**Premium Commercial Pitch at Armed Forces Day with Marketing Benefits:**

* 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](https://plymoutharmedforcesday.co.uk/)
* Logo and link on the sponsor’s page: [plymoutharmedforcesday.co.uk/sponsors](https://www.plymoutharmedforcesday.co.uk/sponsors)
* 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 cream tea reception at Elliot Terrace with the Lord Mayor.

**£1,750+VAT**

### Website Advertising with Link on [Home | Plymouth Armed Forces Day](https://www.plymoutharmedforcesday.co.uk/) on one of the top three most viewed pages.

###

### £100+VAT

### LED Big Screen Advertising

### £300 TO £700+VAT

**​**

Advertise on the LED big screen during three events: Strength of Spirit Games Rehabilitation Triathlon, Armed Forces Day and the British Firework Championships

* Static side (max.10s) - £550+VAT (saving of £50)
* Video (max. 30s) - £700+VAT (saving of £100)

​

Advertise on the LED big screen during two events: Strength of Spirit Games Rehabilitation Triathlon and Armed Forces Day

* Static slide (max. 10s) - £300+VAT
* Video (max. 30s) video - £400+VAT

On average across the events, adverts on the LED screens will be shown on a 1 play per 12 minute rotation.

**Name:**

**Company:**

**Company address:**

**Email: Tel:**

Please return this booking form by **Monday 31 March 2025**, artwork required on

**21 April 2025**.

**Technical Specifications**

**AFD Website Advertising**

URL for website link: https://

File type: JPEG or PNG.

Resolution 300px width x 300px height

**AFD LED Big Screen**

Static slide file types: JPEG or PNG

Resolution 1920px width x 1200px height (16:10 aspect ratio)

Video file types: MPEG4, MOV or WMV

Resolution 1920px width x 1200px height or greater (16:10 aspect ratio)

Same slide or video is to be used for Strength of Spirit Games Rehabilitation Triathlon and Armed Forces Day.

**British Firework Championships LED Big Screen**

Static slide file types: JPEG or PNG

Resolution 1920px width x 1080px height

Video file types: MP4 or uncompressed, MOV files

Resolution 1920px width x 1080px height or greater

* Videos to be a maximum 30 seconds, and with **no sound**, (sound will get lost within the general noise of the event). Suggest subtitles.
* A 10% margin or television safe areas should be used to ensure no information is cropped from the side of the screen.
* Text should be 24pt minimum. Anything lower will not be seen on screen.
* Keep everything bold. Avoid using too much text.
* Avoid the use of plain white backgrounds. If a white background is required, consider using off-white or bringing the contrast down by 10%.

**Artwork deadlines:**

Website advertisement and LED Screen video or slide **by Monday 21 April 2025.**

If using large files, please email artwork, using [wetransfer.com](https://wetransfer.com/) to: AFDmedia@plymouth.gov.uk

If you have any queries, please contact Sara Tapp on: AFDmedia@plymouth.gov.uk

Thank you