

PLYMOUTH ARMED FORCES DAY

29 JUNE 2024

SPONSORSHIP OPPORTUNITIES



ABOUT PLYMOUTH ARMED FORCES DAY

Plymouth
Britain's Ocean City

Each year Plymouth shows its support to the Armed Forces and celebrates their outstanding contribution to the city and UK, by putting on a spectacular free event on Plymouth Hoe, celebrating Armed Forces Day.

Being a Military city, it's no surprise that this is one of Plymouth's signature events - which sees between 40K-50K visitors attend throughout the day - making it the perfect event to showcase your business.

The day is packed with free entertainment, thrilling activities and hands-on displays, Military parades and bands, Military equipment, live music, and a stage programme which runs into the evening with a free evening concert.

Visit the website for more information: <https://plymoutharmedforcesday.co.uk/>

TARGET AUDIENCE

- Local community
- Veteran groups from across the region
- Young people and Veterans looking for training and recruitment opportunities
- Military community
- Visiting friends and family
- Visitors from across the region



EXHIBITING AND MARKETING OPPORTUNITIES

PREMIUM COMMERCIAL VEHICLE EXHIBITOR: £2,000 to £3,000

- Showcase your products within a large display area, in a prime high footfall location, for 5 to 10 vehicles plus trailer.
- Opportunity to brand your allocated area with flags and banners
- Logo and link on plymoutharmedforcesday.co.uk
- Logo on the event map, marking your location.
- On the day Facebook post with the Armed Forces Flag.



PREMIUM COMMERCIAL PITCH WITH MARKETING BENEFITS: £1,750+VAT

- A commercial pitch for a gazebo (3m x 3m) within the Veteran's Village, with power (gazebo to be provided by sponsor).
- Advertisement on the website: plymoutharmedforcesday.co.uk
- Logo and link on the sponsor's page: plymoutharmedforcesday.co.uk
- Digital slide to be displayed on the big screen for three days, during the Rehabilitation Triathlon and Armed Forces Day.
- Opportunity to display a vinyl banner on the main arena at Armed Forces Day.
- On the day Facebook post with the Armed Forces Flag.
- Invitation for two guests to attend the sponsors tour and cream tea reception at Elliot Terrace with the Lord Mayor.

ADVERTISING OPPORTUNITIES

LED BIG SCREEN ADVERTISING: **FROM £300 TO £700+VAT**

Promote your business to over 100k people, at Plymouth's signature events on Plymouth Hoe!

Advertise on the LED big screen during the Rehabilitation Triathlon, Armed Forces Day and the British Firework Championships:

- Static side - £550+VAT (saving of £50)
- Video (max. 30s) - £700+VAT (saving of £100)

Advertise on the LED big screen during the Rehabilitation Triathlon and Armed Forces Day ONLY

- Static slide - £300+VAT
- Video (max. 30s) video - £400+VAT

Technical spec will be provided. Same video is to be used for all three events.

WEBSITE ADVERTISING: **£100+VAT**

- Digital advertisement on the official website: <https://www.plymoutharmedforcesday.co.uk/>, with a click through to your website of choice.
- Displayed on one of the three most visited web pages - potentially reaching over 20k views.
- Spec: 300px width x 300px height (JPG/PNG).

This year we are reducing our carbon footprint by reducing our print requirements. The event programme will be A3 folded to one-third A4, with the advertising moving to the website.



PLYMOUTH ARMED FORCES DAY OVERVIEW

REACHED
219K
VIA SOCIAL
MEDIA

USERS
21K
VIA
WEBSITE

AUDIENCE
50K
ATTENDED 2023
EVENT

PAGE VIEWS
85K
VIA WEBSITE

INTERESTED?

All sponsorship packages can be tailored to best suit your business needs

Please get in touch with Sara Tapp or Gemma Axell, by emailing: afdmedia@plymouth.gov.uk

For details on charity pitches, email: afd@plymouth.gov.uk

plymoutharmedforcesday.co.uk

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