



CORPORATE SPONSORSHIP OPPORTUNITIES

THE DANIEL ADAMSON - HISTORIC ART DECO STEAMSHIP

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Welcome Aboard The Danny!

Step aboard The SS Daniel Adamson, lovingly known as “The Danny,” the last steam tug of her kind. A living icon where maritime history thrives, volunteers are inspired, and education about our maritime heritage and future brings communities together.

As we mark 20 years since The Danny was saved from the scrapyard and embarked on a new journey, we invite you to join our mission to preserve and promote this treasured maritime legacy.



Why Sponsor The Danny?

Your support is crucial to keeping this beautiful Art Deco steamship afloat. It helps fund vital education programs, dynamic community outreach, and fosters a strong link between your brand and a beloved icon of the North West.

Together, we can make The Danny a beacon of creativity, knowledge, and cultural understanding - a symbol of learning and inspiration for generations to come.

With best wishes,

Cathriona Bourke

Learning and Participation Manager



Our Mission

To conserve and operate this unique piece of shipping heritage for the enjoyment, learning, and wellbeing of all.

We achieve this by:

- **People-Centric Focus:** Volunteers of all ages and backgrounds are the lifeblood of The Danny, creating a supportive community that fosters wellbeing and combats isolation.
- **Living History:** The Danny is a working museum piece, offering access through displays, guided tours, and cruises.
- **Transformational Learning:** Offering educational opportunities that connect across generations and subjects—history, geography, engineering, and more.
- **Volunteers at the Core:** Powered by coal and volunteers, The Danny unites generations, prevents isolation, and promotes skill sharing.
- **Partnerships for the Future:** Building collaborations that engage young people and secure The Danny's future.
- **Sustainable Legacy:** Offering cruises, events, and hires to sustain our mission and secure The Danny's future.



A Steamship Experience with a Unique Story

From its beginnings in 1903 as the Ralph Brocklebank canal tug to its transformation into a luxurious Art Deco steamship, The Danny has sailed through time with elegance and resilience. Rescued from abandonment in 2004, she now shines as a member of the National Historic Fleet - an esteemed recognition alongside the Cutty Sark and HMS Victory.

With your support, The Danny can continue her vital work, engaging over 2,000 community members annually through volunteering, education, and outreach.



Why Your Sponsorship Matters

Your sponsorship helps to keep The Danny alive and thriving.

It supports:

- Essential Operations: Covers costs like fuel, insurance, and drydock - ensuring the ship is always in top shape.
- Sustainability Initiatives: Aids our mission to be a long-term community resource while exploring environmental sustainability.
- Expanding Programs: Enables the development of new educational and community outreach initiatives to reach wider audiences.

By sponsoring The Danny, you bridge the gap between income from cruises and events and the significant costs required to maintain this historic ship.





Sponsorship Packages

PLATINUM: HERITAGE GUARDIAN (£15,000)

- Naming rights for an educational or community project.
- Private talk / tour and lunch for 20 guests, with afternoon tea.
- Feature article in The Towline newsletter and on our website.
- Full page colour advert / copy in two editions of The Towline newsletter.
- Free use of The Danny as a static venue for up to three events (subject to availability and location).
- Opportunity to deliver a keynote speech or presentation during an event, or to sponsor a cruise.
- Logo placement on event marketing materials, including website and select print materials.
- Logo and / or thanks added to our current onboard banners.
- Recognition of Platinum Sponsorship in press releases and social media posts.
- Logo and link on The Danny website.
- Logo placement on event marketing materials, including website and select print materials.
- Two free tickets for a cruise of choice.

GOLD: LEGACY PROTECTOR (£10,000)

- Free use of The Danny as a static venue for up to two events (subject to availability and location).
- Full page company advert in one edition of Towline newsletter.
- Logo placement on event marketing materials, including website and select print materials.
- Logo and / or thanks added to our current onboard banners.
- Recognition of Gold Sponsorship in press releases and social media posts.
- Two free tickets for a cruise of choice.



SILVER: PRESERVATION CHAMPION (£5,000)

- Free use of The Danny as a static venue for one event (subject to availability and location).
- Half page company advert in one edition of Towline newsletter.
- Logo and / or thanks added to our current onboard banners.
- Logo placement on event marketing materials, including website and select print materials.
- Two free tickets for a cruise of choice.

BRONZE: HERITAGE SUPPORTER (£2,500)

- Logo and / or thanks added to our current onboard banners.
- Logo placement on event marketing materials, including website and select print materials.
- Two free tickets for a cruise of choice.



MARITIME HERITAGE, MARITIME FUTURES PARTNER SPONSORSHIP (£1,000)

Each year we look to the business community to help us promote The Danny and keep the history – and future – of this fantastic steamship alive. Your support helps us to engage with 6th Form and university students to raise awareness about the importance of the Liverpool City Region's maritime sector.

The Maritime Heritage, Maritime Future campaign's focus is to engage youth and create educational content and programs to teach the next generation about our region's rich maritime heritage and its exciting opportunities. Sponsorship includes:

- Features sponsors logo on The Danny website.
- Special recognition on project marketing materials / brochures.
- Maritime Heritage, Maritime Futures Partnership Badge for supporter's website and Company signatures.
- Invitation to future MHMF events hosted by the Danny.
- Two free tickets for a cruise of choice.



Special Sponsorship Opportunities

Here are some tailored or special sponsorship opportunities The Danny offers, going beyond standard tiered sponsorships:

- **Educational Champion:** Sponsor educational workshops on maritime history, engineering, or Art Deco design. Secure naming rights and promotion for these programs.
- **VIP Experience Sponsor:** Sponsor exclusive VIP events, like private tours, pre-cruise receptions, or catered events on the deck.
- **Sustainability Steward:** Partner with us on eco-friendly initiatives like exploring biofuel options or implementing waste reduction programs.
- **Community Partner:** Sponsor outreach programs for underprivileged youth or educational events at local schools. This aligns with the Daniel Adamson's social mission and allows your strong CSR focus to align with ours.

Cause-Related Partnerships:

- **Matching Donations:** Partner with local businesses to match donations made by the public during specific fundraising campaigns.
- **Volunteer Incentives:** Partner with local businesses to offer discounts or promotions to volunteers who contribute a certain amount of time to the Daniel Adamson project.
- **Volunteer Recognition Program:** Sponsor the volunteers "Day Out" to thank and appreciate those who dedicate their time to the ship.



Our unique sponsorship opportunities offer a platform to build your brand and exposure, supporting your CSR and community engagement. **Please ask for more information.**

Benefits of Sponsoring The Danny

Sponsorship offers a unique blend of brand alignment, positive PR, and access to a passionate audience. From employee engagement opportunities to VIP client entertainment, The Danny creates memorable experiences that foster loyalty and strengthen relationships.

Help Us Preserve Maritime History and Inspire the Future

Become a sponsor today and play a vital role in safeguarding this historic steamship, driving educational programs, and supporting community outreach. Let's work together to ensure The Danny continues to be a vibrant community hub and a testament to our rich maritime heritage.

**Contact us today to discuss how you can make
a real difference!**



Testimonials

Peel Ports is proud to support the SS Daniel Adamson, a vessel which is such an important part of our local maritime heritage. Our sponsorship has allowed us to cultivate a mutually beneficial relationship with The Danny and her team, opening up new experiences for our staff, as well as opportunities to connect with young engineers and maritime students from colleges and universities across the Liverpool City Region. The Danny is also a fantastic venue for hosting corporate events and VIP guests. Events on board are always delivered with great attention to detail and to the highest professional standards.

Phil Hall, Ports Director, Mersey Division, Peel Ports

The Danny is creating tremendous connectivity and opportunities for young people across the Liverpool City Region, and the Maritime Heritage Maritime Futures project is a great example of a successful industry-academic partnership. The project brings together many different strands to investigate solutions for decarbonising the maritime sector. Shared expertise is a key aspect, drawing perspective and expertise from heritage engineering, marine ecology, naval architecture, and marine engineering. I love the experience of the enrichment days and workshops, and I see how these activities make a tangible and significant impact on students' lives and academic achievements.

Charuni Dissanayaka, STEM lead, Hugh Baird College, Sefton

Working with The Danny is always a delight, everyone is helpful, knowledgeable, and enthusiastic. The venue elevates any event to a memorable occasion, and the crew couldn't be more accommodating from the moment they whistle you on board to the final event farewells. I can't wait for our next event, enjoying the hospitality and opulence of this unique, lovingly restored, 1930's steam ship.

Rachael Owen, CEO, Halton Chamber of Commerce





Some of The Danny's projects are made possible with the help of The National Lottery Heritage Fund. Thanks to National Lottery players, we have been able to deliver some of our outreach programmes and engagement.

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