

Overview of signature events

The Tall Ships Races Sunderland 2018

The Tall Ships Races Sunderland 2018 will be a safe, spectacular, four day event that showcases Sunderland as a welcoming, forward-looking, innovative place 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.

For the first time in its history, Sunderland is set to welcome the world famous Tall Ships Races in the summer of 2018 (July 11-14). The city has the honour of being the start host port for the race series, welcoming around 80 vessels, 3,000 international crew members and with spectator numbers expected to reach 1.5 million across the course of the four day event. The positive economic benefit is expected to be between £21 and £28 million and will attract international media interest. There will be numerous opportunities for businesses to benefit from involvement in the event including a vast range of infrastructure requirements, catering and hospitality provision, merchandise and photography. Sponsorship packages and hospitality experiences may be of particular interest too.

For more information about The Tall Ships Races Sunderland 2018 please contact Charlotte Thew at charlotte.thew@sunderland.gov.uk or call 07887 794 192



Sunderland Illuminations

The Sunderland Illuminations are a historic attraction dating back to the 1930's that returned to Sunderland's seafront in 2012. The event is hugely popular and well attended, stretching over four weeks and with visitor numbers of over 210,000 recorded in 2016, making it Sunderland's second largest visitor event after the Sunderland International Airshow.

The event incorporates festoon lighting along the seafront with a concentration of specific lighting features and activity at the Roker Park site. In 2015 an illuminated big wheel added to the attractions at the event along with additional fairground rides and catering outlets at Cliff Park and Ocean Park sites. In 2016 the lighting along the seafront was extended to St Peters Church, thus continually increasing the overall event site and enhancing the offer to event visitors and traders alike.



Sunderland Illuminations (continued)

Market research during the 2016 Sunderland Illuminations indicated an average spend of £9.25 per visitor with total spending during the event estimated at £1.96m. Services required for this event include stewarding, marquees, barriers, staging, fireworks and catering stands to name a few.

For more information about Sunderland Illuminations please contact Michelle Whittle at michelle.whittle@sunderlandlive.co.uk or call 0191 561 8433

Sunderland International Airshow

The Sunderland International Airshow is the city's largest annual event, held across a vast event site that incorporates both the Roker and Seaburn coastal resorts. The event is now in its 29th year and takes place in July, incorporating a Friday evening launch night followed by two full days of programmed activity both on the ground and in the air.

Live musical entertainment, flight displays and a firework finale are included in the launch evening programme, the subsequent Saturday and Sunday deliver a packed programme of activity on the ground over an event site of 1.5 miles, attractions include military exhibitions, trade stands, an extensive array of catering concessions and fairground attractions. Coupled with a full flight programme of exhilarating displays by both military and civilian aircraft, visitors are kept well entertained.

The event is guaranteed to draw visitor numbers of between 800,000-1million across three days, making it one of the largest annual events in the region. The projected positive annual economic impact to the city is £12m-£14m each year. Services for this event include park and ride bus services, temporary lighting, advertising, event evaluation and audio visual systems.

For more information about Sunderland International Airshow please contact Laura Young at laura.young@sunderlandlive.co.uk or call 0191 561 2474

