



Plymouth
Britain's Ocean City

PLYMOUTH ARMED FORCES DAY

SATURDAY 25 JUNE 2022

Plymouth's exciting Armed Forces Day will be returning to Plymouth Hoe, on Saturday 25 June.

Each year Plymouth shows its support to the Armed Forces and celebrates their outstanding contribution to the city and UK.

It is expected between 40K-50K visitors will attend throughout the day, at this year's hugely popular Armed Forces Day, on the spectacular Plymouth Hoe.

This family-fun event, sponsored by Babcock, will include a great variety of thrilling activities and displays. There will be military parades, displays, interactive activities, choirs and live music, military bands and much more. With an exciting arena programme, hosting the thrilling Field Gun Competition and this year we will be marking the 40th anniversary of the liberation of the Falkland Islands, with a dedicated parade.

Across the Hoe, a number of villages from the Royal Navy, RAF, Army and Royal Marines, will be showcasing the most impressive and interactive military equipment and vehicles from the past, present and future. The Veterans' Village will host wide range of local charities and organisations each offering information, advice and support.

The day will finish with an outstanding free evening concert, entertaining the crowds with a fantastic range of live music for all to enjoy.

Advertising Opportunities

Official Event Programme

We have advertising opportunities within the official event programme, which may be of interest to you. The 32 page, full colour programme is A5 size, with a 20,000 print run, and is also available as a digital guide which will go onto our website: www.plymoutharmedforcesday.co.uk and is supported by our social media channels and network of partners.

This year's guide will also include information on the Rehabilitation Triathlon hosted by the Royal Marines, which will be taking place on Thursday 23 June, on Plymouth Hoe.

This comprehensive guide has a wide distribution across the city and region, targeting families, visitors, local community, schools, military and veterans.

Advertising prices start from £265 for a quarter page, £500 for half a page and £750 for a full page, (+VAT). Should this opportunity be of interest to you, please get in touch: sara.tapp@plymouth.gov.uk. Click [here](#) to see the 2019 programme.

Sponsorship Opportunities

Commercial Sponsor from £500 to £3,000

Various packages are available and can be tailored to suit your business needs. These range from a standard exhibition space of a 3m x 3m gazebo, to having a large display area to showcase up to 12 vehicles, in a prime location.

Veterans Village Sponsor from £5,000 to 8,000 +VAT

This exciting opportunity for your company to support our Veterans and have a commercial pitch, the naming rights to the Veterans Village – which holds over 50 military charities and organisations hosting exhibitions within the village. There will be numerous branding and product placement opportunities in and around the village too. This is a particularly high footfall location, which will offer great exposure for your company, whether it's to promote recruitment opportunities, or raise awareness and profile of your company, this is a great opportunity.

Special Offers

Why not provide a special offer or discount for our Armed Forces and Veterans, on Plymouth Armed Forces Day. It is a great incentive for the Armed Forces and Veterans to visit the shops and restaurants across the city and waterfront during their visit. The offers can be either just for the day, the weekend or continuous – please specify.

We will feature your business along with your offer in a dedicated section on the Plymouth Armed Forces Day website, as well as sharing it across our social media channels.

Photograph Opportunity

For those that are supporting Armed Forces Day

We are running a social media campaign, along with the National Armed Forces Day campaign #Salute, where we would love to come along to your business and take a team photograph of your colleagues holding the Armed Forces Day flag. We will then post these images on our website and Facebook page.

Show your support to our Armed Forces

If you would like to discuss sponsorship or advertise in the official programme and/or provide a special offer or discount for our Armed Forces and Veterans, please contact sara.tapp@plymouth.gov.uk
www.plymoutharmedforcesday.co.uk

