

THE TALL SHIPS RACES 2015 AALBORG

Newsletter no. 1
October 2014

Welcome to the first Tall Ships Races 2015 Aalborg newsletter. From now on and until the event takes place from 1 - 4 August 2015, we plan to publish this newsletter quarterly. In the newsletters you will be able to read about this and that. Happy reading!

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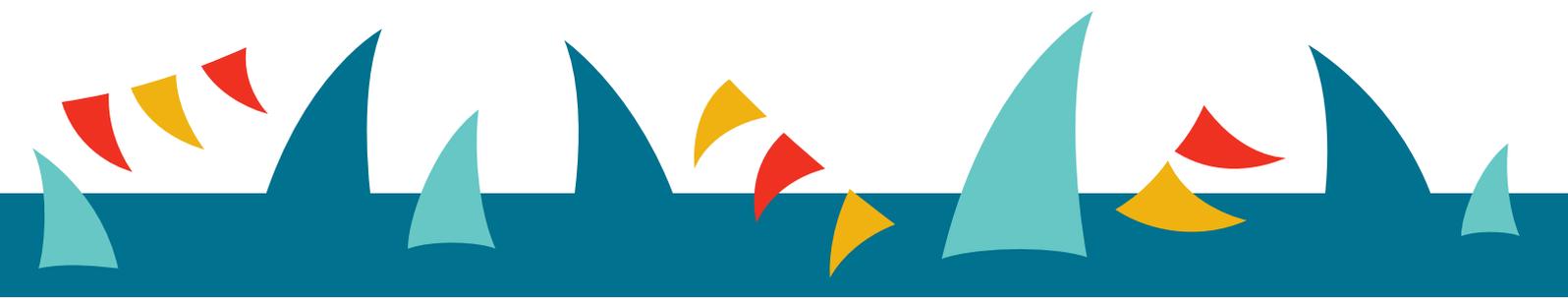
Managing Director
John Lundsgaard
about being chief port
sponsor for the fourth time.

Spar Nord – chief port sponsor - looks forward to The Tall Ships Races 2015 Aalborg

Although it is the fourth time that Spar Nord is the chief port sponsor of The Tall Ships Races in Aalborg, the enthusiasm for the event and the joy of being involved has not diminished. "It is a pleasure to once again be a part of a close and constructive cooperation with the Municipality of Aalborg, the large number of volunteers and a very dedicated and solution-orientated local business community," says Managing Director John Lundsgaard and he continues: "A cooperation that has already proven its worth in many ways but especially in 1999, 2004, and 2010 in connection with the Tall Ships Races in Aalborg."

In elaboration of the bank's motivation to once again be the chief port sponsor says John Lundsgaard: "The already well-proven model of cooperation and the fact that the event is a valuable asset to Aalborg are good reasons to become involved once again. A final reason for our involvement is that the event is an attractive platform to provide our customers and partners with unique experiences at the harbor front and on board the vessels."

Spar Nord has now rolled up their sleeves and have just started the initial preparations and their goal is clear. "It is in fact one of our most important functions as the chief port sponsor to ensure that we are able to activate our sponsorship and provide fascination, joy and excitement for a lot of people. We have a certain experience and routine – and we are well underway with the detailed planning," concludes John Lundsgaard.



Port of Aalborg and Aalborg Waterfront are working to create events at the Harbor front

Port of Aalborg has grown to be one of the largest ports in terms of turnover, container traffic, jobs, etc. Today, however, the Port of Aalborg is much more than a port in the classic sense. The environment around the Limfjord has changed significantly over the last 20 years, and today the Port of Aalborg is not just industry and bulwark, but also home to clusters of residential and youth housing, headquarters for some of the largest companies and cultural centers such as the House of Music, Utzon Centre, etc.

“The Port of Aalborg is an entrepreneur, it conducts research, it is one of the largest property owners, and in addition it initiates a number of events. We are among the main sponsors of the network Aalborg Waterfront, which is dedicated to creating life in the middle of the city’s harbor. Among others Aalborg Waterfront supports Aalborg Regatta and The Tall Ships Races, and at this year’s opening of the Aalborg Regatta the network presented 1 million Danish kroner to the development of events in the harbor area,” says CEO Claus Holstein.

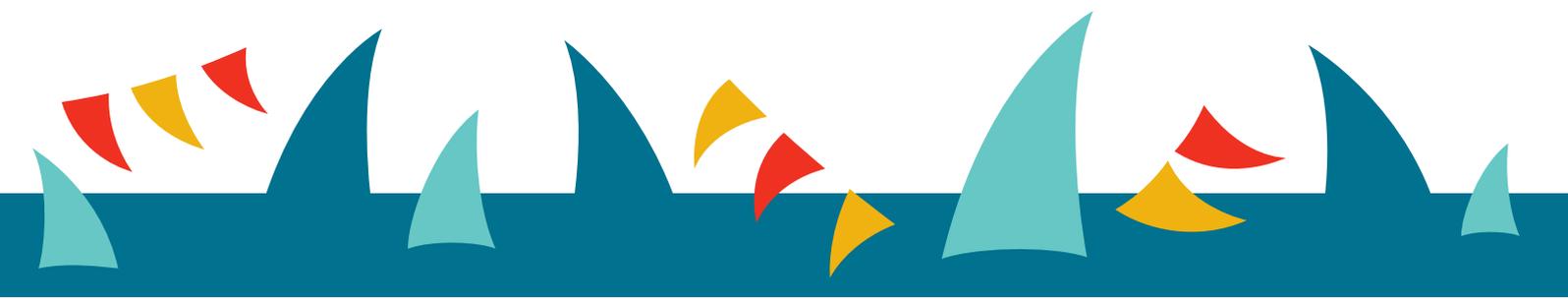
About the reason for getting involved in creating events Claus Holstein explains:

“We are humbled by the growing importance which the Port has gained – not just in Aalborg, but throughout the region, and because of our significant role as a growth driver for North Denmark, we are now even more committed to continuing our efforts to attract activities to the benefit of the citizens and at the same time to create growth and jobs.”

The sponsors and members of Aalborg Waterfront:

- Port of Aalborg (Main sponsor)
- COWI
- Jyske Bank
- Hedegaard Agro
- Aalborg Stevedore Company
- Royal Arctic Logistics
- Plus Bolig
- Nykredit
- DC-Supply
- Himmerland Boligforening
- A. Enggaard
- SIFA
- Mammoet Wind
- O.W. Group Administration
- Aalborg University





Fast food and merchandise suppliers have been contracted

Earlier this year the contracts on fast food and merchandise were put out to tender in order to find suppliers able to handle the tasks with professionalism and an eye for what is suitable for the event. Two suppliers have now been found for each area, and we look forward to the cooperation.

The fast food supplier is SSP, a large international company which in Aalborg among other things operates restaurant, etc. in Aalborg Airport. SSP are to ensure that the expected 750,000 visitors to The Tall Ships Races in Aalborg are able to satisfy their thirst and hunger. Into the cooperation SSP brings some strong partners such as Carlsberg, Haribo, Steff Houlberg and Sigurd Müller Vinhandel.

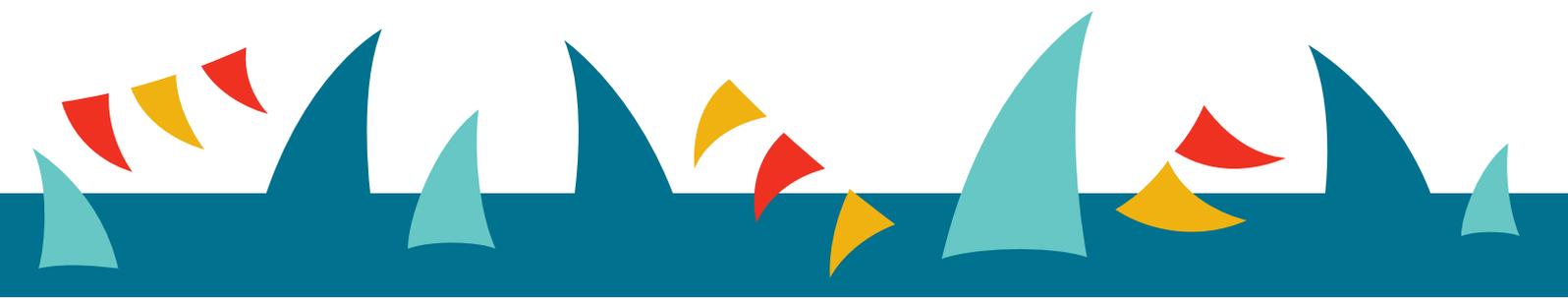
The merchandise supplier is Liselotte Søjborg. She was also part of the team in 2004 and 2010, so she is certainly a player with extensive experience and know-how.

We welcome both SSP and Liselotte Søjborg welcome on board! We look forward to a fruitful collaboration.

38 vessels have already registered

Registrations are coming in. In 2010 we were able to welcome 84 vessels to the Tall Ships Races in Aalborg. We hope that The Tall Ships Races 2015 will beat our previous records as 90 – 100 large vessels from around the world are expected to berth. At the moment 38 vessels have registered; 18 class A vessels, 13 class B vessels, 4 class C vessels, and 3 class D vessels. On our website www.tsr15.dk you will be able to follow the registrations.





150 trainees will have a terrific summer at sea

It is not certain that everyone who is familiar with the impressive event The Tall Ships Races knows that the main purpose of the event is to encourage more young people to sail. However, the recruitment of trainees, as the young sailor aspirants are called, is the driving force behind the large set-up. The Tall Ships Races has undertaken to recruit 150 young people between the age of 15-25 who are ready for an experience of a lifetime and live on board a tall ship during the summer 2015. The trainees will pay a fee of 1,500 Danish kroner as this will ensure their commitment to the journey. In 2010 the supermarket Bilka, the Port of Aalborg and Spar Nord used this opportunity to get students and other young people from their organizations out to see for a unique experience and at the same time contribute to the personal development of the individual trainee. If your company employs young people between the ages of 15 – 25 you now have the opportunity to give them a summer on the sea which will strengthen them both physically and mentally. Contact trainee responsible Mette Pejstrup Kjær on tel. +45 9931 1514 or email: mpk@aalborg.dk

Full speed ahead on the Social Medias

Ever since the Secretariat started posting regular updates on The Tall Ships Races Aalborg's facebook page earlier this spring, the number of followers has increased from 8,500 to 14,000. You can find the page on <https://www.facebook.com/tsraalborg> and here you will be able to stay updated.



Sponsors are eager to join in

It is the goal of the organizers to fund 50% of the 12 million Danish kroner which is costs to have the events through sponsorships. Therefore, it is gratifying to see that sponsors, also when it comes to The Tall Ships Races in Aalborg, have proven to be very positive when it comes to sponsorships.

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