

# SPONSOR COCKWELLS **OWNERS' RALLY 2022**

1ST - 3RD JULY

CORNWALL | DEVON | THE SOLENT



COCKWELLS





## ABOUT THE EVENT

Following the success of our Anniversary Rally in 2021, we will be hosting an Owners' Rally from the 1st – 3rd July 2022 from Falmouth to Dartmouth and The Solent.

The rally is an exclusive, invitation-only three-day sailing event, and welcomes owners of Cockwells' vessels including Duchys, Hardys, custom builds, and those currently in production, as well as potential clients who are interested in purchasing a Cockwells craft to join the fleet and sail with us for this prestigious trip.

The rally will commence on the Friday evening with a reception at Flushing Sailing Club's headquarters with champagne and a hog roast. Flushing Sailing Club offers 360 panoramic views of the Carrick Roads and Falmouth Bay beyond, offering a momentous start to the proceedings. A drinks reception with canapes at Dartmouth Yacht Club will follow on Saturday evening, where guests can socialise alongside the banks of the River Dart, looking across the water to Kingswear. The rally will conclude with a drinks reception and supper within the Western Solent.

**Raymarine®** We are pleased to welcome Raymarine back as a venue sponsor, with their primary equipment testing vessel, the Hardy 42 'Raymariner'.

We invite sponsors to support the various elements of this exclusive occasion to celebrate this coming together of the Cockwells fleet.



## THE BENEFITS OF SPONSORING COCKWELLS' 2022 OWNERS' RALLY:

- Your brand aligned with a **prestigious event**.
- A captive audience for your brand: In 2021, **40 vessels attended with more than 100 guests aboard**.
- A combined value of over **£10 million** for all vessels in attendance.
- **4,600 website views** during the month of the event last year.
- Access to **8,500 followers** across Cockwells' social media channels.

## PRESS COVERAGE FOR COCKWELLS' 2021 ANNIVERSARY RALLY INCLUDED:

- [British Marine- Cockwells Hosts Anniversary Rally to Celebrate 25 Years of Boatbuilding Excellence](#)
- [Classic Boat- Happy Birthday Cockwells](#)
- [Falmouth Packet- Cockwells Boatbuilder Falmouth Anniversary Rally](#)
- [The Cornish News- Shipbuilder Cockwells at Falmouth Birthday Rally](#)
- [What Boat- Cockwells Hosts Anniversary Rally to Celebrate 25 Years of Boatbuilding Excellence](#)
- [Opera News - Cockwells boatbuilder in Falmouth anniversary rally](#)





**COCKWELLS' FOUNDER AND MANAGING DIRECTOR, DAVE COCKWELL SUMMARISED THE 2021 EVENT AS FOLLOWS:**

“The anniversary fleet of over 40 vessels including Duchy Motor Launches; the pilot cutter, Polly Agatha; all manner of Hardys, from the Hardy 20 motor sailor to the latest Hardy 65, created quite a sight to see and we experienced favourable weather conditions as well as warm greetings at each of our destinations. With our strong forward order book and continual programme of investment, we eagerly anticipate what the future holds for the next 25 years and beyond.”





## MAIN EVENT SPONSOR: £3000

- Your brand and logo at all points of sale, event venues and across all marketing materials both online and offline, including press releases.
- Full-page advert in the official Cockwells' summer newsletter, which is distributed to 2,000 key contacts.
- 2 tickets to all three venues.
- The opportunity to support the delivery framework of a high-end event.
- Position your brand and reputation to a discerning clientele.







#### **VENUE SPONSORS: £1000**

- Your brand in all marketing materials both online and offline including press releases.
- A presence at one of the locations (Cornwall/Dartmouth/The Solent), including an advertising banner or flag positioned at one of the venues.
- Your brand positioning on the key digital platforms for the duration of the event, including social media mentions and tags.
- A dedicated page, links, and profile on the [cockwells.co.uk](http://cockwells.co.uk) website.
- The opportunity to position your brand and reputation to a discerning clientele.



## DIGITAL SPONSORS: £250

- Your brand included in all digital marketing materials.
- Your brand positioned on the key digital platforms for the duration of the event, including social media mentions and tags.
- A dedicated page, links, and profile on the [cockwells.co.uk](http://cockwells.co.uk) website.





In-kind and flexible sponsorship packages are also available.

Please contact Emma Webster on [emma.webster@cockwells.co.uk](mailto:emma.webster@cockwells.co.uk) or +44 (0) 7538 640273 to discuss further.



[COCKWELLS.CO.UK](http://COCKWELLS.CO.UK)

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