



**SAIL TRAINING
INTERNATIONAL
SCHEME FOR
'ENDORSED'
EVENTS IN
EUROPE**

2004 Edition



Sail Training International

BACKGROUND

The calendar for maritime festivals and other events for the big square-rigged sail training Tall Ships is becoming ever more crowded in Europe.

The idea for a scheme to deal with this was originated by a group of owners/ operators of Class 'A' Tall Ships in Europe who could see the increasing possibility of clashing dates and the potential benefits for all concerned for there to be some co-ordination. They asked Sail Training International to take a lead in this (a proposal given further momentum by Class 'A' owners / operators at the inaugural meeting in April 2004 of the Sail Training International Class 'A' Tall Ships Forum).

Informal discussions in 2002 between Sail Training International (as organisers of The Tall Ships' Races) with the organisers of the International Festival of the Sea (Portsmouth, UK), Sail Bremerhaven (Germany) and Sail Amsterdam (the Netherlands) for 2005 led us all to modify our dates for that year. This has produced an orderly chain of events that do not compete with each other. In more recent discussions with other event organisers at our initiative it has become clear that everyone will benefit from effective co-ordination of the calendar.



THE NEW SCHEME AND ITS BENEFITS

Sail Training International is now taking this scheme a step further by introducing a more formal relationship with the organisers of other events willing to collaborate in co-ordinating the calendar. The new arrangement will provide co-operation and mutual support in promoting events in the following ways:

The benefits to a participating event organiser are that

- Sail Training International will allow only the organisers of co-operating events to attend and promote (including free exhibition booth space) their events at the Sail Training International Annual International Conference, on our web-site (with links to endorsed event sites), editorial coverage in our magazine, opportunities in other promotional materials and during our Tall Ships' Races.

These benefits and opportunities will not be available to the organisers of events that do not participate in the scheme. Also, once we have accepted a Festival or other event into the scheme, we will not permit the addition of another event that competes with it in terms of dates and sea area.

As part of the collaborative arrangement, event organisers participating in the scheme will be expected to

- recognise their event is 'endorsed by Sail Training International' in publicity and related materials.
- provide booth space at their event and access to other promotional opportunities under their control for the promotion of sail training for young people by Sail Training International or a Member national sail training organisation.
- place at least one page of advertising in any one year for their event in our magazine *Tall Ships and Sail Training International*.

HOW TO APPLY TO PARTICIPATE IN THE SCHEME

The scheme will be operated by Sail Training International in consultation with its Member national sail training organisations in Europe (Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Latvia, Netherlands, Norway, Poland, Portugal, Russia, Spain, Sweden, and UK).

Applications to participate in the scheme should be made in writing to Sail Training International (address details: see back page), with a copy to your national sail training organisation. Your application must indicate:

- 1 where and when the planned event will take place, and whether it is a 'one off' event or one of a series
- 2 if there will be an entry charge or will it be free to the public, and how many visitors are expected
- 3 who is organising the event, and who is underwriting its costs
- 4 how many and what type of vessels are expected to participate
- 5 what arrangements are being made for the Class 'A' Tall Ships in terms of berthing, public access, and opportunities for the vessels to earn money in port
- 6 agreement to the terms of participation in the scheme (see opposite 'The new scheme and its benefits')

Applications will be reviewed by a selection committee that will include a representative of your country's national sail training organisation. An initial list of 'Sail Training International endorsed events' will be decided in September 2004.





Sail Training International

Sail Training International Country Representative

Sail Training International Events Limited

5 Mumby Road, Gosport, Hampshire PO12 1AA, UK

Tel: +44 (0)23 9258 6367

Fax: +44 (0)23 9258 4661

Email: office@sailtraininginternational.org

Website: www.sailtraininginternational.org