

COMMUNICATION TOOLKIT FOR PRESS #SAIL2025

Dear,

The #SAIL2025 press toolkit offers a collection of media resources for the largest free public event in the Netherlands. It includes the latest press releases, royalty-free high-resolution images, the official SAIL 2025 trailer, a brand video, and a timelapse of SAIL 2015.

SAIL 2025 promises to be an unforgettable triple jubilee: the 10th edition of the event, marking 50 years of SAIL, during the 750th anniversary of the city of Amsterdam. We look forward to welcoming ships, crews, and visitors from all over the world. The theme of SAIL 2025, United by Waves, celebrates global connection and cultural exchange through a fleet of majestic tall ships, historic vessels, and over 200 program elements on and around the water.

What's included in the toolkit:

- 100 Days to SAIL 2025 press release, featuring key highlights, confirmed ships, and the official opening parade.
- General event overview with background information on SAIL's history and international scope.
- Royalty-free images: high-resolution press photos
- Videos: the official SAIL 2025 trailer, our brand video United by Waves, and a timelapse of SAIL 2015

About SAIL 2025

SAIL 2025 (20–24 August 2025) is organised by the SAIL Amsterdam Foundation. The foundation was established in 1977 following the success of the very first SAIL edition in 1975, held to celebrate Amsterdam's 700th anniversary.

In 2025, we celebrate a triple jubilee: ten editions and fifty years of SAIL during the city's 750th anniversary. SAIL has grown into the largest public event in the Netherlands, made possible only through the efforts of countless volunteers, partners, and sponsors. Presenting partners (main sponsor) include RTL, Booking.com, Heineken, Sligro, Tommy Hilfiger, Verpact, Heren2, and KPN. Our hosting partners are the City of Amsterdam and the Port of Amsterdam. For more information, visit www.sail.nl or download the SAIL app (available in all major app stores).

If you have any additional questions or are looking for specific material, please feel free to contact Marije Harmsen (pers@sail.nl)

Kind regards,
The SAIL 2025 Team

[01: General]

SAIL 2025: United by Waves

The Netherlands' largest sailing event returns to Amsterdam in August 2025!

With over 800 ships, more than 2.3 million visitors, world-class performances and hundreds of sub-events, Amsterdam will once again be immersed in a spectacular maritime celebration. SAIL 2025 marks a triple jubilee: the 10th edition of SAIL, 50 years since the event's founding, and the 750th anniversary of the city of Amsterdam. From 20 to 24 August 2025, the largest free public event in the Netherlands will return to the city's waterfront. A true festival of connection and culture, bringing together ships and crews from all over the world, and thousands of boats, sloops and sailing vessels that bring the city's waters to life.

SAIL was first held in 1975 to mark Amsterdam's 700th anniversary. Even then, hundreds of thousands of visitors were enchanted by the majestic tall ships from across the globe. And so, a beloved tradition was born. Every five years, SAIL invites ships from all over the world to gather for this world-renowned event, and in 2025, the special jubilee edition is set to be one of the most unforgettable yet.

More information can be found at www.sail.nl.



[02: Press release – Historic tall ships return to Amsterdam for SAIL 2025]

Historic tall ships return to the Netherlands: SAIL 2025 is just around the corner!

SAIL Amsterdam, one of the largest and most iconic events in the Netherlands, is set to return in August 2025 for its tenth edition. Held only once every five years, SAIL will once again transform the waters of the IJ into a vibrant stage, where a spectacular fleet of tall ships and other historic and modern vessels will gather right next to the city centre.

SAIL 2025 promises to be a triple celebration: not only does it mark the tenth edition of SAIL, but it also commemorates the 50th anniversary of the event's first edition in 1975, as well as the 750th anniversary of the city Amsterdam itself.

Among the confirmed fleet is the iconic *Eye of the Wind*, a British tall ship built in 1911. With its classic brigantine rig and over a century of ocean crossings, the ship holds a special place in the hearts of maritime enthusiasts. It will proudly join the SAIL-In Parade and remain open to visitors throughout the event.

SAIL 2025 also welcomes an impressive line-up of international vessels, including:

- Shabab Oman II (Oman): a majestic three-masted barquentine representing Omani maritime tradition and international friendship.
- NRP Sagres (Portugal): with her striking square sails and red cross of Christ, this legendary Portuguese tall ship is a true crowd favourite at sailing events worldwide.
- Alexander von Humboldt II (Germany): A sail training ship known for its bright green sails, youth voyages, and iconic appearance.

SAIL Amsterdam is free of charge and open to everyone. Visitors can explore the ships, speak with international crews, and experience maritime history up close. Alongside the ship programme, there are over 200 activities planned around the IJ waterfront, from parades and live music to cultural performances, ship tours, and evening light shows on the water.

“SAIL Amsterdam is more than just a sailing event. It’s a celebration of maritime culture and international connection,” says Robert Visser, Business Director of SAIL.

SAIL Amsterdam 2025 will take place from 20 to 24 August.

For high-resolution images, full press information, ship descriptions or interview requests, please refer to the attached press kit or visit www.sail.nl.

For additional inquiries, feel free to contact us at: pers@sail.nl.



[03: News message – 100 days to go until SAIL2025]

Embargo until 12-05-2025

100 Days to go: SAIL 2025 returns to Amsterdam after 10 years

Amsterdam, 12 May 2025 — SAIL Amsterdam, one of the largest and most iconic events in the country, is set to return in August 2025 for its tenth edition. Held only once every five years, SAIL will once again transform the waters of the IJ into a vibrant stage, where a spectacular fleet of tall ships and other historic and modern vessels will gather right next to the city centre.

SAIL 2025 promises to be a triple celebration: not only does it mark the tenth edition of SAIL, but it also commemorates the 50th anniversary of the event's first edition in 1975, as well as the 750th anniversary of the city of Amsterdam itself.

Among the impressive fleet at SAIL 2025, the renowned British tall ship Eye of the Wind has confirmed its participation. Visitors will have the unique opportunity to admire and explore this historic vessel, which has been sailing the world's oceans for over a century.

During SAIL, visitors will be immersed in the magic of maritime heritage, with opportunities to learn about the rich history of Dutch seafaring and the vital role of ports and shipping in the modern economy. Across the IJhaven and surrounding areas, a diverse programme of activities will be organised, from ship tours and sailing parades to cultural performances and educational exhibits. Both the majestic tall ships and the innovative vessels of today will be open for exploration, offering a unique glimpse into the past, present, and future of maritime tradition.

"With more than 2.3 million visitors, SAIL Amsterdam is not just a maritime event. It's a celebration of cultures and communities coming together." — Robert Visser, Business Director of SAIL Amsterdam. "With 100 days to go, we are excited to invite visitors from across the globe to join us for a once-in-a-lifetime celebration along the IJ."

The event will officially open with the SAIL-In. This is the world-famous grand parade, where hundreds of ships will take part. Among them are some of the most impressive tall ships from around the world. Together, they will sail into Amsterdam's harbour in a breathtaking parade. The festival is free to the public, offering an accessible and inspiring experience for all ages.

Save the date: SAIL Amsterdam 2025 will take place from 20 to 24 August 2025.
For more information and updates, visit sail.nl.



[04: Royalty-Free Images, Trailer, Brand Video & Timelapse]

Browse the royalty-free images:

- View press photos

Also discover the following videos:

- The official SAIL 2025 trailer
- United by Waves – the official SAIL 2025 brand video
- A timelapse of SAIL 2015