



DAEDALUS D-DAY 80



8-9 JUNE 2024
SOLENT AIRPORT DAEDALUS

Sponsorship Opportunities



FAREHAM
BOROUGH
1974-2024



Montserrat Events CIC

VA Curtiss SOC Seagull of US Navy VCS-7 at Lee-on-Solent circa June 1944. The Squadron's aircraft were temporarily out of use whilst the aircrew used Spitfires in support of the D-Day landings. Another SOC and a Vought OS2U Kingfisher are parked in the background.



D-Day 80

We celebrate the 80th Anniversary of D-Day over the 8-9 June with an event called Daedalus D-Day80.

This event will be staged on the former HMS Daedalus airfield and, will be more significant than the successful 75th anniversary event delivered here in 2019.

Solent Airport Daedalus, as it is now known, is owned and operated by Fareham Borough Council. It will provide an amazing backdrop for the event being provided by Montserrat Events CIC and airport operators Regional City Airports.

The 80th anniversary will be an amazing event for the public to experience, in celebration of this historic moment in time.

www.daedalus80.co.uk



For reference black and white 1944 pictures are taken from the following Wikimedia Commons Website and www.hampshireairfields.co.uk, which are in the public domain



Photo - Pilots of Navy squadron VCS-7 with a Spitfire fighter during the Normandy invasion

The nation remembers the 80th Anniversary on the 6th June, for further details visit: <https://www.d-day80beacons.co.uk/>



Historic Airfield

The airfield of HMS Daedalus played a crucial role in 'Operation Overlord' which took place on the 6th June 1944. Some 435 sorties took off from Daedalus, making it the busiest single airfield on D-Day. In all, over 2,000 sorties were flown from here, the majority in the first ten days of operation.



The US Grumman Martlet fighter used by the British Fleet Air Arm on the ground at Lee-on-Solent Fleet Air Arm Station.



A loaded Fairey Barracuda torpedo bomber taxi-ing past an aircraft shed on the way to the runway at RNAS Lee-on-Solent

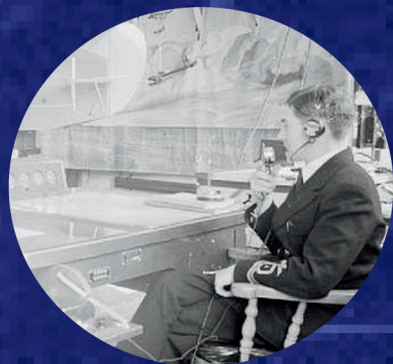


Members of the Women's Royal Naval Service working in the Fleet Air Arm's parachute packing room at RNAS Lee-on-Solent.

A Women's Royal Naval Service radio mechanic walks from a Fairey Barracuda torpedo bomber at RNAS Lee-on-Solent, September 1943.



US Navy VCS-7 pilot Lieutenant Robert F. Doyle, USNR, shakes hands with his wingman, Ensign John F. Mudge, USNR. They had just returned from a successful mission over German lines



The Link trainer in action at the RNAS Lee-on-Solent. Here budding pilots receive their first training in blind flying while the instructing officer speaks to them by phone.



Airfield picture by Ian Haskell



Attractions

Daedalus D-Day80 is designed to be an affordable family event for all to enjoy. Key attractions will include Living History Re-enactors, where the public can learn about WWII military equipment, services and history, Flying and Static Aircraft displays, Parachute Drop and Period Vehicles, all recalling the history of aviation at Daedalus. In addition there will be Field Gun Runs, Motorcycle Stunts, Marching Bands, Musical Performances, Funfair and a Market Emporium.

The full programme of events will be available in due course but will feature different attractions for each day, on stage, in the arena and flying displays will take place each afternoon featuring aircraft historically linked to HMS Daedalus.

Re-Enactors & Living History



Static Aircraft & Flying Display



Marching Bands



Family Entertainment



Becoming a Sponsor

Being one of the largest D-Day Celebration events in the area, the Daedalus event offers you an ideal opportunity to promote your business and for you and your staff to get involved to make it the huge success it needs to be.

As the organiser of previous events here in Lee on the Solent, Montserrat Events promise top class planning, promotion and marketing to create awareness and visibility which will deliver substantial audience footfall to see your branding and your association. Fareham Borough Council in fostering the event, will also provide promotion and awareness.

Based on the previous delivered event the estimated visitor numbers are 10,000 over the event weekend, this is a conservative estimate but we know that Daedalus 75 delivered in 2019 had 15,000 visitors over the 2 days.

There are many opportunities to take an active role, all of which, showcase your business and deliver a big PR boost. Local awareness helps with recruitment and generates positivity towards your staff, suppliers and customers. The following are points on the reasoning for being a business to sponsor the Daedalus D-Day 80.

Long Term Strategy

Consistent advertising and sponsorship demonstrates your company's commitment to the local community, which includes your staff. Association with a successful and prestigious event can demonstrate the quality standards your company aspires to.

Positive Publicity

Sponsorship/advertising allows businesses to be perceived as supporting the community and contributing to its development, creating vast goodwill.

Events provide an audience

Sponsorship/advertising provides the opportunity to connect with an engaged audience.

Digital and Traditional Awareness

Our advanced use of social media, coupled with more traditional methods, draws a much wider audience for you to engage with.

Boost Business Relations

Sponsorship/advertising has the potential to improve your company's image, status and reliability; to network with new businesses, creating new relationships.

www.daedalus80.co.uk

Sample of sponsor advertising
using the branded barrier jackets
Dignity Funeral Directors - Lee Victory Festival 2023



Sponsor Packages

Headline Sponsor - £10,000.00

For your support in return you get: branding and strapline presence.

Logo and message on all marketing and promotional vehicles, social media, website, brochures, banners and flyers. Branding on the event entrance.

Provision of own branded materials and Gazebo by the VIP area.

There will be opportunities for staff involvement in delivering this community event.

We will work closely with the headline sponsor to ensure their support is visible and promoted.

- 10 VIP tickets with seated area passes per day including a cream tea and 2 glasses of Prosecco on both days
- Access to VIP facilities.
- 10 Standard entry tickets per day.
- Team building experience with the field gun crew
- 6 branded barrier jackets placement
- short video promo to cover your sponsorship and support.
- Business Announcements throughout the event by the compères.
- Private meeting with Warbirds pilots & look around the aircraft.
- Advert in the Souvenir Brochure with copies for attending guests.
- Legacy mentions leading up to the next event in 2025; the 80th Anniversary of VE & VJ days with the Lee Victory Festival happening in September 2025.

Event Partner £6,000.00 (x2)

Prominent advertising including main stage, advert in the souvenir brochure with copies for attending guests. Business announcements throughout the event by the compères.

- 8 VIP tickets with seated area passes per day including a cream tea with a glass of Prosecco on both days,
- Free self-serve tea & coffee.
- Access to VIP facilities.
- 6 Standard entry tickets per day.
- 4 branded barrier jackets
- Private meeting with Warbirds pilots & look around the aircraft.
- Legacy mentions leading up to the next event in 2025; the 80th Anniversary of VE & VJ days with Lee Victory Festival happening in September 2025.
- Souvenir brochure for attending guests.

Platinum £4,000.00 (x3)

Warbirds Flying, supporting the Spitfire, Messerschmitt, and Mustang appearances. For your support in return you get:

- Presence*, business acknowledgement of supporting this element during the flying display commentary and by the com.
- A private meeting with Warbirds pilots & look around the aircraft,
- 3 branded barrier jackets placement by the aircraft location,
- 6 VIP tickets with seated area passes per day with 40% discount voucher for a cream tea with a glass of Prosecco.
- Free self-serve tea & coffee.
- Access to VIP facilities.
- 4 Standard entry tickets per day.
- Souvenir brochure for attending guests.



Sponsor Packages

Gold £3,000.00 (x2)

Gazelles in the Sky, supporting the 15min display of 4 Gazelle helicopters on each day. For your support in return you get:

- Presence*, a private meeting with Warbirds pilots & look around the aircraft,
- 2 branded barrier jacket placement by the aircraft location.
- Business acknowledgement of supporting this element during the flying display commentary.
- 4 VIP tickets with seated area passes per day with 30% discount voucher for a cream tea (£12.00) and glass of Prosecco (£6,00).
- Free self-serve tea & coffee,
- Access to VIP facilities.
- 2 Standard entry tickets per day.
- Souvenir brochure for attending guests.

Gold £3,000.00 (x2)

Parachute Drop, supporting the amazing skydivers from the Royal Navy as they parachute down onto the Daedalus airfield with their colourful canopies and trailing smoke. For your support in return you get:

- Presence*, a private meeting with the parachute team
- 2 branded barrier jacket placement.
- Business acknowledgement of supporting this element during the display commentary.
- 4 VIP tickets with seated area passes per day with 30% discount voucher for a cream tea and a glass of Prosecco.
- Free self-serve tea & coffee,
- Access to VIP facilities.
- 2 Standard entry tickets per day.
- Souvenir brochure for attending guests.

Gold £3,000.00 (x2)

Event Infrastructure, supporting the essential elements that are required for the safe and successful delivery of the event. This includes the Security, Fencing, Toilets, Power, Marquees, Staging, Sound, Water and Waste. For your support in return you get:

- Presence*,
- 2 branded barrier jacket placement.
- Business acknowledgement of supporting this element during the display commentary.
- 4 VIP tickets with seated area passes per day with 30% discount voucher for a served cream tea (£12.00) and glass of Prosecco (£6,00).
- Free self-serve tea & coffee,
- Access to VIP facilities.
- 2 Standard entry tickets per day.
- Souvenir brochure for attending guests.

Silver £2,000.00 (x2)

Jubilee Pitts, supporting this amazing 9min aerobatic display on each day, which will be very similar to the amazing display we saw at the Coronation event last year. For your support in return you get:

- Presence*
- 1 branded barrier jacket placement by the aircraft location.
- Business acknowledgement of supporting this element during the flying display commentary.
- 2 VIP tickets with seated area passes per day with 20% discount voucher for a cream tea (£12.00) and glass of Prosecco (£6,00).
- Free self-serve tea & coffee,
- Access to VIP facilities.
- Souvenir brochure for attending guests

Sample of sponsor advertising using their own merchandise
Parco Civil Engineering & Groundworks -
Lee Victory Festival 2023 Main Sponsor



Sponsor Packages

Bronze £1,000.00 (Multiple)

Event Entertainment, supporting the performers and artists who will be providing fantastic entertainment for all to enjoy over the event weekend; these include the music, children's Bubbleman, Circus & Stilts, Punch & Judy, Marching Bands and the Field Gun Runs; all will be amazing. For your support in return you get:

- Presence*
- 2 VIP tickets with seated area passes per day with 15% discount voucher for a cream tea (£12.00) and glass of Prosecco (£6,00).
- Free self-serve tea & coffee,
- Access to VIP facilities.
- Souvenir brochure for attending guests.

Friends of £500.00 (Multiple)

To support the general expenses to the delivery of the event; For your support in return you get:

- Presence*,
- 1 VIP ticket with seated area pass per day with 10% discount voucher for a cream (£12.00) and glass of Prosecco (£6,00).
- Free self-serve tea & coffee,
- Access to VIP facilities.
- Souvenir brochure for attending guests.

***All sponsors will have presence on website, social media, marketing and promotions. Specific attractions and costed events will be available to sponsor with prominent branding to reward the contribution.**

Advertising

Daedalus D-Day 80 event provides an amazing opportunity for business to support a large event with a small investment to get their brand promoted in front of thousands of visitors with branded barrier jackets.

The barrier jackets provide a colourful visual presence with a sleeved fabric airmesh fabric fitted using Velcro tabs at one end and underneath to secure them in place, giving a nice snug fit; no cable ties are required so looking very professional and clean.

Printed double sided, for best results have a bold solid colour on one side, thus reduces show through. The size is 2300mm x 900mm, we can show you some samples.

Your business can get involved from as little of £150.00 +VAT for the event weekend of the 8-9 June being held on the Solent Airport, Daedalus.

If required we can support the artwork if required which is charged at £40-£80 depending on time required.



Environmental, Social and Governance (ESG)

As an organisation, Montserrat Events are exploring ways to help build a sustainable future by embracing initiatives that are better for the environment, for our community, visitors and volunteers. We started our ESG journey last September with the delivery of the Lee Victory Festival and we progress moving forward as we look at ways to pursue sustainable ways of working and operating promoting health, wellness, diversity and inclusion, offering social initiatives and corporate governance; meaning that we work with integrity and honesty, and are accountable and transparent across our business operations.

Beneficiaries

Montserrat Events as a CIC has nominated two military charities who will benefit from a share of a 15% donation of the event profits, if made which will be split 60/40 between Montserrat Events (60%) and Fareham Borough Council (40%).

To support other registered military charities, those who wish to attend the event will get a 50% discount of their stand fees over the event weekend.



Contact Details

For all sponsorship and support enquiries please get in touch at: info@montserratevents.co.uk

We welcome the opportunity to meet and discuss how your business can support us.

www.montserratevents.co.uk

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*Delivering the smile for
the community*

VCS-7 pilots are briefed before flying a gunfire spotting mission over the Normandy beach heads, circa June-July 1944. Those present are (from left to right): Wing Commander Robert J. Hardiman, RAF, Commanding Allied Spotter Pilots; Ensign Robert J. Adams, USNR; Major Noel East, British Army Intelligence; Lieutenant Harris Hammersmith, Jr., USNR; and Captain John Ruscoe, Royal Artillery, Gunnery Liaison Officer.
US Navy Photo



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8-9 JUNE 2024

SOLENT AIRPORT DAEDALUS

**FLYING DISPLAY, STATIC AIRCRAFT, FIELD
GUN RUNS, PARACHUTE DROP, MUSIC,
MARCHING BANDS, FUNFAIR,
MOTORCYCLE DISPLAY, VEHICLES, LIVING
HISTORY AND AN EMPORIUM**



**FAREHAM
BOROUGH**
1974-2024

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Montserrat Events CIC