



**Plymouth**  
Britain's Ocean City

# **PLYMOUTH ARMED FORCES DAY**

## **SATURDAY 24 JUNE 2023**

**Plymouth's exciting Armed Forces Day will be returning to Plymouth Hoe, on Saturday 24 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 hugely popular Armed Forces Day, on the spectacular Plymouth Hoe.

This family-fun event, in association with Babcock, will include a great variety of thrilling activities and displays. There will be military parades, interactive activities, choirs and live music, military bands and much more, along with an exciting arena programme and the brilliant Junior Field Gun tournaments.

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.



## Marketing Opportunities

### Commercial Marketing Package £1,750+VAT

- A commercial pitch for a gazebo (3m x 3m) within the Veteran's Village (gazebo to be provided by sponsor).
- Quarter page advertisement within the official event programme.
- Logo and link on [www.plymoutharmedforcesday.co.uk](http://www.plymoutharmedforcesday.co.uk)
- Digital slide to be displayed on the big screen for three days, during the Rehabilitation Triathlon and Armed Forces Day. (slide to be provided by sponsor)
- Opportunity to display a vinyl banner on the main arena at Armed Forces Day.
- Opportunity to have a photograph of your team with the Armed Forces flag, if requested.
- Inclusion in the social media campaign, including on the day Facebook post.
- Invitation for two guests to attend the sponsors tour and cream tea reception at Elliot Terrace with the Lord Mayor.



### Advertising in the Official Event Programme from £265+VAT

We have advertising opportunities within the official event programme, which may be of interest to you. The A5 full colour programme will be available in print and as a digital guide, which will go onto our website: [www.plymoutharmedforcesday.co.uk](http://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 22 June, on Plymouth Hoe.

This comprehensive guide has a large print run, of approximately 12,000 to cover its wide distribution across the city and region, targeting families, visitors, local community, schools, military and veterans. As well as distributed throughout Armed Forces Day and on the display stands and Military villages.

Advertising prices start from £265 for a quarter page, £500 for half a page and £750 for a full page, £800 for inside back cover (+VAT).

Click [here](#) to see the 2022 programme.

### Digital Advertisement or Slide on the Big Screen from £250+VAT

We have a brilliant opportunity to promote your business on the digital screen, which will be located on Plymouth Hoe, for three busy days. These include: during the Rehabilitation Triathlon, hosted by the Royal Marines, on Thursday 22 June, through to the Plymouth Armed Forces Day, on Saturday 24 June.

The big screen will be showing video highlight of our up and coming events, promoting businesses and our sponsors, military recruitment videos, programme information, plus much more.

Advertising rates: for a 10 second slide - £250(+VAT), or 30 second video - £500(+VAT). Content will need to be provided, and in the required format. Technical spec will be provided.



### **Commercial Pitch, £525 without power or £575 with power**

- Standard commercial pitch within the Veteran's Village.
- Space for a 3m x 3m gazebo
- Inclusion on the website ([plymoutharmedforcesday.co.uk](http://plymoutharmedforcesday.co.uk)) with a link
- Opportunity to have a photograph of your team with the Armed Forces flag if requested.



### **Military Discounts**

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.



### **Show your support to our Armed Forces**

If you would like to discuss any of the advertising opportunities,

please email Sara Tapp or Gemma Axell on:  
[AFDmedia@plymouth.gov.uk](mailto:AFDmedia@plymouth.gov.uk)

[plymoutharmedforcesday.co.uk](http://plymoutharmedforcesday.co.uk)

