



March 2016

Armed Forces Day Gala - Saturday 18th June 2016 – 12pm to 6pm

We would like to invite you to support our event in St Neots, which will be held in the Regatta Meadow, just off of Crosshall Road, St Neots.

Thousands of people are expected to attend this free event and we are encouraging everyone to get their glad rags on and come and join us! Last year we had over 5,000 visitors.

Organised by the Royal Naval Association, Royal British Legion, Royal Air Forces Association and St Neots Town Council, this Free Entry Gala will provide a wide range of activities for the whole family. Featuring military and cadet displays, themed performances and singers, food arena, arts & crafts stalls, licenced bar, tea tent, classic and vintage cars, RAF Spitfire fly past, children's fun fair and more! This year we are excited to have a full size replica Spitfire at the event as well as the usual tanks and military vehicles.

How is the event being publicised?

The event is already being promoted online and will feature in the local press and St Neots Town Council monthly newsletter. The event will also be promoted throughout the town on posters and via banners, on local radio, our Facebook page <https://www.facebook.com/stneotsarmedforcesday> as well as the Twitter hashtag #stneotsarmedforces

What does sponsorship involve and what are the costs?

There are two methods by which you can show your support to our event, and by so doing show your support of the excellent efforts of the men and women who serve or have served in our Armed Forces.

The first option is to offer to be an 'Event Sponsor' for our performance stage, and have an opportunity to display your company logo on banners around the stage itself. To discuss options available please contact me on 01480 211442.

The second method is to take up one of the advertising opportunities on offer, which are detailed overleaf together with their associated costs.





Banner Advertising

2m x 1m banner displayed around the arena area (which is in front of the stage) £70
(The cost includes a digitally printed, PVC banner)

2m x 1m banner displayed (as above) £45
(The banner to be printed and provided by yourself)

If you need assistance in putting together artwork for the banner design please contact us.

You will be reaching an expected audience of over 5,000 people during the event alone, making this a great opportunity to show your support for the event, our Armed Forces and reach your potential customer base.

Please note: we have formed a link with 'the best of St Neots', so if you are one of their clients, your logos and details will be forwarded through them. If not you will need to provide your details.

In order for us to meet our deadline dates for artwork, printing and distribution, your response is requested before **6th May 2016**, so please ensure you contact us ASAP if you are interested. Space allocation will be dealt with on a first come first served basis.

If you have any questions please do not hesitate to contact us.

K Pollecutt

Karen Pollecutt
Secretary
St Neots Armed Forces Day Committee



To get up to date information about St Neots Armed Forces Day 2015 event, visit our Facebook page set up for the event: www.facebook.com/stneotsarmedforcesday

thebestofstneots

www.thebestof.co.uk/stneots