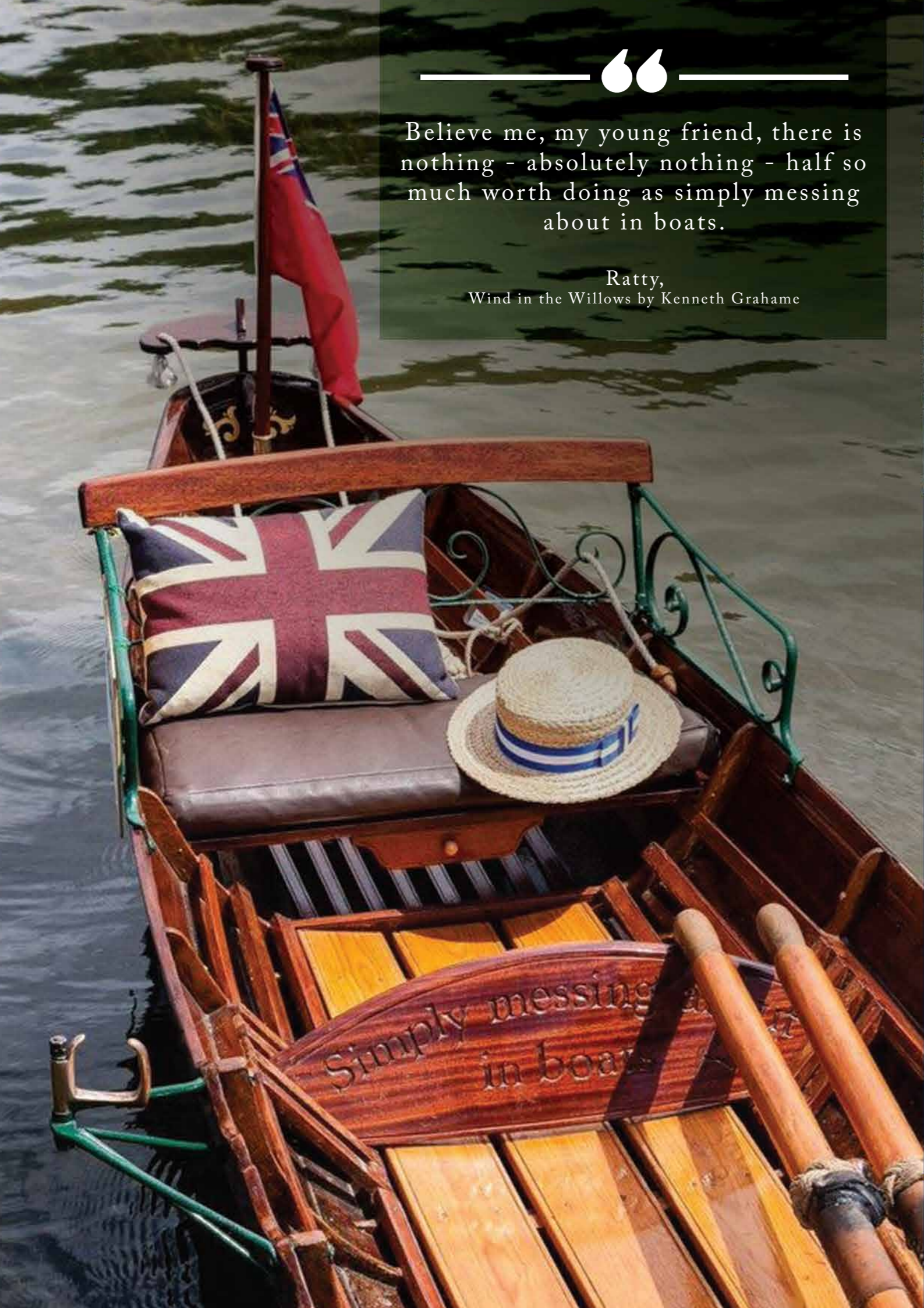


“
Believe me, my young friend, there is nothing - absolutely nothing - half so much worth doing as simply messing about in boats.
Ratty,
Wind in the Willows by Kenneth Grahame



The Traditional Thames Boat Festival is a ‘not-for-profit’ organisation formed to promote and support the traditional skills of boatbuilders and to maintain the historic heritage of the very wide range of wooden boats built on the Thames.

Its aim is to create public awareness, support education and promote apprenticeships for future generations to ensure such craftsmanship is not lost.

EVENT SPONSORSHIP

2023 OPPORTUNITIES

THAMES
TRADITIONAL
BOAT
FESTIVAL
SINCE 1978



AN INTRODUCTION



The Thames Traditional Boat Festival was first held at Fawley Meadows, Henley-on-Thames, in 1978 as a rally for like-minded enthusiasts who wanted to show their enthusiasm and dedication for the older, traditionally built craft that were fast disappearing from the river Thames and to maintain and celebrate the skills that crafted them.

From these small beginnings the Thames Traditional Boat Festival, or "The Trad" as it became known, has flourished to the extent that it now attracts international interest with exhibitors and visitors from far and wide.

This prestigious event, whilst keeping faith with the precepts of its founding fathers, now incorporates the heritage values of many other traditional trades and crafts, as well as providing an exciting and nostalgic day out for all the family.

J McAlpine

Lady Judy McAlpine

Spread over three days the 'Trad' attracts thousands of visitors and international media coverage with its eight acres of the Henley riverbank displaying approximately 200 classic boats of every description. A heady blend of beautiful varnish wood, polished brass, gleaming chrome, the nostalgic aroma of steam and vintage elegance of period costumes. Cream teas and champagne bubbles all add to the nostalgic experience. Many classic car owners and collectors have also turned their attention to burgeoning world of classic boats cognisant of the shared skills and passion. And we cannot forget the many surviving Dunkirk Little Ships that annually grace the occasion too.

With a resurgence of the values of these beautiful traditional craft, a growing recognition of the traditional skills and all that is associated with them, the Trad' is now recognised as one of the leading exponents in the UK.



We now have a dedicated team growing our international audience across digital channels creating an impact far beyond Henley, reaching millions online. Sponsors and exhibitors are now invited to be part of the success and benefit from plethora of opportunities to promote their brand.



THE OPPORTUNITIES

SOLE EVENT SPONSORSHIP
£120,000

EXHIBITORS VILLAGE
£25,000

ENTRY TICKETS
£10,000

DUNKIRK LITTLE SHIPS ASSOCIATION
£10,000

CROOKED BILLET RESTAURANT
£9,000

WAR BIRDS ARIAL DISPLAY
£8,000

MEMBERS ENCLOSURE
£7,500

RIVER BANK TEA ROOMS
£6,000

AWARDS CEREMONY
£5,000

'ALASKA' STEAM CRUISES
£5,000

MUSIC STAGES & ENTERTAINERS
£5,000

ANDREWS SLIPPER LAUNCH DISPLAY
£4,000

STEAM LAUNCHES DISPLAY
£4,000

CLASSIC CARS DISPLAY
£2,500

Each of the main sponsorship opportunities includes the following benefits:

- 🏆 Guaranteed a 12 months listing on the TTBF website with direct links to their own website
- 🏆 Inclusion in the TTBF Programme
- 🏆 Commentator's announcements throughout the event
- 🏆 Regular Press release inclusion before, during and after the event
- 🏆 Free Corporate entry to the event for up to 5 people
- 🏆 Invitation to the 'Sponsors' Party' on the Saturday evening
- 🏆 Publicity Banners
- 🏆 Photo opportunities

In addition to the main sponsorship opportunities listed opposite, there are many other opportunities starting from as little as £150 to get your brand noticed across the three days of the 'Trad'.

Speak to us to find out more.

KEY CONTACTS

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