staff in managing relationships with the sponsors.

**Contract requirements**

The successful contractor will be expected to have the following attributes: -

* A proven track record of achieving agreed targets for sponsorship support.
* An existing portfolio of contacts/relationships with potential funders/potential sponsors.
* Demonstrable ability to develop a sponsorship strategy and plans.
* Evidence of developing sponsorship proposals and preparation of appropriate presentation materials.
* Demonstrate an appreciation that the event is still in the developmental planning phase and that a fully formed product is not yet available.
* Experience of negotiation and completion of sponsorship agreements and contracts.
* Demonstrable ability to communicate effectively at the highest level.
* The ability to appreciate quickly the value of the product(s) being offered.
* A good understanding of the aims and objectives of The Tall Ships Races Sunderland 2018.
* Ability to meet tight deadlines and operate effectively under pressure.
* How you may employ existing portfolio of contacts/relationships in support of meeting contract objectives.
* An appreciation of the relationship between Sunderland as contracted host port for 2018 and Sail Training International as organiser of The Tall Ships Races series.

**Framework**

This appointment is based on a 5 month framework, with a possible 3 month extension. A formal review meeting will take place every month and the successful contractor will provide regular updates on sponsorship raised.

**Application process**

Written proposals must be in two parts.

1. The following questions are to be answered:-
* Please provide comprehensive details to demonstrate that you have proven experience of developing and implementing a successful private sector investment strategy.
* Please provide comprehensive details to demonstrate that you have proven experience of raising similar levels of sponsorship.
* Please provide a detailed proposal of how you intend to approach and deliver the work for each of the events including a timeline.
* Please provide comprehensive details to demonstrate you have the knowledge and experience of working in the festivals and events sector.
* Please provide details of the staff to be involved in this project.
1. Your proposal should detail the remuneration arrangements requested.

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| **Level of sponsorship** | **Monthly fee inclusive of travel and all expected costs** | **Commission %** |
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All prices shall be stated in pounds sterling and exclusive of VAT.

Prices are to be fixed for the period of the Framework.

Payment will be made in accordance with Sunderland City Council terms and conditions.

**Proposals are to be emailed to Michelle Daurat, Project Director on** **michelle.daurat@sunderland.gov.uk** **by Thurs 30th Nov 2017.**