



NEWS

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FOR IMMEDIATE RELEASE

The Bay City Times signs on as Port Sponsor for 2006 Tall Ship Celebration

(Bay City, MI) A long-time supporter of Bay City's popular Tall Ship Celebration maritime festival, The Bay City Times has agreed to grab hold of the coveted Port Sponsor title held during the previous two events by Hagen Ford. Tall Ships will once again line the banks of the Saginaw River in Downtown Bay City July 20—23, 2006.

"Tall Ship Celebration has been blessed by overwhelming support from local sponsors and volunteers since the event began in 2001," explained Event Coordinator Shirley Roberts of the Bay City Convention & Visitors Bureau. "But we will forever be grateful to Hagen Ford for taking a risk and making a significant investment in what was then an unknown event with no track record. The Bay City Times has been right behind them all along making sure Tall Ship Celebration would be the successful community event it has become. The entire Board of Directors is thrilled The Bay City Times has agreed to step aboard as our new Port Sponsor for 2006."

Tall Ship Celebration: Bay City is a community-wide maritime festival that plays host to a fleet of Tall Ships organized and scheduled by the American Sail Training Association. Bay City received the prestigious "Port of the Year" award from ASTA for its inaugural efforts in 2001.

The event operates with a tentative budget of approximately \$500,000 and generates income from sponsorships and admissions. With the Port Sponsorship secured, organizers will begin to recruit additional sponsors. Major Sponsors, those who receive privileges aboard one of the visiting vessels, will pay between \$12,500 and \$32,500 in 2006. In addition to Hagen Ford and The Bay City Times, previous Major Sponsors include Bay Regional Medical Center, Blue Cross/Blue Shield of Michigan, Charter Communications, Citizens Bank, Doubletree/Turner Construction, The Dow Chemical Company, Firehouse Soft Carwash, Independent Bank, Michigan Live, Moulthrop-Clift, Inc., National City Bank, S.C. Johnson and WNEM TV-5/Meredith Corporation.

For information about Tall Ship Celebration: Bay City or to receive a Sponsorship Packet, please contact Shirley Roberts, Event Coordinator, at 989.893.1222, ext. 226.

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