



Buckinghamshire  
& Milton Keynes

# Armed Forces Day 2015

27th June  
2015

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**To be held at:**

Aylesbury Rugby Club,  
Weston Turville,  
Buckinghamshire,  
HP22 5RN



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## Background

The Government launched the national Armed Forces Day scheme back in 2009. Since then, the Buckinghamshire Lieutenancy with the support of the County Council and other stakeholders have delivered successful family fun day events; highlighting the local community's support for Veterans, Serving Personnel, Reservists, Cadets, their Families and Employers.

## Aim

Our aim for 2015 is to deliver another big family fun day event for 10,000 people from our target audience and the public, from within Milton Keynes and Buckinghamshire. All supported from donations in kind or sponsorship from the same local community.

## Execution

**The event is solely funded by donations, sponsorship and income generated on the day itself.**

Any profit generated will be forwarded to the next Armed Forces Day event. It is an opportunity for businesses across our area to show their support and to win the admiration of their own employees and the wider public as a socially responsible organisation that is engaged with the community.

## Sponsorship Opportunities

1. Specific sponsorship packages are listed in this booklet
2. Financial support – a cash sum
3. Support in kind – with goods, services or volunteers that can support the day

## Key Benefits

1. Public recognition of your firm being a supportive business that gives to the community
2. Positive media coverage of your business to existing and prospective customers

3. Staff awareness and support for positive management leadership
4. Increased staff morale and enhanced recruitment opportunities
5. Enhanced recruitment opportunities: many ex-serving and serving personnel are looking for employment in the local area and due to their skills and values are in real demand from employers. This will help you to get there first.

## What you get

1. Corporate logo on display boards around the site and in event marketing
2. Announcements over the PA system during the event
3. VIP tickets to the VIP hospitality marquee with afternoon tea
4. Champagne reception with VIP personalities and guests
5. Free entry tickets for staff and their families (limited allocation)
- 6) The opportunity to have a stand at the event promoting your organisation

# Sponsorship Opportunities for AFD 2015

## Air Show - £10,000

### Benefits to include

#### Branding

- 6x banners around the event site, solely displaying your company logo in support of Armed Forces Day. Your company name to be announced during the air show commentary
- ½ page advert in the programme
- Company logo on the official Buckinghamshire & Milton Keynes AFD2015 website page
- Your company logo within the mention of thanks in the official programme

Entrance Tickets x20

Hospitality Marquee x10 entrance passes

VIP Parking x5 passes for the hard standing car park

The opportunity to have a stand at the event promoting your organisation



## Performance Arena - £10,000



### Benefits to include

#### Branding

- 14x banners around the Arena area, solely displaying your company logo in support of Armed Forces Day. Your company name to be announced during the arena commentary.
- ½ page advert in the programme
- Company logo on the official Buckinghamshire & Milton Keynes AFD 2015 website page
- Your company logo within the mention of thanks in the official programme

Entrance Tickets x20

Hospitality Marquee x10 entrance passes

VIP Parking x5 passes for the hard standing car park

The opportunity to have a stand at the event promoting your organisation

## Stage - £7,000



### Benefits to include

#### Branding

- Main stage banner
- 2x additional banners around the stage area, solely displaying your company logo in support of Armed Forces Day
- 1/3 page advert in the programme
- Company logo on the official Buckinghamshire & Milton Keynes AFD2015 website page
- Your company logo within the mention of thanks in the official programme

#### Entrance Tickets x14

#### Hospitality Marquee x8 entrance passes

#### VIP Parking x4 passes for the hard standing car park

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## World War 1 Village - £7,000



New for 2015's event, we will be highlighting some of the work happening across the County to commemorate the 100th anniversary of World War One. The self-contained area will showcase some of the County's most fascinating, interactive projects and the experts will be on hand to answer questions from the public.

### Benefits to include

#### Branding

- Large entrance banner into the World War 1 marquee village, solely displaying your company logo in support of Armed Forces Day
- 2x additional banners around the WW1 Village, solely displaying your company logo in support of Armed Forces Day
- Company branding within the marquee
- 1/3 page advert in the programme
- Company logo on the official Buckinghamshire & Milton Keynes AFD2015 website page
- Your company logo within the mention of thanks in the official programme

#### Entrance Tickets x14

#### Hospitality Marquee x8 entrance passes

#### VIP Parking x4 passes for the hard standing car park

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## Funfair - £5,000

### Benefits to include

#### Branding

- 4x banners in the funfair area, solely displaying your company logo in support of Armed Forces Day
- Company logo on the official Buckinghamshire & Milton Keynes AFD2015 website page
- Your company logo within the mention of thanks in the official programme

#### Entrance Tickets x20

#### Hospitality Marquee x5 entrance passes

#### VIP Parking x3 passes for the hard standing car park

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## Picnic Area - £5,000



### Benefits to include

#### Branding

- 4x banners around the picnic area, solely displaying your company logo in support of Armed Forces Day
- Company logo on the official Buckinghamshire & Milton Keynes AFD2015 website page
- Your company logo within the mention of thanks in the official programme

#### Entrance Tickets x10

#### Hospitality Marquee x5 entrance passes

#### VIP Parking x3 passes for the hard standing car park

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## VIP Hospitality Marquee - £5,000



### Benefits to include

#### Branding

- Large entrance banner into the VIP Hospitality marquee, solely displaying your company logo in support of Armed Forces Day
- Company logo on the official Buckinghamshire & Milton Keynes AFD2015 website page
- Branding within the VIP Hospitality marquee during the event
- Your company logo within the mention of thanks in the official programme

#### Entrance Tickets x10

#### Hospitality Marquee x10 entrance passes

#### VIP Parking x5 passes for the hard standing car park

The opportunity to have a stand at the event promoting your organisation

## Tea Tent - £5,000



### Benefits to include

#### Branding

- 3x banners around the immediate Tea Tent area, solely displaying your company logo in support of Armed Forces Day
- Company logo on the official Buckinghamshire & Milton Keynes AFD2015 website page
- Branding within the Tea Tent during the event
- Your company logo within the mention of thanks in the official programme

#### Entrance Tickets x10

#### VIP Hospitality Marquee x5 entrance passes

#### VIP Parking x3 passes for the hard standing car park

The opportunity to have a stand at the event promoting your organisation

## Volunteers - £3,500

Without our team of almost 100 local volunteers, this event would not be able to take place. This package covers the cost of the recruitment, the training, the uniforms and the food for our volunteers.

### Benefits to include

#### Branding

- Company branding at the two volunteer briefings
- Company branding on the volunteer t-shirts
- 3x banners around the event site, displaying your company logo in support of Armed Forces Day together with one other organisation
- Company logo on the official Buckinghamshire & Milton Keynes AFD 2015 website page
- Information in the Staff / Volunteers room during the event
- Your company logo within the mention of thanks in the official programme

#### Entrance Tickets x8

#### Hospitality Marquee x4 entrance passes

#### VIP Parking x2 passes for the hard standing car park

The opportunity to have a stand at the event promoting your organisation



## Accessibility Programme - £3,000



### Benefits to include

We aim for this event to be as accessible to all members of our community as we can possibly make it. This package covers the cost of running an accessibility forum during the event planning stage, the pedestrian trakway, the Performance Arena and Stage viewing areas and the hearing loop.

#### Branding

- Company branding during the Accessibility Forum which is set up to engage members of the local disability community
- 3x banners around the event site, displaying your company logo in support of Armed Forces Day together with one other organisation
- Company logo on the official Buckinghamshire & Milton Keynes AFD 2015 website page
- During the event, company branding around the
  - o Stage and Performance Arena viewing areas
  - o By the pedestrian trakway
- Your company logo within the mention of thanks in the official programme

#### Entrance Tickets x8

#### Hospitality Marquee x4 entrance passes

#### VIP Parking x1 pass for the hard standing car park

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## Zip Wire - £2,000



### Benefits to include

#### Branding

- Company branding around the Zip Wire
- 3x banners around the event site, displaying your company logo in support of Armed Forces Day together with one other organisation
- Company logo on the official Buckinghamshire & Milton Keynes AFD 2015 website page
- Your company logo within the mention of thanks in the official programme

#### Entrance Tickets x6

#### Hospitality Marquee x2 entrance passes

#### VIP Parking x1 pass for the hard standing car park

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## Climbing Wall - £2,500

### Benefits to include

#### Branding

- Company branding around the Climbing Wall
- 3x banners around the event site, displaying your company logo in support of Armed Forces Day together with one other organisation
- Company logo on the official Buckinghamshire & Milton Keynes AFD 2015 website page
- Your company logo within the mention of thanks in the official programme

#### Entrance Tickets x6

#### Hospitality Marquee x2 entrance passes

#### VIP Parking x1 pass for the hard standing car park

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## Bungee Tramps – £2,000

### Benefits to include

#### Branding

- Company branding around the Bungee Tramps
- 3x banners around the event site, displaying your company logo in support of Armed Forces Day together with one other organisation
- Company logo on the official Buckinghamshire & Milton Keynes AFD 2015 website page
- Your company logo within the mention of thanks in the official programme

#### Entrance Tickets x6

#### Hospitality Marquee x2 entrance passes

#### VIP Parking x1 pass for the hard standing car park

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## Coconut Trees - £2,000



### Benefits to include

#### Branding

- Company branding around the Coconut Trees
- 3x banners around the event site, displaying your company logo in support of Armed Forces Day together with one other organisation
- Company logo on the official Buckinghamshire & Milton Keynes AFD 2015 website page
- Your company logo within the mention of thanks in the official programme

#### Entrance Tickets x6

#### Hospitality Marquee x2 entrance passes

#### VIP Parking x1 pass for the hard standing car park

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## Inflatable Laser Quest - £2,000

### Benefits to include

#### Branding

- Company branding around the Laser Quest activity
- 3x banners around the event site, displaying your company logo in support of Armed Forces Day together with one other organisation
- Company logo on the official Buckinghamshire & Milton Keynes AFD 2015 website page
- Your company logo within the mention of thanks in the official programme

#### Entrance Tickets x6

#### Hospitality Marquee x2 entrance passes

#### VIP Parking x1 pass for the hard standing car park

The opportunity to have a stand at the event promoting your organisation



## Body Zorbing - £2,000



### Benefits to include

#### Branding

- Company branding around the Body Zorbing activity
- 3x banners around the event site, displaying your company logo in support of Armed Forces Day together with one other organisation
- Company logo on the official Buckinghamshire & Milton Keynes AFD 2015 website page
- Your company logo within the mention of thanks in the official programme

#### Entrance Tickets x6

#### Hospitality Marquee x2 entrance passes

#### VIP Parking x1 pass for the hard standing car park

The opportunity to have a stand at the event promoting your organisation

## Cash Donations and Gifts in Kind

### Between £1000 - £1999

You will receive 4x entrance tickets, 2x car parking passes, 4x VIP Hospitality passes and your company logo within the official programme.

### Between £250 - £999

You will receive 4x entrance tickets and your company logo within the official programme.

### Between £50 - £249

You will receive 2x entrance tickets and your company logo within the official programme.

## Gifts in Kind

If you or your organisation are able to support Armed Forces Day by providing materials or services which are required in an event of this nature, then we would love to hear from you. Such examples are – generators, pedestrian barriers, marquees, trakway, printing costs and signage.



## Contact Details

We would love to meet to talk through any individual requirements and are happy to put together a bespoke sponsorship package where required. Please feel free to get in touch by contacting us at [bucksccevents@buckscc.gov.uk](mailto:bucksccevents@buckscc.gov.uk) or calling 01494 732183.